Performances / Short-form Video / 20-25 min

The "Spite" Verse

The idea

Set the emotional stakes before you perform. Use text on screen to explain the painful context (a breakup, betrayal). Then look directly into the camera and deliver the performance with the exact emotion you felt when writing it.

Objective

Use relatable drama as the entry point.

Why this works

Context is a cheat code for attention. It triggers instant empathy and curiosity, making viewers listen to every word to see how your story mirrors theirs.

Hook bank

Direct / The verse I wrote the night she left.
Curiosity / This is the bar that got me in trouble with my ex...
Personality / My honest take on fake friends, because I'm tired of holding this in.
Sarcastic / Sending this unreleased song to my ex's new boyfriend.

How to execute

1. Plan the opener

Try this opener as a starting point: “The verse I wrote the night she left”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Artist sitting in dimly lit car. Text: "The song I made when I almost quit." Artist looks dead into lens and raps a deeply personal verse. Eye contact never breaks.

3. Shape the sequence

Use this order for your first cut: Bold Hook -> Emotional Eye Contact -> Performance. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

4. Check and publish

Use this call to action as your starting point: "Who is the one person you wish you could send this to?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Bold Hook -> Emotional Eye Contact -> Performance.

Call to action

"Who is the one person you wish you could send this to?"

What to avoid

Give the emotional context in one readable line before the performance starts. Avoid naming or targeting a private person just to raise the stakes.

Make it yours

1. Paint/sketch something aggressive: "The piece I made the day I got fired." Sing the bridge of your saddest song completely raw and a cappella.
2. Producers: Play a dark beat live: "The beat that came from my worst week ever."
3. Perform the verse quietly in the place where you wrote it, then let the delivery build with the emotion.

Try this next

The Playlist Trojan Horse
The Mega-Collab Announcement
Live Loop Failures

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.