Performances / Short-form Video / 30-45 min

The 3-Minute Challenge

The idea

Put a 3:00 countdown timer on screen. Hit record and physically sprint to build a beat, paint, or write a verse before the buzzer goes off.

Objective

Hack retention using a ticking clock while proving speed.

Why this works

High stakes create retention. The ticking clock psychologically compels viewers to stay until the end to see if you succeed.

Hook bank

Direct / Can I make a full trap beat in under 3 minutes? Let's find out.
Curiosity / I gave myself 180 seconds to flip this weird jazz sample...
Personality / My anxiety was at an all-time high during this beat challenge.
Sarcastic / Me aggressively rushing my art for the sake of the internet.

How to execute

1. Plan the opener

Try this opener as a starting point: “Can I make a full trap beat in under 3 minutes? Let's find out”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Producer starts timer. Frantically chops sample. Hammering drum pattern. At 0:30, rushes 808. Buzzer sounds, hits play on surprisingly good result.

3. Shape the sequence

Use this order for your first cut: Set Timer -> Frantic Performance -> Buzzer Playback. 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: "Did I beat the clock or did the clock beat me?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Set Timer -> Frantic Performance -> Buzzer Playback.

Call to action

"Did I beat the clock or did the clock beat me?"

What to avoid

Pick a task that can be attempted in three minutes. Do not hide extra preparation or quietly substitute a later finished result for the timed attempt.

Make it yours

1. Creatives: Capture essence of a reference photo using only a sharpie.
2. Rappers: Random beat, write and memorize 8 bars before time is up.
3. Singers: Record lead vocal and 3 perfect harmonies.

Try this next

The Secret Preset
The "Overnight" Timeline
Instrument Swap

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.