Performances / Short-form Video / 20-25 min

The Open-Verse Duet

The idea

Perform the hook of a song, then step away from the mic and point to the empty space ("YOUR TURN"), letting the instrumental play for 16 bars.

Objective

Create a viral loop incentivizing creators to use your audio.

Why this works

Viral growth engine. Provides a high-quality sandbox for others to show skills. Every duet exposes their audience to your face and hook.

Hook bank

Direct / Open Verse Challenge. Let's see what you got.
Curiosity / I left the second verse of my new single completely open for you...
Personality / My producer said no one could rap over this beat. Prove him wrong.
Sarcastic / Please duet this and write a better verse than I did.

How to execute

1. Plan the opener

Try this opener as a starting point: “Open Verse Challenge. Let's see what you got”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Singer delivers pop chorus. Steps to the left, points right, mouths "Let's go." Nods head to beat for 30 seconds.

3. Shape the sequence

Use this order for your first cut: Performance -> Handoff -> Instrumental Space. 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: "Duet this video and tag me! I'm pinning the best verse." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Performance -> Handoff -> Instrumental Space.

Call to action

"Duet this video and tag me! I'm pinning the best verse."

What to avoid

Leave a clearly counted section with steady timing for the response. Avoid filling the open space with ad-libs or unclear instructions.

Make it yours

1. Producers: Play drum bounce, challenge guitarists/sax to solo over it.
2. Creatives: Draw half a character, challenge others to finish the rest.
3. Rappers: Rap 8-bar setup, challenge others to finish the punchline.

Try this next

The Secret Preset
Q&A: Tour Life vs. Reality
The "Clean Slate" Reset

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.