Performances / Story / 10-15 min

The "Almost Quit" Anthem

The idea

Perform the specific song or show the specific piece of art that kept you from giving up on your creative journey during your darkest period. Frame it purely as survival, not promotion.

Objective

Anchor your art to a story of resilience to inspire your community.

Why this works

It’s deeply vulnerable. It shifts the performance from "look how talented I am" to "look how art saved me." This builds an unbreakable emotional bond with fans who use your art to survive their own bad days.

Hook bank

Direct / (Text) The song I wrote when I was ready to quit music forever.
Curiosity / (Text) I almost threw my entire hard drive away, but then I made this...
Personality / (Text) Reminder to myself: this is why I can't stop creating.
Sarcastic / (Text) The one track that pays for my therapy.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) The song I wrote when I was ready to quit music forever”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

An Instagram Story. The artist is playing the piano softly. Text: "Two years ago I was broke and ready to quit. This chord progression kept me holding on. Don't give up." They play a beautiful, melancholy melody.

3. Shape the sequence

Use this order for your first cut: Context Text -> Quiet, Earnest Performance -> Encouraging Sign-off. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: (No hard CTA, let the vulnerability stand alone). Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Context Text -> Quiet, Earnest Performance -> Encouraging Sign-off.

Call to action

(No hard CTA, let the vulnerability stand alone).

What to avoid

Share the real connection without exaggerating personal hardship. Keep the performance central and avoid treating a vulnerable story as a sales pitch.

Make it yours

1. Rappers: Perform the verse that finally got you out of a 6-month writer's block.
2. Producers: Play the beat that secured your very first placement.
3. Creatives: Show the specific design that made you realize you were actually good at this.

Try this next

The Hidden Character
Free Vocal Chain Template
Multi-Instrumentalist Flex

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.