Performances / Short-form Video / 10-15 min

# The Dedication

## The idea

Before performing, hold up a physical photo, an object, or look at something off-camera that grounds the performance. Say out loud, "This is for [Name/Event]." Then perform.

## Objective

Ground the performance in deep emotional stakes through a specific tribute.

## Why this works

It adds immediate, heavy gravity to the art. The audience stops analyzing the technical skill and starts listening to the emotional intent. It frames the performance as a tribute rather than self-promotion.

## Hook bank

Direct / I wrote this song for my grandfather. Here it is.
Curiosity / I haven't been able to sing this without crying until today...
Personality / Dedicating this one to the person who told me I couldn't do it.
Sarcastic / I rehearsed the song. Apparently I forgot to rehearse saying your name without getting emotional.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “I wrote this song for my grandfather. Here it is”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Artist holds up a Polaroid of their childhood dog. "This is for Buster." They put the photo down and perform a deeply emotional, acoustic song about loss. The performance is completely raw.

## 3. Shape the sequence

Use this order for your first cut: The Dedication/Object -> The Earnest 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: (No hard CTA, let the art stand). Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

The Dedication/Object -> The Earnest Performance.

## Call to action

(No hard CTA, let the art stand).

## What to avoid

Keep the dedication specific and the introduction brief. Share only personal details the person being honored would be comfortable having public.

## Make it yours

1. Producers: Hold up the first CD you ever bought, dedicating the beat flip to that artist.
2. Creatives: Dedicate the painting to a specific teacher who encouraged you, showing their photo first.
3. Dedicate a stripped-down chorus to someone who encouraged you, using a meaningful object in the opening frame.

## Try this next

Vote on the Album Art
The "Don't Listen If..." Warning
The Evolution of a Hook

## 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.