Performances / Short-form Video / 10-15 min

The Feature Pitch

The idea

Leave an open verse on your best song. Explicitly tag a famous artist (e.g., Drake, J Cole, SZA) in the video, and perform the song directly to the camera as a formal "pitch" to get them on the remix.

Objective

Mobilize your fanbase to boost algorithm engagement via a targeted pitch.

Why this works

It creates a community mission. Your fans will aggressively tag the famous artist in the comments to help you. Even if the famous artist never sees it, the engagement metrics will push the video to millions of new listeners.

Hook bank

Direct / Pitching this open verse to [Famous Artist]. Tag them below.
Curiosity / I left 16 bars open on this beat because only one person can rap on it...
Personality / I am not releasing this song until [Famous Artist] does the remix.
Sarcastic / A casual video of me begging a millionaire to jump on my song.

How to execute

1. Plan the opener

Try this opener as a starting point: “Pitching this open verse to [Famous Artist]. Tag them below”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Rapper performs the hook. They point at the camera: "JID, this pocket has your name on it. Prove it." The beat plays out. The comment section is flooded with 10,000 tags for JID.

3. Shape the sequence

Use this order for your first cut: The Pitch/Tag > Your Performance > The Open 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: "Tag [Artist] in the comments until they see this!" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Pitch/Tag > Your Performance > The Open Space.

Call to action

"Tag [Artist] in the comments until they see this!"

What to avoid

Make the open section and the invitation clear. Do not imply an artist has agreed to collaborate or repeatedly tag them across unrelated posts.

Make it yours

1. Producers: Play a beat and directly pitch it to a famous rapper, telling them it’s better than their last single.
2. Creatives: Design a custom pair of sneakers and publicly pitch them to a famous athlete in the video.
3. Perform your strongest hook, leave eight clean bars, and explain in one line what kind of voice you imagine joining it.

Try this next

1 Year Later (The Vault)
The Lyric Breakdown Performance
The Forgotten Hard Drive

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.