Promotion / Short-form Video / 20-25 min

The Packing Process

The idea

If you are selling physical merch, vinyl, or art prints, film a satisfying, ASMR-style top-down video of you carefully folding, packaging, and addressing an order. Do not hard-sell it.

Objective

Drive physical sales by highlighting the premium, human touch of your fulfillment.

Why this works

It sells the *experience*, not just the product. It shows the care and humanity behind the transaction, making fans want to buy something just so they can receive a package made with that much love.

Hook bank

Direct / Packing order #42 for Sarah in Chicago.
Curiosity / This is what happens after you click purchase on my website...
Personality / This is what your order looks like before it leaves my desk.
Sarcastic / An independent merch operation, currently staffed by me and a roll of tape.

How to execute

1. Plan the opener

Try this opener as a starting point: “Packing order #42 for Sarah in Chicago”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Use good lighting. Focus on the sound of the tape, the crinkle of the paper, and the personal note. Say thank you. Drop the shop link casually in the caption.

3. Shape the sequence

Use this order for your first cut: The Item > The Care/Packaging > The Finished Box. 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: "Shop link in bio. I pack every order myself." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Item > The Care/Packaging > The Finished Box.

Call to action

"Shop link in bio. I pack every order myself."

What to avoid

Keep names, addresses, and order details outside the frame. Show the normal packaging honestly without promising materials or extras that every order will not receive.

Make it yours

1. Singers: Show yourself hand-writing the lyric sheets that come with the deluxe vinyl.
2. Producers: Show the process of organizing and renaming files perfectly for a beat pack.
3. Show the handwritten thank-you note or small finishing detail you include with each package.

Try this next

The Sample Hunt
The Hate-Comment Freestyle
The "Almost Didn't Happen" Project

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.