Promotion / Photo / 10-15 min

The Peer Co-Sign

The idea

If a bigger artist, a respected peer, or a major blog praises your new release privately in a DM or publicly on a story, screenshot it and make it the focal point of your promo post.

Objective

Borrow industry authority to validate your current release.

Why this works

It borrows authority. Fans of the larger artist will immediately trust your work. It proves you are respected by the industry, not just trying to go viral on TikTok.

Hook bank

Direct / I can't believe [Artist Name] just said this about my new song.
Curiosity / Woke up to this DM from one of my heroes...
Personality / This message meant a lot coming from someone whose work I respect.
Sarcastic / I am attempting to act normal about this compliment. Results are mixed.

How to execute

1. Plan the opener

Try this opener as a starting point: “I can't believe [Artist Name] just said this about my new song”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Post the screenshot. Express genuine humility and gratitude in the caption. Do not act arrogant about the co-sign. Remind people the song is out now.

3. Shape the sequence

Use this order for your first cut: The Screenshot (The Co-Sign) > The Grateful Caption > Bio Link. Check that the subject reads at thumbnail size and that any text is legible on a phone.

4. Check and publish

Use this call to action as your starting point: "If you haven't heard it yet, link is in the bio." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Screenshot (The Co-Sign) > The Grateful Caption > Bio Link.

Call to action

"If you haven't heard it yet, link is in the bio."

What to avoid

Quote the praise accurately and get permission for private messages. Do not turn one compliment into an implied partnership or endorsement.

Make it yours

1. Producers: Screenshot a major A&R saying your drums hit hard.
2. Creatives: Screenshot a massive design agency praising your portfolio.
3. Add one sentence about the specific artistic detail the peer noticed rather than posting only the famous name.

Try this next

Sample This Glitch
The 808 Velocity Test
Chasing the Demo

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.