Promotion / Carousel / 10-15 min

The "Don't Listen If..." Warning

The idea

Filter your audience aggressively. Post a text graphic saying "Do not listen to this new song if you like [Generic Thing]. Only listen if you like [Specific, Niche Thing]."

Objective

Polarize casual scrollers to attract highly qualified, niche superfans.

Why this works

It acts as a challenge. Telling someone they aren't the target audience makes them want to prove you wrong, or it immediately solidifies the loyalty of the people who *do* fit your niche criteria.

Hook bank

Direct / Do not listen to my new album if you want happy pop songs.
Curiosity / This track is definitely not for everyone...
Personality / This one is for people who like their songs a little rougher around the edges.
Sarcastic / A polite warning that I did not make the sensible version.

How to execute

1. Plan the opener

Try this opener as a starting point: “Do not listen to my new album if you want happy pop songs”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: "Do not listen if you like clean, perfect studio vocals." Slide 2: "Listen if you like raw, unedited, emotional takes." Slide 3: The audio snippet.

3. Shape the sequence

Use this order for your first cut: The Warning (Filter) > The Invitation (Niche) > The Proof (Audio). Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "If this is you, the link is in my bio." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Warning (Filter) > The Invitation (Niche) > The Proof (Audio).

Call to action

"If this is you, the link is in my bio."

What to avoid

Describe the niche positively enough that people know what they will find. Avoid insulting listeners whose taste differs from yours.

Make it yours

1. Producers: "Don't listen if you like generic trap 808s. Listen if you like experimental synth design."
2. Creatives: "Don't buy this art if you want minimalism."
3. Name the exact musical detail, such as uneven drums or whispered vocals, instead of making a vague exclusive claim.

Try this next

The Pre-Show Huddle
Celebrating the "Behind the Scenes" Crew
The Metronome Only

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.