Storytelling / Short-form Video / 20-25 min

The "Almost Didn't Happen" Project

The idea

Film a direct-to-camera video detailing the exact moment you almost pulled the plug on your most successful piece of work. Explain the specific reason (loss of funds, crushing self-doubt) and the micro-decision that made you keep going.

Objective

Humanize your successes by revealing the fragile reality of how they were created.

Why this works

It shatters the illusion of inevitability. Telling your audience how fragile its existence actually is makes them appreciate it tenfold. It keeps viewers hooked through a classic narrative arc of conflict and resolution.

Hook bank

Direct / The story of how this project almost got permanently deleted.
Curiosity / My biggest song to date almost never came out. Here’s why...
Personality / I am 100% serious when I say I tried to cancel this album three different times.
Sarcastic / Just a quick story about my crippling self-doubt almost ruining my career again.

How to execute

1. Plan the opener

Try this opener as a starting point: “The story of how this project almost got permanently deleted”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Artist speaking softly in a parked car: "I haven't told anyone this, but I almost scrapped the entire EP..." Video cuts to a snippet of the lead single which now has millions of streams.

3. Shape the sequence

Use this order for your first cut: The Bold Claim > The Crisis > The Turning Point > The Release/Triumph. 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: "What is something amazing in your life that almost didn't happen?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Bold Claim > The Crisis > The Turning Point > The Release/Triumph.

Call to action

"What is something amazing in your life that almost didn't happen?"

What to avoid

Name the specific obstacle and the small decision that changed it. Avoid inflating the setback or presenting another person's private difficulty as your own story.

Make it yours

1. Producers: The beat you hated and threw away, only for a major artist to beg for it.
2. Creatives: A massive video project that almost fell apart because you lost the main SD card.
3. Singers: Losing your voice the day of the most important vocal tracking session.

Try this next

Fan Spotlight: Weirdest DMs
The Nostalgia Flip
The Lore Map

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.