Storytelling / Short-form Video / 30-45 min

The Fan Interaction That Changed Me

The idea

Record a story about a specific DM, a conversation at the merch table, or a comment that made you realize the true impact of your work. Explain how that interaction changed the way you write or perform today.

Objective

Deepen community loyalty by proving the audience's impact on your life and art.

Why this works

It proves that you listen to your audience and value them as equals. It shifts your brand from "untouchable artist" to "relatable human," providing immense social proof that your art matters.

Hook bank

Direct / The DM from a fan that completely changed how I view my music.
Curiosity / I was ready to quit until I had this conversation at my merch table...
Personality / I don't cry easily, but this message from a listener broke me.
Sarcastic / I thought I was posting songs. Apparently I was collecting reasons to get emotional.

How to execute

1. Plan the opener

Try this opener as a starting point: “The DM from a fan that completely changed how I view my music”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

TikTok: "Two years ago, I put out a bouncy track. A month later, a guy DMed me saying he listened to it on the drive to his mother's funeral because it kept him calm." Artist tears up: "That taught me the song isn't mine anymore. It's yours."

3. Shape the sequence

Use this order for your first cut: Hook > The Context > The Fan Interaction > The Lesson Learned. 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 a song that got you through a hard time? Let's talk about it." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Hook > The Context > The Fan Interaction > The Lesson Learned.

Call to action

"What is a song that got you through a hard time? Let's talk about it."

What to avoid

Ask before sharing a fan's identifiable message or personal experience. Explain how the interaction affected you without claiming to know everything it meant to them.

Make it yours

1. Creatives: Someone tattooing your artwork, changing how seriously you take your designs.
2. Producers: A kid making beats because of your tutorials, realizing the value of teaching.
3. Rappers: A fan reciting your underground verse back to you at a show.

Try this next

1-Year Anniversary of a Flop
Open Canvas Collab
The "Wrong Speed" Flip

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.