Storytelling / Carousel / 30-45 min

The Re-Brand Explanation

The idea

When you change your sound, look, or name, document the "before and after." Explain the exact catalyst that made you realize you had outgrown your old aesthetic, and why the new era is a truer reflection of you.

Objective

Control the narrative of your artistic evolution and onboard fans into your new era.

Why this works

It controls the narrative. Instead of letting fans complain you "changed," you proactively own the evolution. It frames the pivot as a brave step toward authenticity, acting as an incredible re-introduction.

Hook bank

Direct / Why I completely deleted my old aesthetic and started over.
Curiosity / I spent 3 years building my brand, and then I realized I hated it...
Personality / RIP to the old me. Here is why the new era is finally here.
Sarcastic / Apologies to the three people who liked my old music, but we are moving on.

How to execute

1. Plan the opener

Try this opener as a starting point: “Why I completely deleted my old aesthetic and started over”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Side-by-side photo of generic streetwear past vs avant-garde current look. Slide 2: Explaining realizing they were copying idols instead of trusting their own taste. Slide 3: Snippet of the new music.

3. Shape the sequence

Use this order for your first cut: Visual Contrast > Why I Hated the Old Me > The New Vision > Audio/Visual Reveal. 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: "Which of your favorite artists had the best 'era' transition?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Visual Contrast > Why I Hated the Old Me > The New Vision > Audio/Visual Reveal.

Call to action

"Which of your favorite artists had the best 'era' transition?"

What to avoid

Show concrete differences between the old and new work. Avoid dismissing the people who supported the earlier version of you.

Make it yours

1. Creatives: Old hyper-minimalist portfolio vs new chaotic, texture-heavy portfolio.
2. Producers: Stopping "type beats" for the algorithm to make weird, un-placeable music.
3. Singers: Stopping vocal gymnastics to focus on quiet, breathy, emotional delivery.

Try this next

The "Ask the Producer" AMA
The Burnout Confession
The Reference Breakdown

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.