Storytelling / Short-form Video / 20-25 min

Why I Won't Move to LA/NY

The idea

If you live outside major hubs, explain why you stay. Talk about the value of your local community, lower cost of living funding your art, or how the specific pace of your city keeps your mental health intact.

Objective

Establish strong personal values and rally a localized or independent community.

Why this works

It is a powerful counter-narrative. Stating why you refuse to play the industry game makes you a hero in secondary markets. It builds local pride and positions you as a leader.

Hook bank

Direct / Why I refuse to move to LA to pursue my music career.
Curiosity / Everyone in the industry told me I had to leave my hometown. Here is why I stayed.
Personality / I would rather be independent in Ohio than broke in Los Angeles.
Sarcastic / A list of reasons why I enjoy paying reasonable rent in a city that actually has trees.

How to execute

1. Plan the opener

Try this opener as a starting point: “Why I refuse to move to LA to pursue my music career”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Walking through a mid-sized city neighborhood. "Managers keep telling me to move to New York. But here, my rent is cheap, so I can afford studio time. I'm building my own hub."

3. Shape the sequence

Use this order for your first cut: Hook > The Industry Pressure > Your Counter-Argument > Benefit to Art. 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: "Drop your city in the comments. Let's see where the independent scene is thriving." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Hook > The Industry Pressure > Your Counter-Argument > Benefit to Art.

Call to action

"Drop your city in the comments. Let's see where the independent scene is thriving."

What to avoid

Explain what staying gives your actual creative life. Avoid portraying people who move as less authentic or presenting your budget as universal.

Make it yours

1. Creatives: How the architecture of your non-major city influences your unique aesthetic.
2. Producers: How the internet democratized access to land placements from a small-town bedroom.
3. Rappers: Highlight local slang and culture, explaining you want to put your city on the map.

Try this next

Free Vocal Chain Template
The Blind Reaction
The "Guess the Beat" Freestyle

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.