Storytelling / Short-form Video / 20-25 min

The "I Made It" Delusion

The idea

Tell a self-deprecating story about a time early in your career when you thought you had "made it," only to be immediately humbled (e.g., getting 1,000 SoundCloud plays and quitting your job).

Objective

Use self-deprecating humor to humanize your brand and show career progression.

Why this works

It proves you don't take yourself too seriously. The contrast between early delusion and current grounded reality shows massive personal growth, earning audience respect.

Hook bank

Direct / The time I thought I was famous, and was immediately humbled.
Curiosity / I almost ruined my life over one email from a record label...
Personality / A brief story about how incredibly delusional I was at 19 years old.
Sarcastic / Throwback to when I got 500 streams and started acting like I needed a bodyguard.

How to execute

1. Plan the opener

Try this opener as a starting point: “The time I thought I was famous, and was immediately humbled”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

"When I was 18, a local blog posted my song. I thought I'd be a millionaire by Tuesday and wore sunglasses to my coffee shop shift. Two weeks later, the blog shut down and I made $4. Stay humble."

3. Shape the sequence

Use this order for your first cut: Hook > The Delusion (Setup) > Reality Check (Punchline) > Lesson. 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 the most delusional thing you believed when you first started?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Hook > The Delusion (Setup) > Reality Check (Punchline) > Lesson.

Call to action

"What is the most delusional thing you believed when you first started?"

What to avoid

Make yourself the affectionate target of the joke. Do not imply beginners are foolish for getting excited about their first milestones.

Make it yours

1. Producers: Selling a $30 beat lease and researching Lamborghini costs.
2. Creatives: Thinking brands would call immediately after your first viral TikTok.
3. Singers: Being asked to sing the National Anthem at a tiny local game and acting like it's the Super Bowl.

Try this next

The "Don't Listen If..." Warning
The Fan Cameo Request
The Silent Teaser

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.