Storytelling / Carousel / 20-25 min

The Mentor I Never Met

The idea

Pay homage to a famous artist who acted as your distant mentor. Pair a photo/quote of your biggest influence with a specific piece of *your* art proving you internalized their philosophy.

Objective

Align your brand with cultural heavyweights to communicate values and taste.

Why this works

It acts as a cultural bridge. Aligning with a beloved figure's philosophy instantly communicates your values. Fans of that mentor will feel a kinship and transfer their respect to your art.

Hook bank

Direct / The one artist who taught me everything, even though we never met.
Curiosity / I based my entire creative philosophy on this one quote...
Personality / My ultimate mentor is someone who doesn't even know I exist.
Sarcastic / Just a quick homage to the artist whose entire personality I stole.

How to execute

1. Plan the opener

Try this opener as a starting point: “The one artist who taught me everything, even though we never met”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Photo of J Dilla. "The Mentor I Never Met." Slide 2: Quote about playing drums off the grid. Slide 3: Video in studio explaining how Dilla changed your drum programming, playing a beat as proof.

3. Shape the sequence

Use this order for your first cut: The Hero > Core Philosophy (Quote) > Your Application (Your Art). 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: "Who is the 'mentor you never met' in your life?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Hero > Core Philosophy (Quote) > Your Application (Your Art).

Call to action

"Who is the 'mentor you never met' in your life?"

What to avoid

Credit the influence accurately and make clear you have not necessarily met. Show a specific lesson rather than suggesting a personal endorsement.

Make it yours

1. Singers: Homage to Amy Winehouse regarding the emotional risk taken in performances.
2. Creatives: Quote a filmmaker on "trusting the process," showing a messy timeline of a finished project.
3. Rappers: Highlight an obscure 90s MC who taught you how to structure a rhyme scheme.

Try this next

Q&A: Tour Life vs. Reality
The Accidental Masterpiece
Rapid-Fire Assumptions

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.