Storytelling / Story / 10-15 min

The Collab That Fell Through

The idea

Post a low-key, text-heavy Story about a massive opportunity (a major placement, a big feature, a gallery showing) that completely fell through at the last minute. Explain how you handled the disappointment.

Objective

Prove resilience and build trust by transparently sharing a massive industry failure.

Why this works

The industry is full of fake promises. Sharing a brutal letdown humanizes you and proves you don't just post your wins. It builds immense trust and solidarity with other creators.

Hook bank

Direct / (Text) Just lost the biggest placement of my career.
Curiosity / (Text) A quick story about how the music industry will break your heart.
Personality / (Text) Taking the biggest L of the year today, but we move.
Sarcastic / (Text) Shoutout to the A&R who ghosted me after saying the track was a smash.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) Just lost the biggest placement of my career”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Story 1: A photo of a dark studio. Text: "Had a major artist cut a verse to one of my beats. Felt like I made it. Just got the call that the song was scrapped from the album." Story 2: Text: "It hurts, but the fact I even got in the room means the beats are ready. Back to work."

3. Shape the sequence

Use this order for your first cut: The Hype > The Fall Through > The Takeaway/Resilience. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: (No CTA, just pure honesty). Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Hype > The Fall Through > The Takeaway/Resilience.

Call to action

(No CTA, just pure honesty).

What to avoid

Describe the disappointment without exposing confidential negotiations or blaming people through rumor. End with the practical choice that helped you move forward.

Make it yours

1. Creatives: Share a story about a massive brand deal that fell through because of budget cuts after you did all the drafting.
2. Singers: Share the story of a dream tour opening slot that went to a nepo-baby instead.
3. Show the alternate plan or smaller project you finished after the opportunity disappeared.

Try this next

The Comment Section Flex
Pop Isn't a Dirty Word
Recreating the Vibe

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.