Storytelling / Short-form Video / 30-45 min

A Love Letter to My Hometown

The idea

Edit a montage of B-roll footage (or photos) of your specific city, neighborhood, or state. Write a spoken-word voiceover thanking the environment for giving your art its specific grit, color, or attitude.

Objective

Build a fierce local fanbase and contextualize the "why" of your aesthetic.

Why this works

It taps into local pride. People fiercely support artists who represent their home. It also gives out-of-town listeners a vivid, cinematic backdrop to imagine when they listen to your music.

Hook bank

Direct / How growing up in [City] completely shaped my sound.
Curiosity / If you want to know why my art looks like this, look at where I live...
Personality / I love this city, but it definitely made me write sad songs.
Sarcastic / A love letter to the potholes and bad weather that inspired my album.

How to execute

1. Plan the opener

Try this opener as a starting point: “How growing up in [City] completely shaped my sound”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

A fast-cut montage of Chicago-the L train, the snow, corner stores. Voiceover: "You can't make quiet music when the wind sounds like a freight train. This city made my beats aggressive."

3. Shape the sequence

Use this order for your first cut: The Hometown Visuals > The Spoken Letter > The Audio Payoff. 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: "Represent your city in the comments." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Hometown Visuals > The Spoken Letter > The Audio Payoff.

Call to action

"Represent your city in the comments."

What to avoid

Choose places that genuinely connect to your work and film respectfully. Avoid broad claims about a whole neighborhood based only on your experience.

Make it yours

1. Producers: Break down how the specific club culture (e.g., Miami Bass, UK Garage) of your hometown influenced your drum programming.
2. Creatives: Show the specific architecture or murals in your neighborhood that influenced your color theory.
3. Match three local sounds or colors with the specific rhythm, lyric, or image they inspired.

Try this next

The First Listen Reaction
Misinterpreted Lyrics
The "Ugly" First Draft

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.