Storytelling / Short-form Video / 20-25 min

A Letter to My Future Self

The idea

Look directly at the camera and record a message intended for yourself 5 years from now. State your current values, what you refuse to compromise on, and what you hope you haven't lost as you achieve success.

Objective

Cement your core values and create a public accountability pact with your fans.

Why this works

It is a public accountability check. It explicitly states your moral and artistic compass. Fans love artists who stand for something, and this video serves as a time capsule they will refer back to for years.

Hook bank

Direct / A message to myself 5 years from now.
Curiosity / If I ever sell out, I want you guys to send me this video...
Personality / Recording this so my future self doesn't forget where we came from.
Sarcastic / Dear future me: please remember why we started, and how to name a project file properly.

How to execute

1. Plan the opener

Try this opener as a starting point: “A message to myself 5 years from now”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

"Hey. It’s 2026. If you’re watching this in 2031, I hope you finally got the platinum plaque. But more importantly, I hope you never stopped making music in your bedroom. Don't let the industry take your joy."

3. Shape the sequence

Use this order for your first cut: The Greeting (To Future Self) > The Core Values > The Sign-off. 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 one promise you want to make to your future self?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Greeting (To Future Self) > The Core Values > The Sign-off.

Call to action

"What is one promise you want to make to your future self?"

What to avoid

Choose promises that mean something now and avoid guaranteeing future fame. Keep the message personal rather than writing a motivational speech for strangers.

Make it yours

1. Producers: Promise yourself you will never sacrifice your unique bounce just to land a generic placement.
2. Creatives: Promise yourself you will never use AI to cut corners on the soul of your artwork.
3. Record the date and one ordinary habit you hope future you still makes time for.

Try this next

Roast Our Setup
Crowdsourced Memory
The Cost of Independence

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.