Storytelling / Short-form Video / 20-25 min

Why I Stay Independent

The idea

Take a firm, philosophical stance on why you choose to remain an independent creator. Discuss ownership, creative freedom, and the peace of mind that comes with not answering to a corporation.

Objective

Establish a defiant, independent brand ethos to attract loyal, supportive fans.

Why this works

Independence is a core value of the modern creator economy. By flying the flag of the independent artist, you attract a fiercely loyal fanbase that wants to support the "underdog" against the machine.

Hook bank

Direct / Why I will never sign a major record deal.
Curiosity / Everyone assumes the goal is to get signed. Here is why it isn't...
Personality / I value my peace of mind way more than a label advance.
Sarcastic / A quick breakdown of why I prefer to keep 100% of my own money.

How to execute

1. Plan the opener

Try this opener as a starting point: “Why I will never sign a major record deal”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

"A lot of people ask when I'm going to sign a deal. The truth is, I don't want permission to drop music. If I make a song at 2 AM, I want to release it at 9 AM. You can't put a price tag on that kind of freedom."

3. Shape the sequence

Use this order for your first cut: The Industry Expectation > Your Firm Rejection > The Value of Freedom. 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: "Do you prefer independent artists or major label artists?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Industry Expectation > Your Firm Rejection > The Value of Freedom.

Call to action

"Do you prefer independent artists or major label artists?"

What to avoid

Describe the actual benefits and tradeoffs of your situation. Do not imply every contract or collaborative structure removes creative control.

Make it yours

1. Producers: Explain why you sell beats directly to artists rather than signing an exclusive publishing deal where you get shelved.
2. Creatives: Talk about why you prefer taking small freelance commissions over working for a massive ad agency that kills your creativity.
3. Walk through one decision you could make independently and one responsibility you now handle yourself.

Try this next

Fan Spotlight: Weirdest DMs
Conceptual Choreography
The "If You Like..." Map

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.