Storytelling / Short-form Video / 20-25 min

The Quiet Morning

The idea

Create a silent, ASMR-style vlog of the 30 minutes *before* you start making art. Making coffee, opening the blinds, turning on the monitors, organizing the desk. No talking. Use text on screen to explain your mental prep.

Objective

Build a calming, aesthetic connection by romanticizing the discipline of the craft.

Why this works

It romanticizes the routine. The internet is loud; this is a palate cleanser. It shows the discipline required to be a creator, establishing that art isn't just spontaneous inspiration, it's a daily practice.

Hook bank

Direct / The 30 minutes before I start making music.
Curiosity / My morning routine as a full-time independent artist.
Personality / If I don't do this exact routine, I can't write a single lyric.
Sarcastic / A silent vlog of me stalling before I have to actually do work.

How to execute

1. Plan the opener

Try this opener as a starting point: “The 30 minutes before I start making music”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Aesthetic, calm shots. Pouring coffee. Booting up the Mac. Wiping the screen. Text overlay: "Some days the ideas come fast. Today I feel empty. The only way to fix it is to sit in the chair and try." The video ends right as they hit a key on the piano.

3. Shape the sequence

Use this order for your first cut: Morning Ritual 1 -> Ritual 2 -> Sitting at the Desk -> Ready to Create. 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 your mandatory morning ritual?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Morning Ritual 1 -> Ritual 2 -> Sitting at the Desk -> Ready to Create.

Call to action

"What is your mandatory morning ritual?"

What to avoid

Keep the quiet sounds balanced and the routine recognizably yours. Do not imply the perfect morning setup is required before anyone can create.

Make it yours

1. Producers: The ritual of organizing sample folders or patching cables before a session.
2. Creatives: The ritual of sharpening pencils, mixing paints, or cleaning the tablet screen.
3. Show a simple five-minute version of the routine for days when you have less time or energy.

Try this next

The Fan Cameo Request
"Ask the Drummer"
The Solo Field Trip

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.