

IT IS HERE. IT IS BEAUTIFUL. I MAKE FUNNY FACES.

The music video is OUT and I am so so proud of how people are reacting to it. My first time watching it, I was so embarrassed by my face on camera and thought people would think I looked ridiculous. After some coaxing from my mom and roommate, I began to look at the video in a new light.



sophia_and_music



sophia_and_music Happy Days because it SNOWED in TUCSON and MY FIRST MUSIC VIDEO WAS JUST RELEASED ON YOUTUBE!! Link in bio:!) #imtotallycrying



My first post to advertise the video! Turns out Tucsonans like snow and music, so this went over well!

HOW IT ALL WENT DOWN

We decided to drop the video on Friday afternoon so that people of all ages could see it before it was too late in the night that people didn't check social media. Once it dropped, I immediately told everyone I know, made a post, did a song and dance, and promoted it on every platform I could think of. I sent the link to as many people as I could (without being too weird) and Addison made an announcement about the video, too.



Addison giving me a shoutout! We're both so proud of this video.

IT'S NOT ALL ABOUT HOW I FEEL (WEIRD, I KNOW)

After the release, the feedback started rolling in and everyone was telling me how cool they thought it was that I made a video! My uncle thought Will and I were getting married and that was the plot... (he gets confused sometimes). I was so overwhelmed with positive comments that my initial fears faded away and I started to embrace the video. Having watched it about a million times now, I know that I will never be happy with a performance -- at least not fully; but, I can be proud of my effort, my dedication, and how it makes an impact in my life and in others. I may be uncomfortable on camera, I may not like seeing myself through a lens, but I love how happy people were to see me having fun on screen, playing my music, and putting them in a positive mood. It's not about pleasing myself, it's about doing what I need to do to give what I love most a platform and do it in a way that is *true* to myself. People saw that in this video, and I am starting to as well.

Sophia Rankin – Go My Way (Official Video)

805 views

35 0 SHARE SAVE ...



Sophia Rankin
Published on Feb 22, 2019

ANALYTICS EDIT VIDEO

The official video for the song "Go My Way," written and recorded by Sophia Rankin, from the album Solace.

SHOW MORE

4 Comments SORT BY



Add a public comment...



Victoria Carotenuto 1 month ago
Absolutely amazing!

REPLY



Kelley Titche 1 month ago
SUPERSTAR!! I love this!

REPLY



Aman Kumar 2 weeks ago
Love from India! Amazing voice.

REPLY



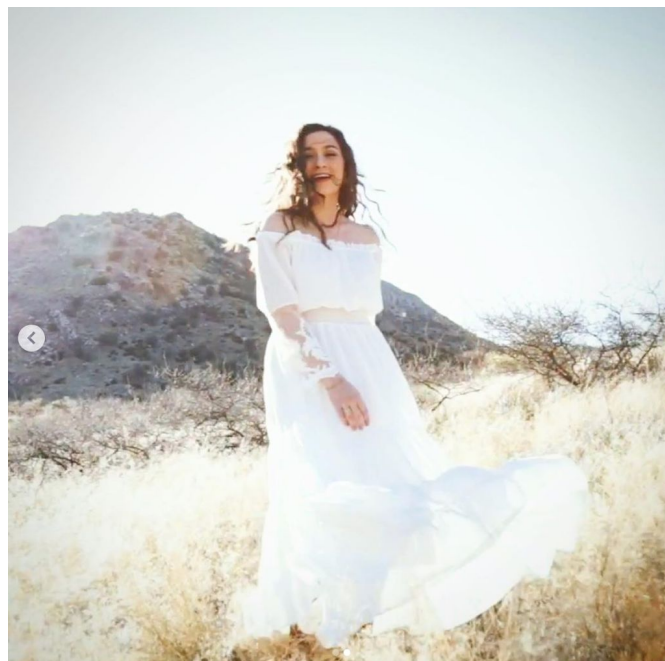
luis morales 1 month ago
👍👍

REPLY

805 VIEWS SINCE THE VIDEO HAS BEEN POSTED!

SO WHAT'S NEXT?

I need to keep people engaged, so while I post about performances and things in my life I also need to post about the video when I can. I use promotional stills to help capture my aesthetic and show off Addison's work so people are enticed to see the video.



sophia_and_music
Tucson, Arizona



PSA: Wanna see the HD versions of these shots? Check out my music video "Go My Way" on youtube! Filmed by the amazing @addisonshinn
👉 Link in bio;

#folk #fest #singer #songwriter
#musician #performer #tucson
#arizona #americana #musicvideo
#gomyway

One of the many ways I promoted the video!



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Tucson, Arizona

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I try to post often to keep people engaged, and posting stills of the video was a big hit for people who have not seen it to go check it out!

LET'S TAKE A SECOND...

We have accomplished so much over eight weeks.

Week 1	Pick a director ✓ Budget ✓ Plan ✓
Week 2	Meet with Addison and storyboard the video ✓ Promotion Planning ✓
Week 3	Storyboard the entire video ✓ Prepare models and props ✓
Week 4	Solidify shoot dates ✓ Research props and ideas ✓ Downpayment to Addison ✓ Get everyone on board and ready to film ✓

Week 5	FILMING!! ✓
Week 6	Promote ✓ Promote ✓ Promote ✓ And keep promoting the upcoming video ✓
Week 7	Pick a release date ✓ Promote (more) ✓
Week 8	VIDEO RELEASE ✓ Promote! ✓ Analyze, review, promote again ✓ Never stop promoting ✓

We were met with obstacles, such as plans falling through, insecurities, budgeting issues, being perfect while filming, and even getting people engaged. We rose to these challenges as best we could and hit the ground running with ways to overcoming them. The result was an incredible video that makes people happy, makes me happy, and showcases my music on a platform that it has rarely ever been exposed to before. I would absolutely do a project like this again to keep giving my music the attention it needs to thrive. I am so honored to have worked with such amazing people, and to be supported by those who truly want me to succeed. With this knowledge and confidence, I am so proud of the work we have done with this video and the doors it has opened for my future in music. I am ready to keep pushing forward, to change for the better, and to accept myself even more with every step of the way because I *am* my music as much as my music is me. My name is Sophia Rankin, I am a singer/songwriter, and I have something to say. Sit back, hear me out, and know my words come from my heart. Now you get to witness it on screen with cute outfits, too.

I am so thankful for everyone who made this video possible. My friends, my supporters, and everyone in between who made this little idea become a reality.



WE'VE BEEN PATIENT -- LET'S SEE THE VIDEO, GIRL

Before I share the video, I want to thank everyone (including the three people who actually read these posts) who has supported this video, worked on it, promoted it, or just supported myself and my career throughout this journey. I can't do what I love without people, and I love what I do because of people. Thank you to everyone who has helped me come out of my shell, capture it on screen, and let my music do the talking. This experience has taught me so much about myself and the direction I am heading in life, and I cannot wait to see where the road meanders next.

Without further ado, here is "[Go My Way](#)."



Always; all my love,

S

