

DOPamine Songwriters Blueprint

1. Basics of the song lyrics. Answer these:

Relatable Premise = We waste so much time on social media, shopping, and devices—chasing that temporary dopamine hit instead of living life.

Emotion = Frustration and urgency—anger about societal addiction and a desire for change.

Central Point/Core Idea (What's song about?) = We're addicted to that dopamine rush—whether it's social media, shopping, or online validation. We don't even realize how much time, money, and life we waste on it.

What is the key emotion evoked? Righteous anger and reflective motivation to break the cycle.

Unique because of = It delivers a heavy social commentary in a high-energy, almost danceable format. Angry but truthful. Modern and reflective.

Singer style/mood/attitude = Agitated, intense, passionate.

Backing vocals = Echoes of “Dopamine, Dopamine” and “We do it for the hit” in the post-chorus for haunting repetition.

What's the juicy part that everybody can relate to? Everyone has fallen into the trap—scrolling endlessly, buying stuff they don't need, knowing they shouldn't—but doing it anyway.

2. Point of view. Answer these:

Who is talking = The singer—a voice of realization, someone who's both a victim and a whistleblower.

What is their character avatar = A digital-age everyman—aware, angry, and trying to break free.

What pronoun? I

Who are they talking to = The audience—everyone in society who is caught in the loop.

Their character avatar = Modern humans enslaved by tech and consumption.

What pronoun? We / Us

Why are they talking to them? To wake them up—to show them the pattern and help them break free.

3. What is the musical/lyric hook that encapsulates the relatable premise? Write the lyric and sing the melody. The only part of the song you want to write out of pure inspiration is this step.

- What is the Hook: “We do it for the hit... that dopamine hit.”
- What is the Melody: Chanted rhythm with hypnotic spacing—backed by layered synth and heartbeat pulse in production. Echoed in “Ooo, Ooo Dopamine.”

4a. Where will the hook be in the chorus? Beginning? Middle? End?

Final line in the first half and again as the cap of each chorus section.

Main Idea: We do unnecessary things just for that fleeting chemical payoff.

Details (imagery/senses): Buying stuff, scrolling endlessly, wasted time and money, flickering screens.

Sensory/metaphor: “Dopamine hit” as a metaphor for addiction—like a drug fix.

4b. What will comprise the remainder of the chorus?

Illustrates the repetitive cycle of impulsive consumption—seeking highs through shallow means.

5. What will I say in the 1st verse that will set up my chorus? (Only one main thought idea per section so you don't confuse listener with too much). You need to know the What and Why and When And How and Where and Who. Tell the Story in the verses. Use human senses - what can the character and listener see, hear, touch, taste and smell? Use details in verses - what is the central character wearing? Who else is in the song? What are other characters doing, wearing, saying, etc.?

Main Idea: We all start life with dreams, but society dims them with temptation and illusion.

Details (imagery/senses): Dreams fading, lies online, the siren’s call from the phone, hiding desires.

Sensory/metaphor: The “siren’s melody,” “flickering lights,” “hiding behind walls,” allusions to imprisonment and entrapment.

6. What will I say in the pre-chorus (if there is one) that will set up my chorus?

Main Idea: It’s easy to live a lie online, but much harder to face real consequences.

Details (imagery/senses): Swiping screens, emotional wreckage, digital lies.

Sensory/metaphor: “Cleaning up the wreckage” and “dealing with life” evoke imagery of a disaster aftermath—emotional or otherwise.

7. What will I say in the 2nd verse that will further the story and set up and keep moving the chorus along? It has to be different than verse 1 – don't say the same thing or idea again. (Only one main thought idea per section so you don't confuse listener with too much).

Main Idea: Though we’re stuck in this pattern, change is possible—but it’s hard.

Details (imagery/senses): Stress, sin, screens dulling us, but hope still lingers. Crayons = symbol of creativity and recovery.

Sensory/metaphor: “Broken crayons like us can still color” is a powerful metaphor of resilience and hope.

8. If the bridge has lyrics, what will be said there? Must fit into relatable premise but offer a different twist/perspective but still make sense. The most emotional lyrics tend to come in the bridge where the story is being resolved, or where you’re adding an extra twist in the tale to heighten the emotion. There are three things a bridge can do:

- 1) Change time**
- 2 Change perspective**
- 3) Go universal/philosophical**

Main Idea: The crash moment—raw confrontation with addiction and self-deceit.

Details (imagery/senses): Rap breakdown, glowing screens, chasing empty highs, loops and cycles.

Sensory/metaphor: "Lost in the glow," "caught in the loop," and "chasing the hype" link our behaviors to addiction cycles and toxic habits.

9. If there is a 3rd verse or ending, what will be said there? Is it really needed?

Main Idea: A furious philosophical plea—why did we let this happen? When will we wake up?

Details (imagery/senses): Digital avatars, fake prizes, sleepless nights—societal collapse hidden behind screens.

Sensory/metaphor: "Digital avatar disguises," "cortisol rises," "worthless prizes" all amplify the absurdity of modern life.

Ending / Final Chorus

Main Idea: A warning cloaked as a confession. We're addicted, distracted, and disconnected—but the truth is still within reach.

Details (imagery/senses): Excessive consumption, physical and emotional exhaustion, tech overload.

Sensory/metaphor: "Devices," "dopamine," "cash we don't have," and "time we won't get back."

Final Checklist – answer these questions:

DID YOU TELL THE WHOLE STORY?

Yes, from internal temptation to global wake-up call.

DID YOU INVITE THE LISTENER IN?

Yes—direct address and use of "we/us."

DID YOU FULFILL EXPECTATIONS?

Yes, plus layered metaphor and social critique.

DID YOU SAY WHAT YOU MEANT TO SAY?

Loud and clear.

DOES THE SONG FEEL COMPLETE?

Yes—narratively and emotionally resolved.