TANGENT daily

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BUSINESS NOTE

# Building a product around a vibe

Austin Kleon describes how his Halloween mixtape drifted from party songs into a stranger theme, tracks about being crazy in love, and he notes that the more you listen to love songs, the more you realize "this person is not well." He explains that he starts from seed songs and then builds each side around a vibe, searching for the influences of a band that captures the sound he wants.

A seller can apply the same approach to a printable playlist card or a small guided journal, choosing one mood for the whole product instead of mixing unrelated ideas. A Halloween playlist card built around obsessive love songs, with a short track list and a line for the buyer's own additions, carries a single clear vibe from the first page to the last.

Source: **Austin Kleon, P S Y C H O ! (a mixtape)**
https://austinkleon.com/2026/10/28/p-s-y-c-h-o-a-mixtape/