Promotion / Story / 10-15 min

The 10-Minute Delete

The idea

Post an exclusive snippet, a secret link, or the tracklist to your Story. Add text saying "Deleting this in 10 minutes." Actually delete it in 10 minutes.

Objective

Train the audience to turn on notifications through forced scarcity.

Why this works

It trains your audience. If they know you actually delete things, they will turn on post notifications so they never miss an exclusive drop. It manufactures extreme scarcity and urgency.

Hook bank

Direct / (Text) Here is the secret link. Deleting in 10 mins.
Curiosity / (Text) If you are awake right now, you get to hear this. Deleting soon.
Personality / I am sharing this little extra for a short window today.
Sarcastic / A ten-minute post from someone who took ten months to finish the project.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) Here is the secret link. Deleting in 10 mins”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Post it. Set a timer. Delete it. Do not answer DMs asking you to send it to people who missed it. Reward only the fast actors.

3. Shape the sequence

Use this order for your first cut: The Exclusive Asset > The Threat (10 Mins) > The Deletion. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: (None. Let the panic drive the clicks). Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Exclusive Asset > The Threat (10 Mins) > The Deletion.

Call to action

(None. Let the panic drive the clicks).

What to avoid

State exactly what expires and honor the stated timing. Do not revoke something people already purchased or claim every repeat post is a one-time event.

Make it yours

1. Producers: A link to download a free 5-sound drum kit, expiring fast.
2. Creatives: A 90% off discount code for a print, active for only 10 minutes.
3. Use a small bonus clip rather than essential release information, then clearly confirm when the window closes.

Try this next

Unplugged at the Grocery Store
The Rule I Always Break
The Feature Choice

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.