Promotion / Short-form Video / 30-45 min

The Story-Led Ask

The idea

Spend 50 seconds of a 60-second video telling a highly engaging, emotional story about the sacrifices you made this year. Spend the last 10 seconds asking them to click the link in your bio.

Objective

Earn a click-through by providing intense emotional/entertainment upfront value.

Why this works

You must earn the right to ask for a favor. If you provide a minute of genuine entertainment or emotional value, the audience feels a subconscious obligation to fulfill your request at the end.

Hook bank

Direct / The hardest sacrifice I had to make for this album.
Curiosity / I lost a lot of friends making this project...
Personality / There is a reason finishing this project mattered more than just adding another release.
Sarcastic / I have turned the long version of the story into one very simple link.

How to execute

1. Plan the opener

Try this opener as a starting point: “The hardest sacrifice I had to make for this album”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Tell a real story (quitting a job, losing sleep, overcoming a block). Build the tension. Then pivot cleanly: "That is why this project means everything to me. You can hear it right now at the link in my bio."

3. Shape the sequence

Use this order for your first cut: The Emotional Story > The Pivot > The Direct CTA. 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: "Link in bio. Thank you for listening." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Emotional Story > The Pivot > The Direct CTA.

Call to action

"Link in bio. Thank you for listening."

What to avoid

Tell a real story and make one proportionate request. Avoid treating hardship as a reason people owe you a purchase.

Make it yours

1. Producers: Tell a story about almost quitting music before making this beat.
2. Bands: Tell a story about the van breaking down on the way to record.
3. Focus on one setback and the choice that got the project finished before offering the listening link.

Try this next

Naming the Universe
The End of the Year Recap
The "Describe My Sound" Prompt

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.