The Perfect Promo Play

Six beats, in this order, that turn people who already like you into people who **buy**. Ninety seconds spoken. Four hundred words written.

THE ONE RULE

Benefits before features. Every time. Lead with what is included and you are asking a stranger to translate a list of components into a result they want. Almost nobody does that work. Lead with the outcome and the components stop being a list, they become the proof that the outcome is real. The order is the mechanism, and it does not change by industry.

1 SAY WHO YOU ARE

Two sentences. Your name and what you do. No life story, no origin myth. This beat exists to stop the scroll, not to impress anyone.

SOUNDS LIKE

"I'm Leland. I've been doing online consulting for thirteen years."

2 EARN THE RIGHT

One proof point. Specific, checkable, and about **results**, not tenure. Not your resume. The single fact that makes someone decide you are worth the next sixty seconds.

SOUNDS LIKE

"I'm head of strategy for a seven-figure business with 1.8 million subscribers."

YOURS _____

3 NAME THE OUTCOME

What they walk away with. Not what you do, not what is included. The end state, in their words, said before any mechanics arrive.

SOUNDS LIKE

"You get the highest-leverage moves available to you right now: more profit, fewer hours, a business that does not need you in every room."

4 SHOW WHAT IT IS

Now the components, in the order they happen. This is also where the guarantee goes, because a guarantee only reassures once they know what they are buying.

SOUNDS LIKE

"You fill out an application. DJ and I take your business apart and record a twenty-minute breakdown of exactly what we would do if it were ours. Worth at least twice what you paid or you get your money back."

5 NAME WHO IT IS FOR

Describe the right person precisely enough that they feel caught and the wrong person leaves. Say the uncomfortable part out loud. That line is what makes them trust the rest.

SOUNDS LIKE

"You publish constantly and you are good at it, and you are not making the money everyone assumes you are making. You can execute. You just do not know what to execute on."

6 THANK THEM, THEN ASK

One action, said plainly, once. No menu, no "or you could." Tell them what happens after they click, so clicking feels like the small step it is.

SOUNDS LIKE

"If that is you, click below and tell us about your business. We will send back what might be the most useful twenty minutes your business has had."

WHERE IT RUNS

Same six beats every time. Only the length changes.

END OF A VIDEO
The last ninety seconds, after the value lands.

THE CLOSE
A webinar, a live, a workshop. The final stretch.

A SALES PAGE
Top to bottom. The beats become the sections.

ONE EMAIL
Start to finish, about four hundred words.

PODCAST OUTRO
When you are the guest and they ask where to find you.

A DM
Compressed to five lines. Beats three and five carry it.

Write it once, then cut it down. Draft the long version first, at whatever length it wants to be, then cut it to ninety seconds without dropping a beat. Every beat has to survive the cut. If one of them can go, it was never doing any work, and it is almost always beat one that ran too long.

HOW IT BREAKS

Five ways a good promo stops working. Four of them happen in the first ten seconds.

FEATURES FIRST
You open with what is included. Now the listener has to do the math, and they will not.

THREE ASKS
Follow, comment, and also click. Every extra option costs you the one you wanted.

IT IS FOR EVERYONE
If it is for anybody it lands on nobody. Name who should leave.

TENURE AS PROOF
Twelve years in business is not a result. Say what happened, not how long you have been around.

APOLOGIZING
"I don't normally do this, but." You just told them your offer is an imposition.

A perfect promo aimed at the wrong problem still moves nothing.

This play fixes a conversion problem. If nobody's hearing you, or buyers never come back, the best promo won't fix it. Start with the free Bottleneck Finder. No email needed.

FREE GUIDES
bottleneckbreakdown.com/guides