Creating Urgency

Getting your customers to <u>BUY NOW</u>

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Welcome!

As an Internet Marketer I am always looking to increase sales, only makes sense, more sales, more money. I think we'd both agree, we never have enough.

We've all seen it..

Hurry, Get it before it's gone, Act now, Get it Now, Get started Today, Order Now!, Before the Price Increases... the list goes on and on.

The purpose of this report is my research and testing when it comes to creating urgency to get my visitors and prospects to buy now. You and I know, if they don't buy then and there, there is a high probability they won't be back. There are far too many distractions and far too much competition that if we don't hook them on the spot, we may never see the sale. Let's face it, we usually only have one chance to get the sale.

Let it be known, I am not talking about pressuring people to buy, that's never a good way to do business. I am talking about preventing them from procrastinating, making it easier for them to say Yes and buy.

Okay, let's get going, in no particular order or importance…

Scarcity

Most likely one of the most powerful sales tactics and an outstanding way to create urgency with your prospects.   You could even lump this tactic in with, Fear of Loss, yet another very powerful emotion that gets people to buy.

How could you create limits?

1. Limit number of Copies create or sold
2. Limit Bonus to the first _____
3. Limit the time to purchase. "You only have till Midnight to Order"
4. Limited time price or discount
5. Limit the number of members for a membership site
6. Free or low cost Limited Trial Price

While it may not be related to internet marketing, I saw a very interesting limiting tactic on a television commercial just the other day. It was a commercial for a collectors plate on late night tv.

Instead of limiting the number of plates they say they are limiting the days of firing of the plates. Stop and think about that for a minute. Even though they created a limit, who's to say how many they could fire in a day? I don't know the process that goes into creating plates, but one could guess they could make as many as they wanted, given enough equipment. I just thought it was a very interesting way to go about it.

On the other hand, as far as fear of loss, paint a picture of what they would lose if they did not get your handy-dandy blue widget today. What could happen if they missed out, whether it be a higher price tomorrow or missing out on the limited time bonuses?

Look at the gaming consoles such as the Wii, it's like there are never enough to supply the demand, course I have a theory they do it on purpose, but that's another story and report. Just recently there was an ad in a major retailers mailer, reminding people how there was such a short supply last year and how they just received a shipment. Talk about putting on the heat.

Call to action

Undoubtedly, the most important part of your sales letter or sales pitch is the call to action; it can often make or break your sales. Here again is your chance to remind them what they will get if they buy now and only now.

The call to action can be where you pull out the big guns and put every case of urgency you have into the last push to get them over the edge and not wait any longer, nor to put it off.

Graded price increases based on time

Also referred to as penny sales, this tactic uses a script to increase the price at certain time intervals, say 10 cents even hour, giving your prospects a reason to order before the price goes up even more.

Another version similar to the previous one is where the price increases as each copy is sold. Say buyers 1-10 can purchase for $10, buyers 11-20 can buy for $20 and so on, here again, giving them a reason to get it while the price is lower and to get it right now, not later.

Count Downs

Television commercials are famous for the "order in the next 5 minutes" and they back up the urgency with a countdown timer on the screen.   Just the mere fact of time counting doing gives the urge to get it before time runs out. It can be very powerful.

I've never tested it, but I believe just having a time countdown by the call to action/order link section of the sale page could increase sales without even mentioning it. I also believe it is some what conditioned in us from years of television ads. It could be an interesting test.

A countdown could also be an ever decreasing number of copies left to sell. Usually marketers will strike out or strike through the copy numbers such as:

Only
~~**100**~~ ~~**90**~~ ~~**80**~~ **75**
Copies left! Order Now!

Another tactic such as above is to create a post-it note graphic with similar text, but in a handwritten font, as if someone actually stuck a post-it on the computer screen like this:

Granted, it's not the best font, does not look as handwritten as I'd like, but I think you get the point.

Irresistible Offer

One of the best ways to install urgency in your visitors is to make any offer they can't refuse. Yep, just like that famous godfather scene.   Give them an offer that they would be foolish to pass up. I'm sure you've seen the offers where the marketer is selling $10,000 worth of product and it will only cost $10 today.

You could pile on the bonuses, sell for an incredibly low price or totally remove the risk of buying with an absurd guarantee. Give them product after product till they can't stand it anymore and order.

Timing

Often your offer or product can be related to a season. Great example is Christmas. Maybe you sell a product such as Christmas ornaments that are only used to decorate the tree during Christmas.

Say you sell leaf baggers for lawn mowers and you remind your prospects to order now before the leaves cover their entire lawn and it turns into the eye sore of the neighborhood.

First on the Block

We all want to keep up with the Jones. Well, most of us. Look at electronics like the Iphone. How many people bought it just to be the first to have it, to show off and be "cool"?

I remember years back I was cool for a short time in high school. I was the first to have Motely Crue's Shout at the Devil Cassette. Might not be your type of music, but it sure was popular back then. Guess I am dating myself, way back when cassettes were the choice music format of the time. Point is, I was one of the first and I was cool.

Related to internet marketing, you could also use this tactic in the sense of, get it before everyone else does, or get started before the competition gets their hands on it and takes their business.

Along the same lines, could be best put as "The Elite", one of the few to own the product. Maybe a "Secret Owners Club".

Load up the Bonuses

Internet marketers are famous for loading up the bonuses to the point were it would be stupid not to buy. While I don't agree with it, and think it's lame, it does work, or they wouldn't be doing it. Guess you could also call this one the Irresistible Offer.

You usually use this when a guru comes out with a new book, they use it to massively increase their sales to make it to that #1 spot on Amazon. Like I said, if it didn't work, they wouldn't be doing it, sometimes even, too good to be true, is believable and gets the sale.

Make it easy to Buy

I shouldn't have to mention this, but it happens, far too often.   You could create all the urgency you need to make the sale, but if your customer can not make their purchase quick and easy, you've wasted your time. I know for myself, I want to pay and get my stuff; I'm probably not going to be crazy about filling out all kinds of forms and such.

Another way to make it easy to buy is to offer payments on higher priced products.

Lowering Risk

One way to get your prospects to buy is to lower the risk of buying, so the customer will not lose anything if they purchase your product. This is often done with a strong iron-clad guarantee. Offering a complete refund can give your customer a strong reason to buy it now.

While lowering the risk is not exactly creating urgency, it can add on to the urgency already in place to get them in your funnel.

Remind them of the Pain

Pain can be an incredible motivator and add some urgency to the sales process. Prime example would be someone who is overweight who could be urged to order now if reminded how being overweight is painful to them emotionally and how it affects them personally.

Done for now…

I know I've only touched on the subject and I have not covered every possible way to get prospects to buy on the spot, but I wanted to get something out there that would help you get more money in your pocket.

I'd love to hear what you think about this report, good or bad. I'd love to hear if it's helped you or brought you success. You can reach me at my support desk or contact form on my website.

To your Success…

Ron Killian

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