

**The Ultimate
Write Killer Copy
FAST Toolkit**



10 Ways to Create Urgency In Your Copy



1 OFFER A LIMITED TIME DISCOUNT



You can offer these discounts directly on your sales page...



Or you can hand out coupon codes with expiration dates.



But either way, you need to offer a good discount for a limited amount of time.



Example:

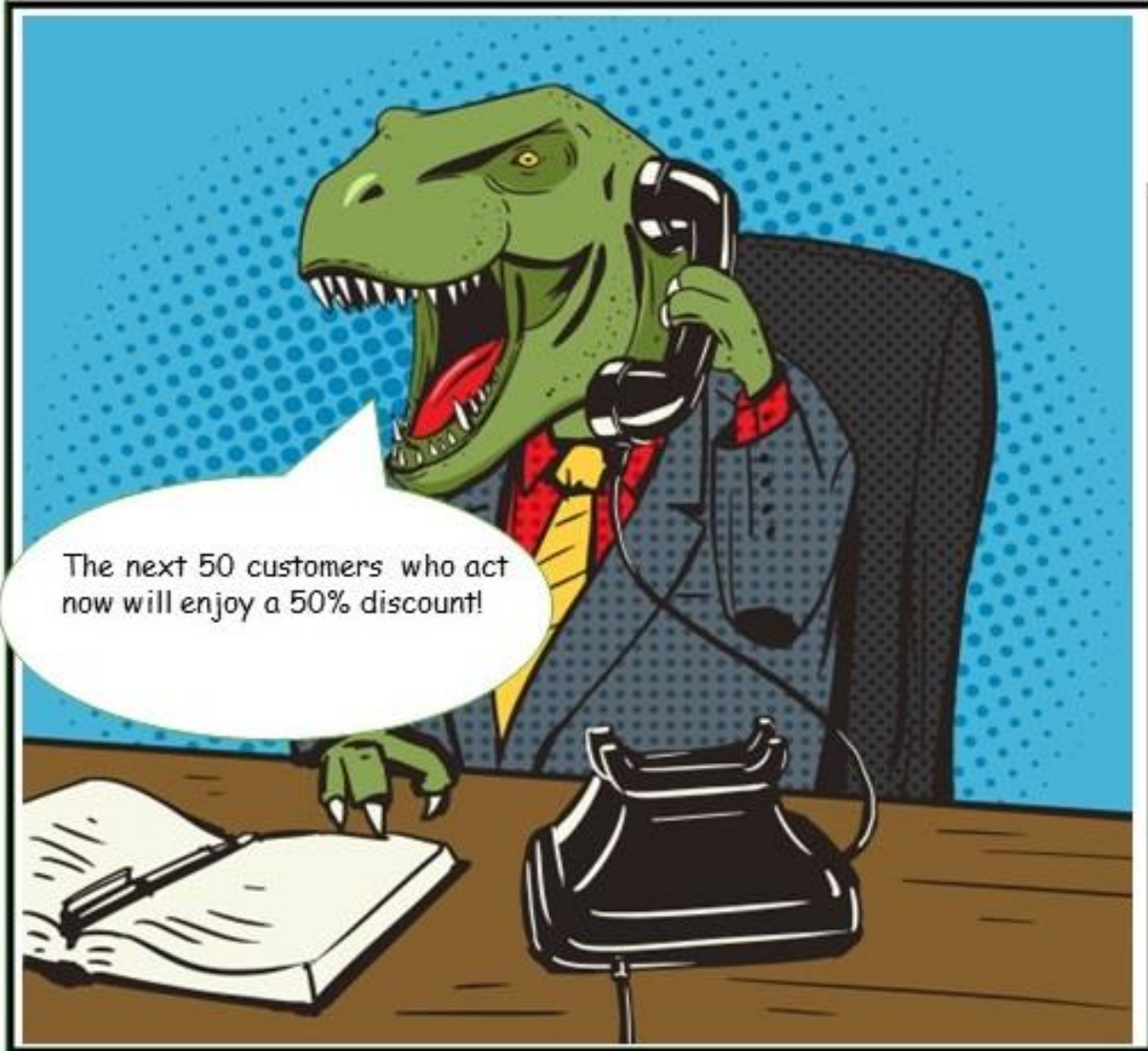
Order now to receive \$25 off the regular price - but hurry, this offer ends in 72 hours!

2

Extend a limited-quantity discount.



Instead of having the discount end on a certain date, you can have it end when a certain number of customers have purchased the product. For example:

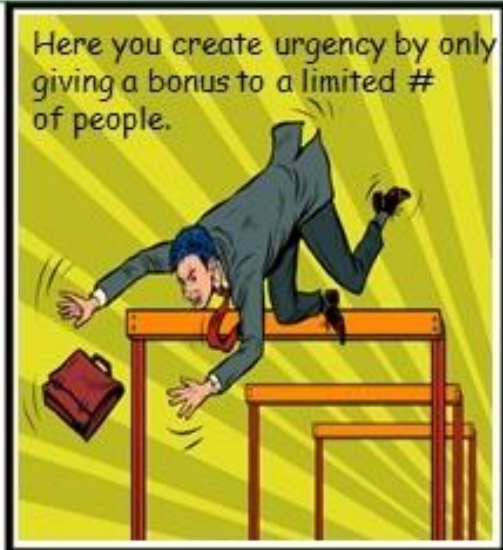


3

Create a limited-time bonus offer.



This is where you offer a free product or service to anyone who buys the main product before the expiration date.



5

State that the entire offer ends on a certain date.

While technically you could pull any offer on a certain date...

It makes more sense to use this method with products and services that have natural deadlines.



Such as a live e-class workshop which begins on a certain date.



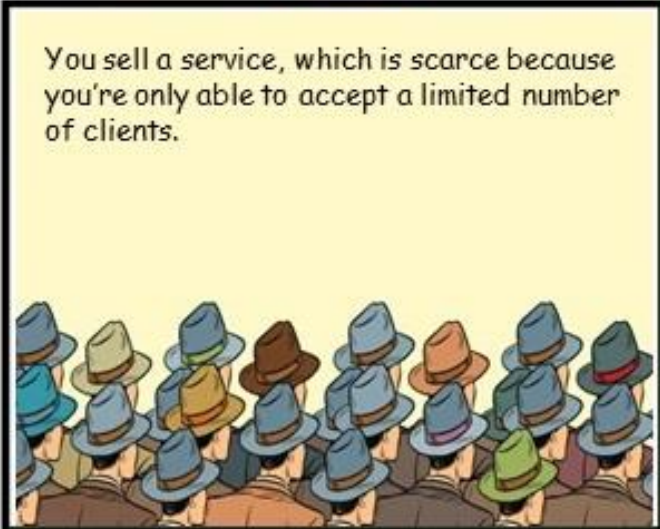
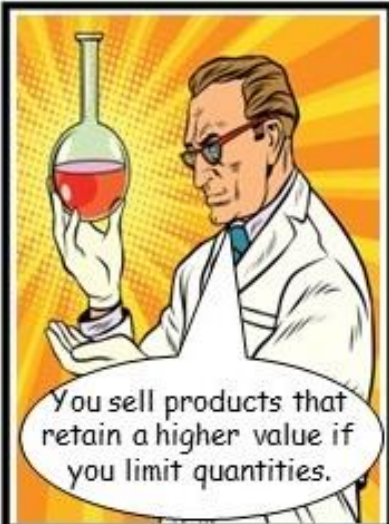
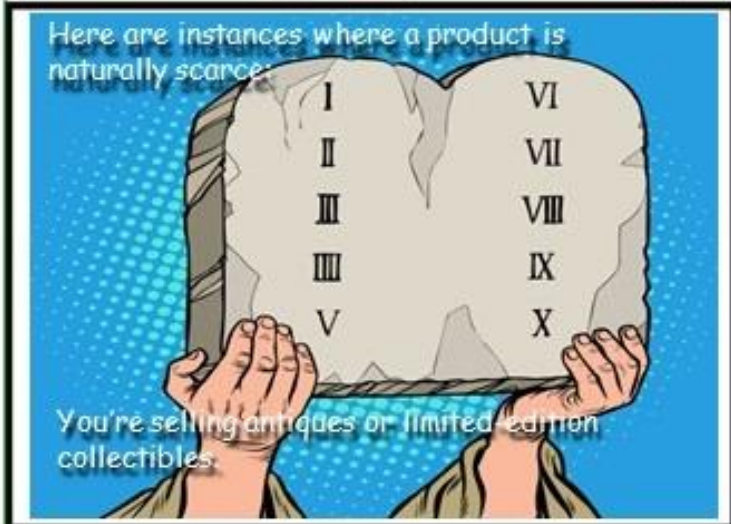
Example: Hurry and claim your e-class seat today, because the class starts on Monday! You'll kick yourself if you miss the registration deadline!



Entire offer ends after a limited quantity is sold.



While you could arbitrarily decide to sell a limited number of any type of product, this method works best if there is a good reason why quantities are limited.



You sell a service, which is scarce because you're only able to accept a limited number of clients.

7

Use dime-sale pricing - the idea here is that you use a script that causes the price to increase in small increments after every purchase.



For instance, have the price go up 10 cents after every purchase.



Example: "Act now and you can get this amazing course for just \$7.10 - that's an 80% discount! But don't delay, because the price goes up every time someone buys before you do. Order now to lock in the absolute lowest price possible!"

You can choose almost any increment - one penny, 25 cents, one dollar, etc.



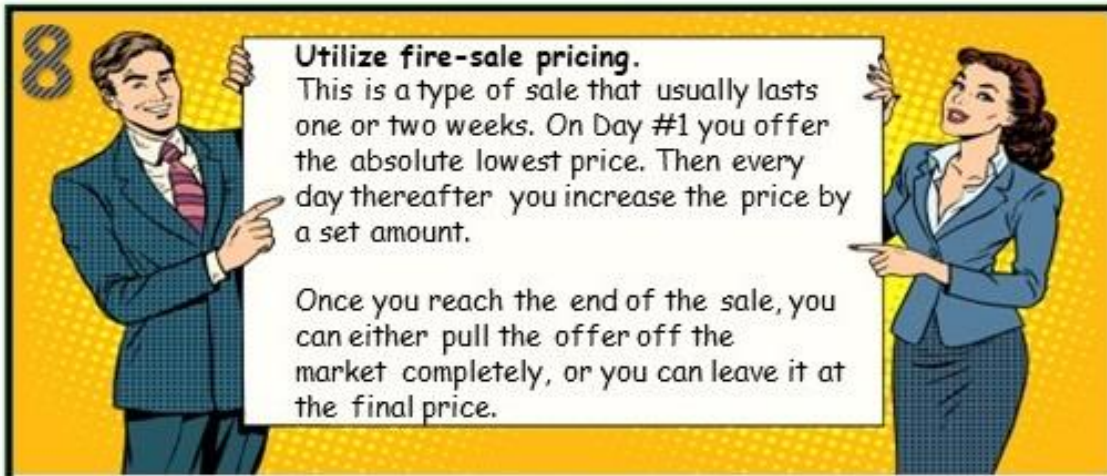
Generally, once you reach a predetermined price, it becomes a fixed price and the sale is effectively over.



8

Utilize fire-sale pricing.
This is a type of sale that usually lasts one or two weeks. On Day #1 you offer the absolute lowest price. Then every day thereafter you increase the price by a set amount.

Once you reach the end of the sale, you can either pull the offer off the market completely, or you can leave it at the final price.



Example: Order now and you can get this amazing package of never-before-seen resell rights products for just \$30! But hurry, because the sooner you buy, the more you'll save!

Take a look:

Today: \$30 - order today to lock in the lowest price!

Tuesday: \$40
Wednesday: \$50
Thursday: \$60
Friday: \$70
Saturday: \$80



9




Tell prospects why they need to buy now!



Remind prospects that the sooner they get started...

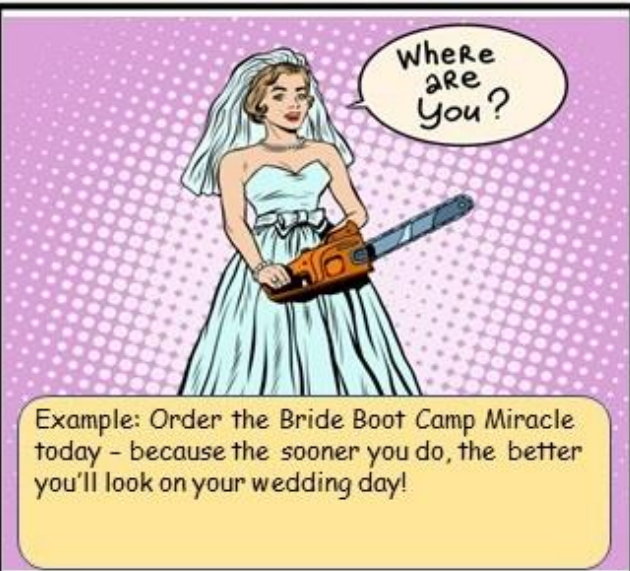
The sooner they End Their Pain and start enjoying the benefits.



Tell them that if they don't take action, then **NOTHING** will change.

While you can use this method for any type of product or service..

It works particularly well for desperate markets (e.g., people who have a pressing problem they need solved ASAP).

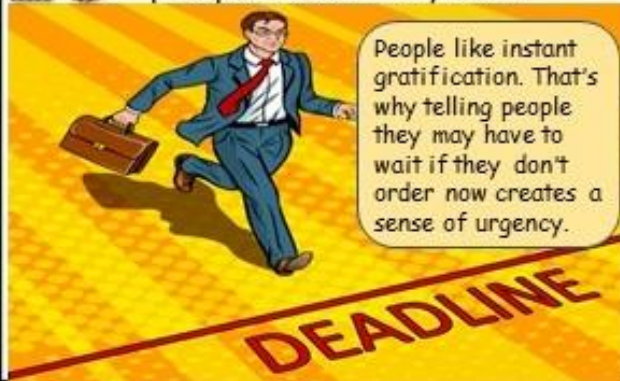


Where are you?

Example: Order the Bride Boot Camp Miracle today - because the sooner you do, the better you'll look on your wedding day!

10

Create a disadvantage if prospects don't buy now.



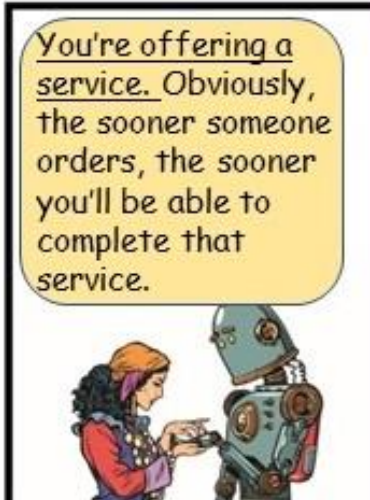
People like instant gratification. That's why telling people they may have to wait if they don't order now creates a sense of urgency.



Of course, you can't threaten that people will have to wait without a good reason. Here are legitimate reasons:



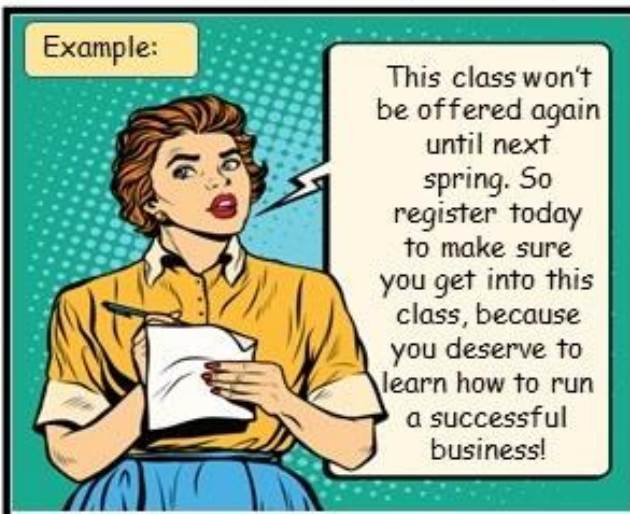
You have a limited quantity in stock. If the prospect waits, the item might be backordered for a week or two.



You're offering a service. Obviously, the sooner someone orders, the sooner you'll be able to complete that service.



You're offering a class or workshop. If they don't order now, then they'll have to wait until the next time you offer that class or workshop.



Example:

This class won't be offered again until next spring. So register today to make sure you get into this class, because you deserve to learn how to run a successful business!



Indeed, you can make your offer even more compelling by combining these tactics.

Example: You can remind people about the benefits of an offer (#9) while simultaneously extending a discount (#1).

So go ahead and use these methods for creating urgency in your copy.
I think you'll like what they do to your sales figures!