

ORDER BOOSTERS

*27 Ways to Create Urgency
And Get People to Buy Now*



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Introduction

I'm pretty excited about this report because creating a sense of urgency - *buy now!* - is often-forgotten piece of information which usually sets the line between a successful, profit-pulling campaign and a not-so-successful one.

Most people just *don't* have that covered while designing their offers.

So, inside this report you'll find **27 ways to get people off the fence and agreeing to take action.**

Best of all, you can use these methods in sales letters, sales videos, webinars, adverts, direct mail letters, newsletters, forum signature files and even during face-to-face sales situations... They work everywhere!

Now before we jump in, let me offer one piece of advice:

Combine these triggers whenever possible. One trigger is powerful, but when used together they work synergistically to boost sales even further.

Okay, with that said, now let's get to it...

1. Offer Time-Sensitive Bonuses

Just by offering a bonus is a great way to urge people to buy what you're selling. But, when you make the bonus **time-sensitive**, you just increase the urgency. And that means increased sales!

Examples:

- Order the Dieting Made Easy book within the next 48 hours, and you'll get the Dieting Made Easy cookbook absolutely free!
- Buy this vehicle and you'll get three year's worth of oil changes for free - but hurry, this special offer ends tomorrow!

2. Use Quantity-Limited Bonuses

Instead of putting a deadline on a bonus, you can simply limit the bonus to the first X number of customers who order.

Tip: To make this method even more effective, be sure to tell your prospects how many bonuses are left. You can do this by updating your sales page frequently. Or, if you have an offer that's likely to sell out quickly, then use a script that shows the data in real time.

Examples:

- The next ~~100~~ 77 people who claim their workshop seat will get the recordings absolutely free!
- Be one of the next ~~250~~ 27 people to order now and you'll get a free can of carburetor cleaner!

3. Announce A Bonus Coaching Offer

Yet another type of bonus you can offer is the gift of your time. And one way to do this is by offering free coaching.

There's a natural scarcity built right into this offer, simply because it's impossible for you to extend this offer to every customer. Thus you can add in another factor by making it a time-sensitive or quantity-limited offer, which heightens the urgency.

Tip: Generally, not everyone will take you up on the offer. However, when you first start making this offer you should assume that all customers will indeed take advantage of it, and thus schedule your time accordingly. Once you've made this offer to a few hundred people, you'll get a better sense of how many customers will take advantage of it, which will help you plan your schedule more efficiently.

Examples:

- Order this online marketing book now and you'll get a FREE 30 minute phone consultation with Nick James. Hurry, this offer is only available to the next 100 people, so order now..
- Order now and you'll get three free email consultations with your own personal trainer!

4. Give a Free Critique

Yet another way to offer your personal time and attention as part of a bonus package is by offering a free critique.

Examples:

- Order the resume book today and you'll receive a free resume critique from career expert Suzy Q!
- Order now and I'll review your proposed household budget and debt-reducing plan for free!
- Order the copywriting home study course today and you'll get a FREE video critique of your sales letter! But hurry, this offer is good for 48 hours or after the first 100 people have ordered, whichever comes first!

5. Use The “Multiple Version” Bonus

If you’re selling an information product or similar, then you can offer multiple versions, such as a live event, audio, video and/or text version.

While you could certainly offer these multiple versions as an upsell, you can increase urgency as well as increase the perceived value of your package by offering multiple versions as a free bonus.

Examples:

- Attend the “Facebook Marketing” workshop, and you’ll get the recordings for free!
- Buy the “Motivate Yourself” eBook today, and you’ll get the FREE MP3 – now you can get motivated when you’re in the car, out on the jogging trail or weeding your garden!
- Order the “Dog Training 101” book today and you’ll get access to the video version of this book. This allows you to see training demonstrations and how to apply these techniques step-by-step!

6. Utilize Early Bird Pricing

As the name suggests, people who order sooner rather than later are entitled to a discount. This works best for items like events, which have a natural built-in deadline. So, for example, if the event is in three months, you can offer “early bird” pricing for the next month.

Examples:

- Order before May 1st and you’ll enjoy savings of \$150!
- Special early-bird alert: Order now and you’ll pay just \$200 for the workshop. But don’t wait – after Friday the price goes to \$300!

7. Justify The Price

People make their buying decision based on emotion, and then justify their decision based on logic. As such, you can help them come more quickly to their buying decision by justifying the purchase.

Examples:

- If you're drowning in debt, then you can't afford to NOT get this book. And consider this - the book is just \$25, but you'll see at least \$50 worth of interest and fee savings in the first month you use it, so you can't lose!
- How much is your sales letter's poor conversion rate costing you? And how much MORE money would you make if you doubled, tripled or quadrupled the response rate? I'm betting this would add thousands to your bottom line this year - and that's why \$50 for this book is such a bargain!

8. Use Comparisons

This technique is related to the last technique, in that you're justifying the price. However, you do this price justification by comparing the price to some other well-known product or service that the prospect is familiar with and/or regularly uses.

This may include products and services such as:

- **Food and beverages.** Grocery bills, meals at McDonalds (for cheap items), a steak dinner for two (for items around \$50 or so), coffee (for items less than \$5)... and so on.
- **Regular expenses.** A gallon of gas, a tank of gas, a cable TV bill, etc.
- **Luxury items (that the prospect regularly buys).** Summer vacation, a new suit, a day at the spa, etc. This works best if you compare these luxury purchases to something the prospect really needs, because it makes the

prospect think, "If I spend this much on a vacation, surely I can afford an alarm system to protect my family!"

Examples:

- For the price of a large pizza you too can discover the secrets of making money online, so order now!
- You can't even buy a tank of gas for this cheap, so order now!

9. Establish Natural Time Limits

This tactic works best for things like live events, where there is a natural sense of urgency built right in. That's because there's a natural deadline – the prospect simply can't order the item AFTER the event has happened.

Example: "Hurry, the workshop starts in just one week – so order now to claim your seat!"

Of course, this doesn't mean that you can only use this tactic with live events (like weekend workshops). Indeed, you can "force" this tactic by using live events as bonuses to your main product.

Example: "Order the marketing home study course today, and you'll get a FREE bonus – access to a live interview with Nick James! But hurry, the interview happens Tuesday night, so there's only 22 hours left for you to order!"

10. Tap Into Natural Scarcity

People like to buy rare items, partly because it puts them into a special group. They'll own something that only a very small number of other people will ever own. In some cases, they may even own something that no one else owns (*such as a rare painting*).

If you're selling rare products – such as antiques, artwork or similarly scarce items – then don't be afraid to tap into this natural scarcity. If the item truly is rare, people will feel compelled to buy now... or risk missing out entirely!

Examples:

- Only 500 first-edition copies of this book have been created and signed by the author, so order now to get this rare book!
- Only 25,147 of these swords were created in the early 1800s - and you won't find a nicer example around, so place your bid now!

Tip: The great thing about naturally rare items is that you can combine two psychological factors: Increased urgency due to rarity and feeling "special" about owning something rare. Now THAT'S a powerful combination!

11. Give Hope: "Order Now... Or Everything Will Stay The Same"

Basically, the idea here is that you remind the prospect: "If you keep doing the same thing, you'll keep getting the same result."

This works best if you're selling a solution to a pressing or chronic problem. The person is looking for a solution - and the search for a solution has been disappointing. Meanwhile, the person has kicked himself or herself for letting the problem go on this long.

That's where you come in - you offer hope. And you remind the prospect that if he doesn't take action, then nothing will change.

Examples:

- You're tired of being winded when you climb the stairs. You're tired of not fitting into your favorite clothes. That's why you need to order this product right now - because if you don't nothing will change. You'll still be winded. You'll still hate what you see in the mirror.
- If you keep blogging the way you're blogging, you'll keep getting the same results. So, order now and you'll discover how to boost your traffic, sales and income - fast!

12. Warn: “Order Now... Or Face The Consequences”

Whereas the last tactic focused on reminding people that they’ll keep getting the same results if they don’t take action, this tactic reminds people that something bad *could* happen if they don’t take action and buy what you’re selling.

Tip: This tactic works beautifully for products and services like insurance, as you’ll see below.

Examples:

- Just imagine how you’d feel if a fire ravaged your home and you lost everything. That would be devastating. But this bad situation would be even worse if you didn’t have fire insurance to cover your losses.
- What would happen if you had a major medical bill due to major illness or an accident? Do you have enough in savings to cover a high five-figure or even six-figure bill? Would you be able to afford it if you couldn’t work? Protect yourself, your family and your savings by ordering health insurance today.

13. Raise And Handle Objections

Whether you’re selling face to face or in print, your prospect has objections – in other words, reasons why he thinks he shouldn’t purchase your product or service.

If you’re selling face to face, he may actually tell you these objections (*sometimes in the form of a question*), in which case you can directly handle them. However, if you’re selling at a distance, such as via your website, via direct mail or perhaps during a live webinar, then you’ll need to anticipate the objections, raise them and address/handle them.

Now, in some cases it’s just a matter of justification, as with price objections. In other cases, an objection might have to do with some perceived flaw with your product or service.

Sometimes the prospect just uses his own excuses as objections, such as “I’m too old” or “I don’t have time.” In all cases, you need to raise and handle the objections (*AKA the hurdles between your prospect and the sale*).

Examples:

- Yes, this laptop only comes in basic black. But this computer isn’t a fashion accessory – it’s a workhorse. One that you can depend on every day to get the job done.
- Maybe it feels like you don’t have time. But let me ask you this: do you watch TV? If so, would you be willing to trade two hours of TV per week for two hours on the treadmill? If so, then be prepared to enjoy tremendous results.

14. Reveal Case Studies

This is an urgency tactic where you’re basically saying, “*Look at what this product did for this person. Now just imagine what it will do for you.*”

This works. Not only does it provide a bit of social proof (*in that the prospect sees other people using it*), but the fact also that it worked for someone else gives the prospect hope that it will work for him too.

Better yet, a case study tends to provide real, SOLID proof that something works.

Examples:

- You’re selling a protein product for bodybuilders. You get three or four bodybuilders to use the product for eight weeks while carefully tracking their weekly results. Then you write up a case study to prove the product works as advertised.
- You’re selling a search engine optimization (SEO) product. You give someone a list of keywords to rank for along with your manual. Then you report the exact results (rankings) in a case study, which proves your product works as described.

15. Rely On Social Proof

This is where you simply tell the prospect how many others have ordered the product.

This tactic doesn't even tell the prospect whether the customers are satisfied or not. Rather, the sheer volume of customers serves as proof that it must be a good product or service.

Examples:

- McDonalds: 1 billion served!
- Over 2,000 customers can't be wrong, so join them and order now!

16. Reveal What Others Are Saying

This is your basic testimonial, where you get words of praise from other satisfied customers. It's like saying "this guy liked the product, which means you will too!" Naturally, the stronger testimonials you have, the more compelled the prospect is to buy the product.

Note that I said "stronger" testimonials. It's true, some testimonials are so weak that they can actually hurt your case. So, keep only the strongest ones (those that use exciting words and/or those that share real results) and toss the rest.

Examples:

- This product is the BOMB! I dropped a jean's size in a month - and I kept losing weight, even though I ate chocolate every day!
- If you've ever wanted to discover the secrets of making money online, get this product. I made \$50 a month for two years before I got my hands on this program. Now I'm making \$5500 a month, and I owe it all to this program!

17. Demonstrate The Product

This is just what it sounds like – you demonstrate the product to show the prospect how it works.

If you're in a face-to-face situation, then you can do a live demonstration for every prospect who walks through your door or visits your trade show booth.

Or, if you're selling something online, then you can simply provide a video clip of the demonstration.

Examples:

- You claim that a Ginsu 2000 knife can “cut through a piece of leather like a hot knife through butter” – and then you follow up with an actual demonstration, proving that it is indeed true.
- You claim that a cell phone case “fully protects” the smart phone inside – so you drop it from a great height, pick it up and show that it still works.

18. Present Before And After Proof

This method involves taking a photo or video before the product or service was used, and then taking a photo or video after the product or service was used. The whole idea, of course, is to show the dramatic results people get when they use the product or service.

Examples:

- Before and after photos of someone who has lost weight.
- Before and after videos of a dog who went from being ill-mannered to well-trained.
- Before and after photos of a classic car that was restored.

Here are two tips to make this method even more compelling:

- 1. If you're using photos, find a way to “date” the photos.** For example, people who do before and after weight loss photos often hold newspapers up to the camera, which establishes the date.

This shows how long it took for the person in the photo to complete the transformation.

- 2. Videos tend to be more compelling than photos.** That's especially true since anyone with a computer and a photo editing program can modify a photo.

So, try to use videos whenever possible.

19. Promise: "Order Now Risk Free"

This is your standard, most basic form of ***risk reversal*** whereby you offer a money-back guarantee. Just as the term "risk reversal" implies, you remove the risk from the buyer's end, and instead assume all the risk yourself. As such, this makes the transaction risk free for the buyer.

Generally, longer and stronger guarantees tend to create higher response rates. As such, avoid giving guarantees with short time limits, such as one-week guarantees. A month is better. Three months, six months, a year, or even a lifetime – the longer, the better.

Examples:

- Order now risk free! If you don't absolutely love this product, simply contact us within 90 days for a full refund, no questions asked.
- Your satisfaction is guaranteed! If you're unsatisfied for any reason, simply send the product back within 60 days for a full refund. Plus, we'll even pay for your return shipping! We can't be any fairer than that, so order now!

20. State Your Special Qualifications

That's right – you can increase your response rate by telling your prospects how your special qualifications make your product or service more valuable.

Tip: Remember, though, that people are primarily interested in themselves, their problems, and how they can solve these problems. As such, be sure to avoid droning on and on about yourself, as your

conversion rate will drop faster than a lead pipe in a swimming pool. Keep the info about you brief, relevant and to the point.

Examples:

- I've had 15 novels published, so you can rest assured that my "How to Write a Great Novel" home study course is packed with real-world advice that will get you results!
- Why should you hire me as your personal trainer? Because I've won 10 bodybuilding contests - and my clients have won dozens more. I know how to get the results you're seeking!

21. Explain Why A Product Is Special

In the last method you discovered that you could tout your special qualifications to help sell the product. This strategy is a bit different because you tout the special qualifications of the product itself. Usually, this means advertising the special way the product was created.

Examples:

- Made in the USA.
- Made from recycled materials.
- Folger's coffee is mountain grown.*

Note: Most (if not all) coffee is mountain grown, so this fact isn't particularly surprising to those who know about coffee. However, the key is that Folgers was the first coffee company to make this claim. As such, they positioned their coffee as being rich and flavorful BECAUSE it was mountain grown.

It would seem silly if another coffee company came along and said, "Our coffee is mountain grown, too!" Thus Folger's unique selling position (USP) works because they were the first to make this claim.

Point is, your USP doesn't have to be completely unique - it just has to be unique in that you're the first to make the claim.

22. Offer Durability (And Value)

Durability is appreciated by consumers at any time. But this is an especially compelling factor to emphasize when the economy is down (*i.e., during recessions*).

People want to get the most bang for their buck.

They want to know that the product is going to last. Indeed, even if they have to pay a little more upfront, they'll happily do so if the product is guaranteed to outlast the competitor's product.

Tip: Indeed, you can combine this method with a guarantee that backs up your durability and value claims!

Examples:

- These rugged hiking boots are built to last.
- Are you tired of your coffee maker breaking down on you every year or so? Then buy this one, which comes with a five-year warranty. You'll never again have to worry about not getting your morning coffee!

23. Use Natural Deadlines

Earlier we talked about using upcoming deadlines (*like a workshop date*) to boost urgency. But you can also use the prospect's self-imposed deadlines to increase urgency.

Examples:

- Get in shape before your wedding by joining the six-week-long Bride's Boot camp!
- Tailgating season is coming up fast - buy this grill now and you'll be ready!

- Prom is right around the corner, which is why you'll want to buy this beauty kit that includes spray-on tanning solution, a facial mask, a set of beautiful nails and more!

24. Take Advantage of Holidays

Here's another natural deadline you can use to your advantage: Holidays and similar events. This is particularly useful if the holiday is a gift-giving event (*like Christmas*) and you sell suitable gifts. But even if that's not the case, you can still use holidays to boost sales.

Examples:

- Stock up on hamburgers and steaks before the 4th of July!
- It's almost Mother's Day: Have you purchased something special for your mom yet?
- Take advantage of these last-minute specials on our most popular Christmas gifts!

25. Employ Power Words

This is one method that you'll most definitely want to combine with other methods. That's because this method is simply a matter of using the most popular power ("*trigger*") words that boost sales.

Let me give you a list of some of the most powerful words you can use in your sales materials (or in face-to-face sales):

- You
- Secrets
- Discover
- Guaranteed
- Quick
- Easy
- Fast
- Announcing
- Introducing
- Amazing
- Fantastic
- Huge
- Blowout
- Surprising
- Startling
- Reveal

- Proven
- How to
- New
- Scientific

Some of these words work by capturing attention (“amazing”).

Some work by appealing to the prospect (such as the word “you”).

Some work by stating a benefit (“easy”).

Still others evoke curiosity (“secrets”).

Here are examples of these words in action:

- Introducing the answer to your insect problems...
- Discover the secrets of the world’s greatest authors.
- Now you too can use these proven strategies to improve your golf game!

26. Give Away A Free Product Sample

People want to believe you. They want to believe your claims. But if they don’t know you, then they’re going to be a bit skeptical. And if a prospect is skeptical, then they’re not going to be reaching for their credit card any time soon.

As you already learned earlier in this report, one solution is to prove your claims using photos, testimonials, social proof, endorsements and similar devices. Now here’s another very powerful way to boost sales: Offer a sample.

When you offer a sample, the objections melt away.

The prospect gets to see for himself that the product does indeed work and/or the advertising description is accurate. Plus, a sample leaves him wanting for more – and that leads him straight to the “buy now” button or the checkout line.

Examples:

- Free sample! Please try our homemade fudge and see if you don’t agree that it’s almost sinfully delicious!

- Download the first three chapters of the book here to experience this thriller for yourself!
- You can kiss dry skin goodbye once you use this lotion. Not convinced? Then click here to request your free sample!

Here's another benefit of offering a free sample: You get the option of collecting the prospect's contact information, which means you can follow up with them.

Example: You can collect an email address to offer a free book excerpt. (Just be sure that prospects know you'll be following up with them.) If you send a sample via postal mail (like lotion), then you'll have their mailing address.

27. State Firmly: "Sorry, No Rain Checks"

Some people don't worry about buying a discounted product at the beginning of the sale, because they know they can always take advantage of a rain check. This lack of urgency sometimes results in laziness – the prospect never even gets to the store at all (*meaning he doesn't buy the sale item either with or without a rain check*).

The solution for creating urgency?

Tell the prospects "no rain checks." This works great to create scarcity.

Examples:

- Buy now to enjoy 25% savings on this camping tent. Hurry, offer ends Saturday. Sorry, no rain checks.
- The manufacturer sent too many, so we're offering 50% off from now until the last product is gone – but at these prices it won't last long. Sorry, no rain checks, so order now!

(Bonus) 28. Give Prospects The Top Reasons To Buy

When your prospect is reading your sales materials or listening to your presentation, he's thinking, "Why should I buy this?" And while your sales materials should answer that question, sometimes you can boost sales simply by being as direct as possible.

This means you can actually say, "Here are the top reasons you should buy this product today."

Examples:

- Here are the top 10 reasons why you should buy this weight loss program today!
- Here are five reasons why this is simply the best carburetor cleaning kit on the market.

Now let's wrap things up...

Conclusion

Congratulations – you now know 27 ways (*plus 1 bonus way*) to increase urgency, get your prospects to buy now and boost your sales rate!

Your next step is simple: Get started incorporating these powerful action-producing "buy now" factors today.

And remember, while they're all powerful when used individually, there's a synergistic effect when combined!