

Add Scarcity & Urgency

SCARCITY (X LEFT / Y SPOTS) *SOLD OUT!*
↳ # OF UNITS/AVAILABILITY

VII. Add Scarcity: _____

- Only accepting X Clients (single number cap for business)
- Only accepting X clients per week (cap on per week basis)
- Only accepting X clients per “class”

URGENCY (BY X DATE) *5...4...3...2...1... DONE!*
↳ RELATES TO TIME

VIII. Add Urgency: _____

- Cohort Based (the next group starts next week)
- Rolling Seasonal Urgency (the end of our spring promo is around the corner)
- Pricing/Bonus Based Urgency (these bonuses are going away)
- Exploding Opportunity (you can wait, but the opportunity gets smaller every second)