

ORDER BOOSTERS

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



*By
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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 years' 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!