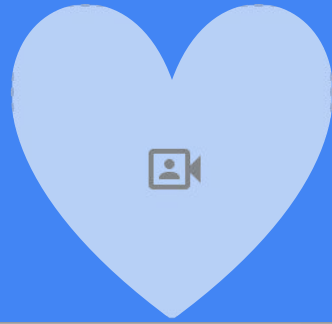




Create Urgency

How to create urgency



Urgency is a technique that professionals use to create the sense that their audience and prospective customers must act immediately if they wish to purchase your product or receive it for the best price. Creating urgency helps motivate customers to buy now rather than later.

Often, urgent advertising appeals to the audience's fear of missing out on something valuable, sometimes abbreviated as FOMO. Appealing to this fear of missing out usually requires a combination of two elements. First, the advertisements typically display why the product is desirable. Second, they limit the number of products available, they offer a sale price for a short amount of time or they combine these two criteria.

Benefits of Creating Urgency

- Helping customers make immediate decisions
- Increasing the perceived value of your product
- Increasing your sales
- Increasing the desire for your products
- Giving immediate feedback about whether sales techniques work
- Making purchasing easier for your customers
- Reducing the chances of alternate purchase decisions

Talk Numbers

- Last week alone we delivered over 5000 leads to our customers, that's a little over 250% more than what we did in the 3rd week of March, when this all started. Now, I don't want you to mistake my urgency with pressure, but more and more businesses are contacting us, to promote their business. There are 77% more new businesses registered in the states this last quarter, compared to Q2. That's HUGE! And they are all trying to lift their way off the ground. I would hate to see someone like that take over your spot and your potential customers, I believe you deserve to be there.
- Don't mistake my urgency with pressure, but I got whole sales team looking to close this position. We get about 100 inquiries daily for our services. If one of them is your competitor, they will fill in the slot and I don't want that to happen, I would much rather work with you.

Talk Numbers

- *We are trending this month to deliver 22,500 leads to our partners. That's 280% more leads that we did in March. The world is adjusting to the new normal and building their strategies towards their goals. Some wants to grow their business and other just want to have a spare tire in the trunk. Either way we can only work with 1 company per location and we get about 100 new inquiries daily asking to be on the first page, because they know this will bring them more business. I really want to help you achieve your goals, rather than seeing some new guy getting up there and taking all the glory. Moreover, I believe your community deserves a quality service, by an established business, like you, and if you are not on the first page, it will be difficult for them to find you.*

CALLS TO ACTION

- The difference between starting today and next week is just a matter of prolonging when you will see results. More money is lost in business due to indecision than to making the wrong decision, so don't miss this opportunity while you have it. Starting today is not getting the job done. We will be working together a lot over the next few months.
 - The difference between starting today or tomorrow is the investment. Today we are willing to give you a deal, by waving your balance/lower restoration fee, just for saving us some effort by signing up during this call. The task of finding someone in your area will be finished and we will be assigned to a different area.
- We only call businesses when there is an open spot in a specific area. It does not happen every day and this type of real estate does not stay vacant long.
 - All business owners have to make decisions all the time. 99% of business owners immediately understand how this makes perfect business sense. The other 1% cannot help being procrastinators and their business suffers as a result. The most successful business owners take bold action when something makes sense. Be bold and let's start today. This will work for you! Don't pass on this great opportunity.
- There are a lot of businesses that offer your services in your area, but there are only a few positions on the first page of Google. Don't let fear stop you from making money. You know this is a good deal today.

TAKEAWAYS

- If you don't see the value in being listed where people are looking for your services, then I will be forced to help someone else to compete against you, but I'd rather help you to be the top listed.
- *If it sounds good secure the position now, so one of your competitors doesn't take it. In a few months decide if you like it. Maximum results in your area can be seen within (Optimization timeframe), so all I ask you is give me 1% of your trust today and I'll earn the other 99% in the next few months. I want you to be one of my success stories*
- It will be sold very soon, because the sales team is calling all the (Industry) in your area. Give me 1% of your trust and I will earn the other 99%.
- *I'm not trying to create false scarcity here but we only deal with one company, per area, per industry. If you don't believe that people in your community deserve your top quality service, we will continue to proactively market to other business owners that offer your services in your area until we get the spot filled*
- Once we secure the \$49.99, we're gonna stop calling your competitors right away because we only work with one company, per area, per industry

Competitor / Greed

- I'm doing a quick search in your area, John. Are you familiar with ABC company?"
- "Are they doing a better a job than you do?"
- "Then why are they on the front page and you're not?"
- "These are the companies that are getting the phone calls right now."
- "Are you going to allow this company to take your business?"
- "I think it's time to show your community that you are better than your competition."

Miscellaneous

- 5 years ago something like this was the way of the future, now in 2020 it IS THE WAY OF TODAY.
- If we dont change, we dont grow and If we don't grow we arent really living. Tell me why did u go in business?
- Because we do need to fill this today, we are offering a small business credit that gives your business a 50% credit to the setup fee.
- It doesn't make sense when a business owner understands the value but does not want to reactivate with me. It's one of two reasons – either they don't believe me, or they don't believe we can do this – it's one or the other. Which one is it?
- We will only help one company per industry per area and our only goal is to assist in the total domination of the market in order to put the other companies on the ropes financially. The business we help will be the one to monopolize the area, the rest will scrape by.
- My job today is to secure the position. There are 6 open positions in the country that I need to fill **today**.