

Internet Marketing **EMERGENCY!**

TIME PRESSURE TACTICS FOR KILLER ONLINE SALES



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**Do You Have a Sense of Urgency in
YOUR Sales Process?**

Introduction

In order to succeed online, you really do need to impart a sense of urgency in your prospects. *Why?*

Because unless you achieve your sale while the person is actually on your site, it's **almost certain** you'll **never** get them back to your site again - in the same position, ready to buy.



That's the first reason why you need a sense of urgency.

“This report shows you how to use urgency in your sales process, and back-end operations to achieve the success you deserve.”

The second reason is this: Today's internet businesses need to invest as much time, effort and money in developing rapid response in products and customer service as they do in advertising.

I'm serious. Many businesses and their people seem to move along as if time was not a factor.

Some individuals and companies take months or years to make very trivial decisions. Speed is a huge factor in business success. And the speed that a marketing idea makes

How Does Your Business Currently Measure Up?

- Is your business where you want it to be and all you could hope for? YES NO
- Is it already set up to run and grow by itself with little help from you? YES NO
- Is it providing you with the lifestyle that you always dreamed about? YES NO
- Is it providing you the income you feel your worth? YES NO
- Or, if you are just starting out... Do you even know how to build a business? YES NO

IMPORTANT: If you answered NO to any of these questions you **MUST** read the rest of this bulletin **IMMEDIATELY!**

it from impulse to implementation has a lot to do with your bottom line.

And here's the shocker: One proven time management concept is that work expands to fill the time available. That principle will kill you if you aren't careful. It's the positive pressure of high expectations and tight deadlines that get and keep your business in high gear.

One of Murphy's Laws states that everything takes longer and costs more than originally projected. That's typically true.

And it's your role as the leader of the online business to push - in all areas of your operation - to keep the elapsed time between impulse and implementation to the shortest possible number of minutes.

If there's only one thing you remember from this report, please remember this; **once your potential customer leaves your site, you will probably never hear from them again.**

This report shows you how to use urgency in your sales process to prevent that from happening and achieve the success you deserve.

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www.ClickBank.com

www.PayDotCom.com

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You can also use this ebook to increase traffic to your own site... or promote it on your blog. There are many other ways.

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Internet Marketing **Emergency!**

2007

Time Pressure Tactics to Help You Win Online
by [Roger Hall](#)

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Why Create a Time-Limited Sales Process?

Because Time Pressure Really Works!



Decision-making is an inseparable component of all sales activities, especially online. In this report, we're going to explore, and turn to your advantage, psychological "trigger factors" that'll cause your prospects to buy your product or service.

Hey, time so often works against us in our businesses; delivery deadlines, paycheck deadlines, even making time to spend with the family. These are areas where time works against us. Isn't it only fair that you use time pressure to your advantage... at least in your sales activities?

Don't worry: I'm going to show you how to do this in your online operations quickly, easily and automatically. You can even be asleep in your bed while your website is using these triggers daily in your sales process.

I'm not joking. Why not try giving your customers limited time to make a decision and get the deal done? You'll find it will often increase your online sales. Just wait and see!

The Urgency Sales Trigger

Master marketer Joe Sugarman says that the sense of urgency is most effective when you realize that you are going to lose something that might be of benefit to you.

He says; "In selling, the concept of a sense of urgency involves two emotional aspects in the selling process. One is loss or the chance of losing something, and the other is procrastination.

Let me give you an example of procrastination first. You've completely sold Harry, who is your prospect. You've done an outstanding job. You



provided Harry, who started out as one of your biggest challenges, with all the logic and information he needed.

You raised all of Harry's objections at the start of your presentation and then resolved them masterfully as the presentation progressed. You showed passion and respect, integrity and credibility.

Harry is nodding yes as you get ready to hand him the pen to sign the paperwork but then he suddenly stops, looks straight into your eyes, and says, "Well, let me think about it first."

It is a proven fact that when this happens, chances are the prospect won't buy.

Why Won't They Buy?

The reasons actually make a lot of sense. First, in time, that excellent sales presentation you gave and that was nicely received by Harry will be forgotten. Secondly, if you're lucky and it isn't forgotten, it doesn't have the same impact it had when it was first presented—and you know how much of an impact you need to turn a prospect into a customer.



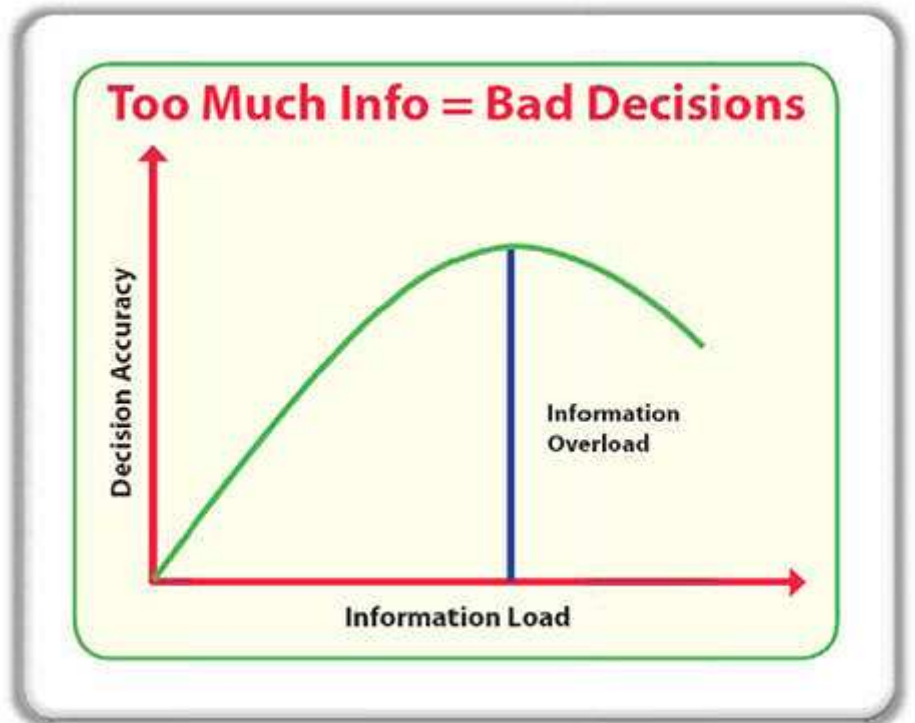
That old saying, "out of sight, out of mind," holds true in a case like this as well. Therefore, to avoid Harry's delaying tactic, you've got to provide the prospect with an incentive or reason to buy now. In fact, if you do your job right, the customer has to feel guilty if he or she doesn't buy right now. And yet you've got to make sure

you save face so the prospects can change their minds and go from "thinking about it" to "buying it." But how do you do it?

Why You Have Got to Use Urgency... Now!

Whatever you say at the end of your presentation, whether it's a call for action or to enhance a sense of urgency should be the truth and should be crafted to maintain the same integrity expressed throughout your sales pitch.

The number of possibilities is limited only by your imagination. The sense of urgency statements always go at the end of your sales presentation. And it is at the end where the sense of urgency meets several other important concepts, all of which must be considered and blended seamlessly together.



Always make sure there is a sense of urgency in your sales presentation so that the prospect does not leave without you making that sale. If you do leave without the sale or a positive commitment, your chances of making that sale, in most circumstances, are pretty slim. What can you do to create a sense of urgency? .

You can say: "I know your competition is just now installing the same piece of equipment. What can I do to help you make that decision now?"

And then there's: "Hey, I was told that our cutoff for orders is today for the rest of the year. Is there anything I can personally do to convince you that my product is perfect for your company?"

The Simple... Yet Powerful Premise

When I was in New York studying every book I could on salesmanship, I came across one by Elmer Wheeler entitled Selling Dangerously. I'll never forget the book for its simple yet powerful premise.

Wheeler recognized that if you reached a point when your prospect says, "Let me think about it," or "Let me discuss this with my partner," chances are you've lost the sale. He therefore reasoned that you had nothing to lose if you tried something bold and almost dangerous to make the sale, even if it meant being kicked out of the prospect's office.

One of his stories told of the salesman who failed to sell his prospect and finally, at the end of the presentation, said, "Look, obviously I've failed to convince you of the importance of buying now. I know your time is valuable, so let me pay you for your time. Let me give you \$200 which should give me at least 15 minutes more to convince you why you should buy my product now."



Common Excuses

There were other bold examples, like the statement to a prospect who wants to see his partner first before making a decision: "See your partner? Doesn't your partner trust you to make decisions by yourself?"

A common excuse by a spouse is to have the other spouse approve of a purchase. This is a very common delaying tactic. Wheeler talked about the time when a salesman, trying to sell a housewife on purchasing an iron, got the very common response, "Well, let me discuss this with my husband."

The salesman shot back with, "What day of the week does your husband do the laundry?"

The woman, taken aback, told the salesman that she did the laundry, to which he replied, "Then it is your head that aches on wash day, and your back that hurts—not your husband's."

The salesman allows these comments to sink in and then murmurs confidentially, "Your husband never discusses with you the labor-saving devices for his back and head in his office, does he?"

There's NO Excuse

It is critical that you make the sale and not accept a delaying tactic. Create a sense of urgency that makes sense for the type of product you are selling.

There is no excuse for not at least considering a sense of urgency in every presentation you make.”

Having Less Time Leads to Customers Taking Bigger Risks?

Yes. A 1999 Southampton University study concluded;

“Under time pressure, participants were more conservative at the lower risk levels, but were more prone to take risks at the higher levels of risk.”

In other words; the study proved that for relatively low cost items, applying time pressure to a potential customer may cause them to pull back, and not to buy.

But for items they value more (higher cost) the prospect is **more likely** to take a chance and buy your product.

Gadzooks! Let’s see if we can use this to our advantage in our online operations.

The killer strategy to take advantage of this human psychological trait is clear: Use time pressure for your more expensive items, such as up-sells.

Hmmm. Let’s see. Who else uses is using these tactics. What about the big guns. Do they use time pressure? You BET they do!

View this streaming video by clicking on the screen below (internet connection required).

Streaming Video: How eBay, Amazon and Woot use Time Pressure in Their Sales Process



[Click Here to watch streaming video](#)

(internet connection required)

Don't Confuse your Prospects with Too Many Choices

It's important when you're planning to use time pressure (and at other times too), to avoid confusing your prospects. A confused prospect will never buy. Confusion allows them to delay purchasing from you. Keep your message very simple.

According to master marketer Rich Schefren, presenting too many options will paralyze, delude, waste time and disappoint.

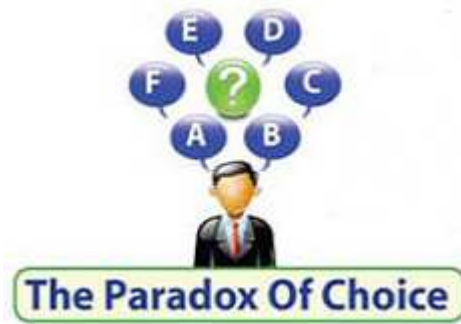
According to Rich: "It's obvious nearly everyone desires to have choices in life. And when we don't get to make the choice in an area we may consider as important in our lives – we often resist because we enjoy our freedom and don't like being forced to do anything.

But what almost no one realizes is that there's a very real limit to the number of choices we can enjoy. And when you cross that line, choice goes from good to bad awfully fast.

Just because some choice is good, doesn't mean that even more choice is better. The first effect of too many choices tends to be paralysis. We have too many options to choose from so we can't choose at all. I see this all the time in Internet marketing and with small business owners.

There are so many different ways to market a business and so many opinions on the right way to do it. What ends up happening is the entrepreneur who goes out looking for the "right" way to do things often finds themselves going down a rabbit trail of confusion which naturally leads to inaction.

And experts tell us they see this all the time – the more choices we have the greater our belief that there is a perfect solution for us somewhere buried deep within the choices.



What follows is predictable... the stronger our belief that there is a perfect solution out there (whatever perfect means). The more we end up searching for that perfect solution – wasting more time than is really necessary or appropriate.

Unfortunately it doesn't end there. Because the more convinced we are there's a perfect solution out there, the less likely we will be happy with our final decision since it never lives up to the false belief of the perfect solution."



What you need to understand: Keep the choices simple for your prospects. Ideally, you need to present them only with one choice only. **And give them a limited amount of time to make that choice.**

Two Examples of Web Pages Using Time Pressure Tactics



Take a look at these two web pages. Note the techniques used to create urgency. They give you a good idea of how time pressure can be applied to a simple sales process.

- **Affiliate Undercover** – the theme behind this ebook, by master affiliate Eric Rockefeller, is one of 'secrecy' and being on a 'special mission' to beat other Clickbank affiliates. And gaining Clickbank sales using special, 'undercover' methods. Note how only 7 minutes are given to the prospect to read this pre-sell page before it 'self-destructs', then automatically goes to another page of my choosing;

www.betterclix.com/clickbank

- **37 AdWords Secrets Exposed** – The sales process for this ebook package uses time pressure to offer a discounted price for 20 minutes only. After that – the discount is gone.

Your prospect is first delivered to a page where the price is \$37. **Note the 'Peel-Away' ad in the top-right corner of the first page.** Click that corner of the page. When clicked, it takes you to a second, discounted-price page where \$10 off the original price is offered - but only for 20 minutes. After that, the page is no longer available to the individual. And the page will revert back to the higher-priced page.

www.37AdWordsSecrets.com

Can it be true that this is all done automatically? Yes. With cookies that are loaded at the appropriate time (more details on how to do this in the next section of this report).

Tip: in order to see the page again, all a customer would have to do is clear cookies from their browser (which is very easy to do) and the discounted pages will be available again. Most people don't know this, and won't clear their cookies... unless you want them to, and tell them to do so.

Killer Tools You Can Use to Create Urgency

The two examples shown in the URLs above use a special software code. It's all that's required in your web page to have a time-limited sales process.

Want to use the fear of loss, a count down timer, urgency and other sales psychology triggers for your offers to put a very healthy boost into your conversions (for old offers or new product launches)? The products I discuss below deliver big-time (but at a small cost). The prices really can't be much lower for software like this. So it's within reach even for the struggling parents and the in-debt students and everyone else who is just starting their online business.



How to Easily Create a Time-Limited Sales Process

Let's take a look at a good choice to achieve all these time pressure functions. First off, a very useful JavaScript generating product by Jordan Hall, named **IMUrgency**.

Tested and Recommended

IMUrgency Deadly Tactics



Introduction

Though simple, IMUrgency is a tremendously powerful tool that has proven to attract attention, greatly boost sales, and lead to higher opt-in rates.

I will go into a few of the different ways that IMUrgency can be used to its full effect and make you much more money!



The quality of the software tools you're using to create urgency, has a direct effect upon your sales results

Now, I'm not one to fill pages such as this full of hype and fluff, because I'm sure you have better things to do than read through 300 pages of crap to learn 12 pages worth of hard hitting material.

So I have purposely kept this section very short and sweet. I hope you enjoy it, but more than that I hope you use these techniques to generate some serious income.

Ok, Lets get right into it:

Important Points on Urgency

Urgency is obviously an extremely powerful psychological tool and it can be used for many things.

A story Seth Godin tells in his book, "Small is the New Big" shows why. I know I'll probably slaughter the story here, but basically it's about a person trying to catch a plane.

First he starts off walking, but as he looks at his watch, and gets help up at the airport security, he realizes that he'll most likely miss his plane if things don't hurry along.

Each step of the way, he gets faster and faster until he's running and screaming at the top of his lungs and knocking people over and he gets there with -3 minutes left to get on the plane.

Thankfully they let him on.

But the point of the story is this: As urgency increases, people feel more and more justified in responding to it. No matter it takes. This is great for marketers because if you can create a true feeling of urgency, you've created a powerful element that pushes them to buy.

This is why fire sales, "nickel sales", limited time offers, and things like that work so incredibly well.

You must consider this when creating urgency: **Always have a reason for the urgency**, *no matter how small it is.*

[Click Here to try IMUrgency 100% Risk-Free](#)

Why? Because if you don't have any reason, it simply seems like a marketing gimmick. And it will turn some people off to your marketing message. But even the smallest reasons for urgency have a huge effect on the mind of the potential customer.

Here are some great urgency reasons off the top of my head:

- "We only have a limited quantity"
- "We are only releasing a limited quantity to ensure effectiveness"

- "We like to reward the action takers"
- "Since you opted in, you're receiving a chance to get this discount, but only for the next 30 mins..."

You get the idea. But don't forget to do this because it's very important to the whole process.

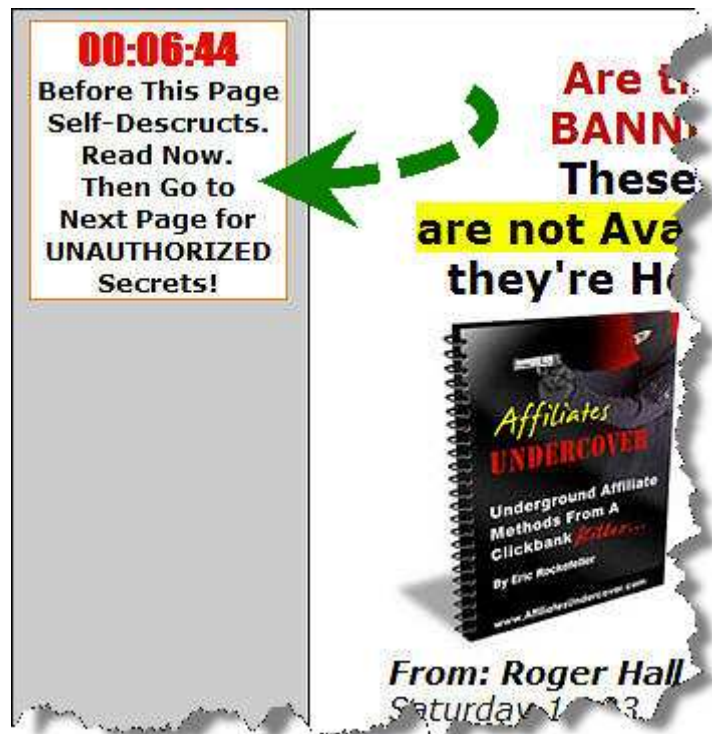
It's also a good idea to put a big bold blurb about the reason for the time limit right in the header.

It's also good to put the reason for the limited time in the actual timer because some people just skim right down the page, and this way they'll *know* why they're so eager to buy the product. ;)

When setting up the timer on the page, make sure to have the timer forward to the "No Thanks" link at the bottom of the page, or whatever downsell you have set up for the process. That way, if they take too long, it'll simply treat them as though they didn't take the offer up, and forward them to either a downsell or download page.

What **IMUrgency** Does

Here's a screen-shot of a page into which I placed an un-blockable pop-up timer, using IMUrgency. The green arrow indicates the timer;



If you choose, the timer window will scroll down, as your prospect scrolls down your web page. So there's no way they can escape it. Once the time that you've pre-set is up, the webpage will automatically revert to a page of your choosing) for example, a higher-priced page.

Ok, let's get into the tactics:

Deadly IMUrgency Tactics

I'm just going to spill out all of the IMUrgency tactics as simply as possible. Keep in mind; you don't have to use all of these in your marketing process. Some might work well together, but if you add too many it'll be too much for the customer.



Deadly Tactic Number 1

Use IMUrgency To Boost Your One-Time-Offer Sales.

This is probably the most obvious application for the IMUrgency script.

If you've been in the IM world for any length of time at all, I'm sure you've seen your fair share of OTO's. (One Time Offers)

Within the Internet Marketing (IM) niche, OTO's have lost a lot of their marketing potency. They still work incredibly well (especially outside IM) but not quite as well as in the beginning.

Using IMUrgency is a great way of bringing back the **Punch** of an OTO, and it's so easy to do.

When I set up Keith Wellman with the IMUrgency on his OTO, it only took 5 minutes, and that first day, he converted an extra \$3000 in sales.

5 minutes for an extra \$3000? That's incredible!

Make sure you're using the script this way in your market. I'm sure you'll be completely blown away by the results.

As I was commenting on before, make sure you have a good reason for the time limit, and leave a comment in the timer box.

Deadly Tactic Number 2

Use The Timer On The Order Form!

I know a lot of us internet marketers have become really used to different scripts that control the whole marketing process, including the front-end, up-sell, downsell, etc. But when you completely and freely control the process, you can get really creative and explode sales.

One thing that I used to always see when buying internet marketing products was the famous "order form up-sell" after agreeing to buy a product. Usually you click the order button, and on the order form there's another offer that you can "simply check the box" to own. (for an extra \$47 mind you).

A lot of different catalog sites do this as well.

One thing that you could do in this situation to really, *really* boost sales is include a static timer on the order form to increase urgency.

Just somewhere on the order form page say something like this: "For the next 8 minutes any of these products are 30% off!" and have the static timer there.

That way, it's really easy for the customers to justify adding the extra items to their carts, and they'll do it without thinking in most case. This is a very simple, yet powerful technique, and it should definitely be used in any of your websites that you have a catalog-like setup.

It's also a really good variation on the OTO idea, er.. actually, the OTO is a variation of the up-sell.

In any case, make sure you use it!

Deadly Tactic Number 3

Use the Timer On Your Squeeze Page

This one is extremely powerful. You would probably only want to use this technique on a pre-sales page squeeze page because of the way how it works.

Basically, you assemble a really killer offer for your squeeze page that isn't even available in the purchased package and you really emphasis this on the squeeze page.

Then you set up the IMUrgency timer on your squeeze page, and in really bold words, write something along these lines:

"You have one single minute to decide if you want to have the most potent secrets ever revealed about (insert your niche here). This will NEVER be offered anywhere else, and this is your only chance to get this revealing report.

Frankly, if you didn't decide you wanted this incredible information immediately, it's probably not for you any way. In any case, time is a tickin' so decide fast!"

You get the idea.

You see, when they opt in, or the script forwards, they simply end up on the sales page. If they ever come back to the link, they'll simply be forwarded to the sales page instead of the squeeze page, and they won't see the squeeze page again.



Secret Deadly Tactic Number 4 ***Limited-Time Front-End Offers***

This particular use of the IMUrgency tool is very interesting, and can be especially effective.

You put a countdown timer on the front end offer, and if they don't accept, simply forward them to a page that says something like this: I'm sorry you didn't take up the offer in the time allotted, but in reality this probably means that you weren't really ready for it.

If you would like, you can enter your name and email address here: ___ ___ to keep updated if this offer is available again.

Thanks so much for your interest.

Your Signature.....

So this way, the people that didn't end up buying your front end product will likely opt-in, and when you mail them with news that the offer is back up, they'll jump at the chance to buy it!

This is a great way to increase the feel of scarcity, which is extremely powerful.

Deadly Tactic Number 5

Special Offers, Events, Blow-Outs, Sales, etc.

Promotions like these work perfectly with IMUrgency. It was a match made in heaven.

This technique works really well even without IMUrgency. In fact, it's WAY underused. Any time any kind of event happens that's even *remotely* related to your service or product, you should be running SOME kind of promotion.

"A special discount because it's my birthday." Etc.

It's a perfect way to get a boost of income. In fact, if we're not finding every opportunity possible to do these kinds of promotions, we're leave piles of good spend able money on the table.

Anyway, like I was saying, IMUrgency works *great* with this method. When you're setting up the promotion, simply add the timer to the page, and include the reason for the promotion, and a good, urgency boosting message to go with it!

You'll see immediate results, and much higher conversion.

Play around with the color of the timer and the text inside to see what converts best.

It really is as simple as that!

Using urgency as a psychological marketing tactic is simply way too powerful to leave out of your marketing. Like any other marketing tool, set it up and test small first. Once you have it working continually test.

With IMUrgency and these techniques, you'll be KILLING it compared to your competition.

[Click Here to try IMUrgency 100% Risk-Free](#)

We've created two short streaming videos to explain how to use this great tool to generate the required script using IMUrgency, and easily set it up on your site.

Check out the videos here:

Video 1

Pro marketer, Keith Wellman, talks about his sales boost using IMUrgency (click screen to view)



[Click Here To View the Streaming Video from Keith](#)

Video 2

How to easily install the IMUrgency script and place it on your web page (click screen to view)



[Click Here to See How Easy IMUrgency is to Install](#)

Tested and Recommended

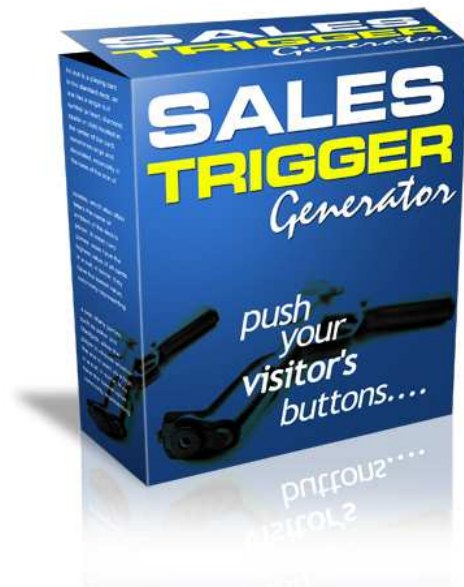
SALES TRIGGER *Generator*

Here's a software/script product you can use to generate time pressure on your site's sales pages. Sales Trigger Generator doesn't produce a stand-alone "timer window" like IMUrgency and it isn't a pretty. However, it is cheaper to purchase.

Have you seen commercials on TV that say "Order in The Next 10 minutes and get everything under the sun as an added bonus for free?"

We all know that they are just using another ploy, and that we can call the 800# three weeks from now, and still get the same deal, same price, same bonus.

But when you set this up on your web page, you can make sure this is not true when you use Sales Trigger Generator.



Now when you give your visitors a countdown, you mean it! Why do this? To ensure the scarcity is real.

With Sales Trigger Generator, you can create pages that create time pressure AND the scarcity of limited quantity in your prospect. All of the major sales conversion functions of more expensive products are definitely right here, for a small fraction of what the others cost. Let's get right to it.....

[Click Here to Get Sales Trigger Generator](#)

To make more money from your website, you need to increase conversions on the traffic you are already getting. You need your sales page to sell more copies, and you need your visitors to spend more money with you.

The "Sales Trigger Generator" Does Exactly That!

Features:

Displays Product Quantity Limit

"Only XX Copies Remain"

This is the first hit of the 1-2-3 punch that Sales Trigger Generator delivers. This is not a 'ploy'. You set the quantity you wish to make available at a particular price and these are the actual number of copies remaining before the offer will be gone, forever.

Showing your visitor the copies remaining does two things for you: First, the falling number provides a sense of urgency for your prospect, and the lower it goes, the more it works....

Social Proof

Another advantage is it provides what is known as 'social proof' that others are buying this product too – 'so it must be great!' We are instinctive creatures, and when we see others doing something, we have more confidence in our decision to do it too.

Fear of Loss

The powerful blow is that the user cannot leave the page, come back later and still get your reduced price.



When the user refreshes the sales page, or leaves and comes back later, they will automatically be redirected to your "page 2 offer". This page will have another offer for the visitor, only at a higher price.

You will make more money by turning people away from your discount offer when they don't take advantage within your time limit, or if they don't order right away.

This is a truly a powerful combination.

[Click Here to Get Sales Trigger Generator](#)

Using Urgency in Your Email



Email, **when used correctly**, is a very effective in sales. And urgency in email, when used ethically and judiciously, is a powerful tool. If you have not consciously exploited urgency in developing your prior email campaigns, it is likely you have not begun to approach the potential that the email marketing channel holds for your business.

For example, if you're offering a free download of a report or ebook, be sure to include a line in your email such as, "I'm only going to leave this report up for a few days, so be sure to get it now, while it's fresh in your mind"

How Email Becomes Less Effective with Each Delay

We conducted an email marketing campaign to determine how the passage of time affects the open rate within an email list.

In this test, two emails were sent, both with the same subject line.

Email A was sent May 2, 2006; Email B, April 5, 2007.

With less than a year between each send, here are the results:

Results

Test: Email List Quality			
Email	Subject Line	Date Sent	Open Rate
A	Million Person March - Submit Your Favorite Video	5/2/2006	13.7%
B	Million Person March - Submit Your Favorite Video	4/5/2007	11.2%



What you need to understand: The longer you wait to communicate with your prospects, the less they respond. We saw a 22% decrease in open rate for the same email within the same list, representing substantial list decay in less than a year.

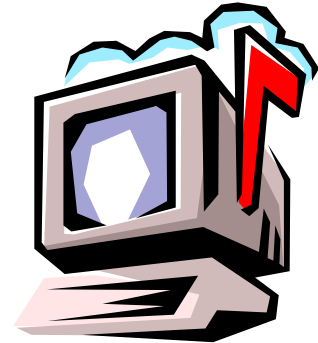
How Urgency in Your Email Text Boosts Your Results

A recent email marketing campaign for a certification course was conducted, in which two types of urgency were studied.

The first test measured artificial urgency in the form of an early enrollment discount with a deadline.

The other measured natural urgency in the form of the fixed course start date and corresponding enrollment deadline.

Natural urgency is the kind related to deadlines over which you have little or no control. An example would be "last day to receive your order before the holiday."



Example of email copy for 'natural' urgency:

Dear Harry,

As you may already know, our next series of sessions for our online testing certification program starts this Thursday, June 15.

Currently, we have 91 students enrolled.

Our original class size was set at 50. But we added instructors so we could double the size to 100.

This means there are only 9 places left.

Natural urgency is created by you because you set a pre-deadline or you made some decision internally that define some kind of limitation.

Example of mail copy for 'artificial' urgency:

Dear Mary,

I am writing to you today for a couple of reasons—both of them related to our certification program.

First, I want to let you know that today is the last day to take advantage of the early registration discount for our upcoming June 15 Foundations of Online Testing course.

This the first course in our Online Testing Certification Program. (Completing and passing this course is a requirement before registering for future courses in the program.)

If you sign up by midnight tonight, you will save \$100 on the regular registration fee. There are also some additional discounts available to groups of five or more attendees from the same company.



What you need to understand: Sales jumped significantly with each email—the lowest being 100%.

Both artificial and natural urgency proved effective. The mailings using artificial urgency resulted in sales volume increases of 100% to over 1,500% and natural urgency increased sales from 100% to more than 1,100%.

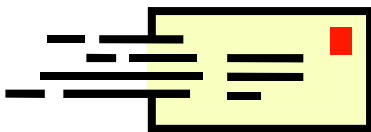
The language and tone of the phrases below created a sense of urgency based upon the “artificial” (i.e., controllable, discretionary) discount period deadline:

- “last day to take advantage of the early registration discount”
- “by midnight tonight you will save \$100 on the regular registration fee”
- “9 places left”

There may be no other variable that you can quickly change that can have such a dramatic effect as urgency.

Additional Tips for Email Effectiveness

- Use a personal tone. An informal, pleasant, courteous, helpful tone outperforms pomp and hype almost every time.
- Establish trust by identifying the reason for the email.
- The “envelope-field” subject line should contain something that defines the reason for the email and offers help.
- Remind your reader of an existing relationship, if you have one.
- Offer solutions.
- Get the reader’s attention and keep it, especially through apt use of eye path.
- Don’t let natural list decay lead you into false conclusions when you test. Always promptly remove undeliverable addresses.
- Remind your readers to put your email on their “white list” so it doesn’t get filtered out. Do this when they first subscribe; it’s your best opportunity.



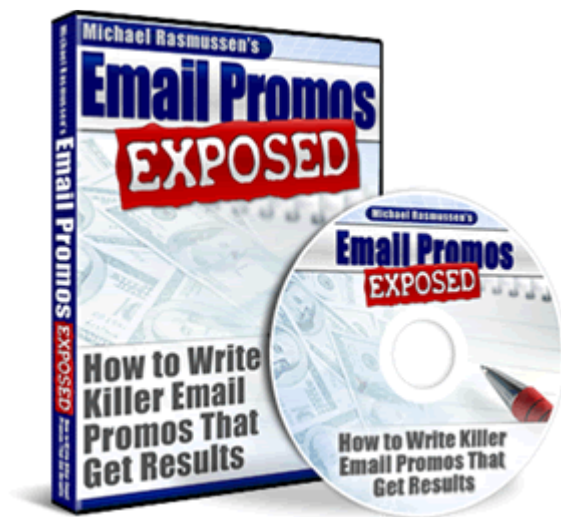
- Use a postscript (“P.S.”) for additional customer service tone enhancement. Research by Marketing Experiments and others has consistently found that the “P.S.” is almost universally read and recalled. Remind them that your offer is only available for a limited time.
- Use graphics purposefully. Don’t waste valuable real estate with images that do not drive the reader’s eye path where you want.

- Use short paragraphs. Each sentence should be designed to lead the reader from arrival to click-through. Remove any message body element that does not serve that purpose.

Streaming Videos Show You How to Use Urgency in Your Emails

For additional tips and techniques on how to use email promos in your business, check-out; Michael Rasmussen's Email Promos Exposed - for a series of 6 FREE private access to streaming videos. Each showing you features of how to build killer email campaigns in your business and how to use urgency in your emails.

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(internet connection required)

Additional Resources to Help You



[Click Here for IMUrgency Deadly Tactics](#)

IMUrgency Deadly Tactics

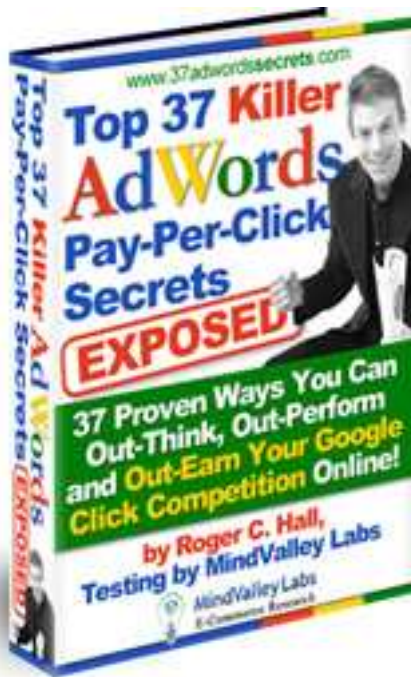
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