

## Scarcity

One of the more annoying qualities of human nature is that we simply don't act in our own best interest without some external Force acting upon us.

That can be a pushing from behind force or a force that pulls us forward; in other words, attraction.

I like using attraction but sometimes scarcity is the only thing that works. Attraction works best when you're trading in ideas. The content that you send out on a weekly, daily or monthly basis should be steeped in attraction.

Attraction is a weak force in the same way that gravity is a weak force. But gravity becomes a very strong force at higher altitudes.



*Yes, gravity is a weak force...sometimes.*

At higher altitudes we can attract people with our ideas. Our ideas are like parachutes to someone who is falling.

But when it comes time to ask people to part with their money, we are no longer at 10,000 feet. Now both feet are on the ground and we need a different kind of force to keep people's attention.

Scarcity is one of the most powerful and primitive ideas hardwired into our brains. Our entire economy is based on scarce resources. When we use scarcity properly, we can't help but trigger the scarcity response.

If we already want something, and all of a sudden we find that there is very little of it available, all of a sudden we wanted much more than we did only five seconds earlier.

Fortunately there are ways to use scarcity in your marketing that are very natural and that you can feel good about.

The best part is that all of this can be made up out of thin air giving you complete control over this incredibly powerful force.

So let's look at a few examples.

You can limit the number of people in a course based on instructor support.

You can limit the number of items for sale based on inventory.

You can simply say this is a one-time event that will never be repeated.

You can base it on the number of bonuses available.

You can base it on bonus is going away at some point during the launch.

You can base it on the price going up at a certain point.

And of course you can base it on the product itself coming off the market.

However you decide to do this I want to make one thing perfectly clear.

If you do not use scarcity I think your launch will fail.

We buy things based on deep human drives and instincts. And I don't think it's going out on a limb to say that scarcity is one of the most powerful instincts we human beings struggle with from the moment we're born until we get everything we want in life, which for most people, sadly, never really happens. It should but it doesn't.

And all we can do as marketers of our own stuff is to use it as ethically and as kindly as we can.

Now there's one more element we need to pair with scarcity that's really just as important. And it's urgent that we look at it right now. So let's go to the next video.