

# Urgency

Urgency is one of the most powerful ways of getting and keeping people's attention during a sale, and here you have to know your audience really well; know what they want, give them enough time to get it, and not a minute more.

And if it wasn't for the fact that we don't spend all of our days thinking about your business, you'd really only have to send one email and that would be it.

But here's the reality. In a three day sale window, there will be a few people right at the beginning who already knew they wanted this, it was already on their mind, and they were ready to buy. They may not have realized of this until they saw your email, but it was right there under the surface. Those are the people who buy on the first day.

Also, only 20% of your list even saw that email.

So we send another one on day two. On day two, a person who sees that email for the first time and is the same kind of person who saw the email on day one...will buy.

Many people will see that second email who saw the first email and are deep into decision mode. For these people urgency focuses their attention and keeps it focused until they make a decision.

That's why we send another email the next day with a reason they may not have thought about as to why this may be a good purchase for them.

Also in that email are the questions others have asked that may be on their mind as well.

But make no mistake. It is urgency that is driving the thought process. Otherwise they have lots of important things that could be thinking about.

So you maybe wondering how long your sale should be. For the kinds of launches and businesses that we have been looking at throughout this entire course, these are going to be internal to your list.

That means they have elected to be part of this because they're already interested in what you have to say so you don't have to introduce yourself again. You can get right

to the point. You can deliver the same kind of value you always do, but with a twist, and that twist is a focus on selling.

So the question of timing has two parts.

The first part is how long has it been since you sold something and the second part of this question is about the launch window. So let's look at the first part of this question.

How often can you be selling? Obviously the answer is different for everyone. If you are a retailer you can have a sale every day on something different. But if you're a coach or consultant the answer is more nuanced.



*If your business was a bank account, how much would you want to withdraw daily?*

Think of your business as a bank account. Every time you deliver value you're making a deposit into your bank account. Every time you sell you're taking money out of your account.

So the question is how comfortable do you want to feel with the size of your account?

Personally, I like to withdraw no more than 10% out of time. Then I want to fill it up again. When it gets to 100 percent I can have another sale.

But obviously that's something you have to feel out yourself. You can do it and you'll get better at it over time.

That's why this method of launching is so valuable for this kind of the business. Because most of the time you're not selling. People are emailing and calling you to ask you to help them because of the value that you're putting out every day every week or every month.

It's just that every once in a while it's okay to draw extra attention to something special that you want certain people to know about. And I have found that in those situations a three day window works pretty well.

But please don't take this as gospel. It's a good starting point but you should test this in your own market as often as you like.

I love urgency. It's fun to play with, people seem to respond to it in that same spirit, and we all know that it's an event with a beginning a middle and an end and that we can see them all at the same time.

So don't be afraid of urgency. Embrace it and your list will embrace it right along with you.

But actually they won't; not unless you have the next item firmly and understandably in place. Because all the urgency and scarcity in the world won't help if the value isn't there.

And how do you get the value there? That's the topic of the next video.