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The Psychology of Urgency: Make Them Want It Now!

By Scott Moldenhauer

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"I'll think it over and get back to you." "Sure, we'll do that someday." "I need to check with my colleagues." "Give me a call next month, then we can set a date."

Tired of excuses? Looking for a more successful way to get others to take immediate action?

For the last century, psychologists have been studying simple persuasion tactics that can be used to motivate people and elicit a certain response from them. One such powerful technique is the creation of a sense of urgency. This article focuses on building this feeling and using it as a means of persuading your business customers.

The Psychology of Limited Resources

The first strategy for getting people to take immediate action is to present yourself or your product as "limited," "scarce," or "in demand." Why? People want what they can't have. Repeatedly, psychologists have shown that human beings find more value in things that they have a hard time obtaining.

If you tell someone that he can't have something, he ends up wanting it more. You may have experienced this in your own life. Have you ever found yourself interested in a home or a car and then discovered that someone else may be considering buying it first? If you're anything like me, the item becomes even more valuable to you. You are more motivated to get it.

Do You Want It? You Can't Have It!

This is an important point for sales and marketing purposes. Car salespeople are quick to let us know that the car they are trying to sell us is the last model of its kind and will be unavailable in the future. Newspaper and television ads constantly remind us that the "sale ends soon," that "supplies are limited" and that "time is running out."

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Some retail stores create motivation by putting "sold" tags on merchandise that they have a hard time selling. When customers see the "sold" tag, they become more interested in buying the item. Infomercials place a ticking clock at the end of the advertisements. They say, "Order before the clock runs out and you will also receive a free set of knives."

Getting Immediate Results

When I first started speaking and consulting, it was hard for me to get business. I made the error of telling potential customers that I would be available whenever they were ready to hire me. Big mistake.

It wasn't until I became so busy that I had to start turning customers away that I was able to charge what I am worth. When they felt as if they couldn't have me, they wanted me more. When I was

inaccessible, they became anxious and assigned more value to my service. This sense of urgency was really advantageous to my business.

Here are three steps that you can use to create a sense of urgency in others:

1. Set a deadline. People are natural procrastinators. Without a deadline—and the potential risk of losing something—people will wait until they collect more information, talk it over with their spouses, or save more money. By setting a deadline, you create an inner force that will help them take action.
2. Remind them that your offer is "limited." Always present your opportunity as being limited with regards to time or quantity. If someone asks you whether you have a certain product in stock, don't say, "Oh, yeah, we have tons of them." The better approach is to say, "Yeah, we have a few, but they go quickly."
3. Play hard to get. Remember, people want what they can't have. By sounding too available, you're diminishing your value. By sounding somewhat unavailable, you're greatly increasing your value. Never say, "Oh, yes, I'm available any day next week." Instead, use the more powerful and persuasive approach by saying, "Hmmm, I'm very busy next week, but I might be able to squeeze you in."

Scott Moldenhauer is considered an expert on consumer behavior and persuasion. In addition to his consulting engagements, he has taught at both the University of Arizona and the University of Phoenix. For free information on persuasion, visit

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Manipulate Your Visitors With Reverse Psychology

By Rich Hamilton, Jr

Many people say that it is easy to write a sales copy and that there is really nothing to it. Well, all I can say is they are wrong! For many, writing your sales copy is difficult. Having the ability to write sales

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copy is an attribute that not many people have. When writing a sales copy you need to realize that there are a lot of psychological principles that are involved in the process. Reverse psychology on the other hand, is even more powerful when it is used properly.

In this article I am going to go over how reverse psychology works, how to apply it to a sales copy and when the best and effective time to use it is.

How Reverse Psychology Works

Reverse psychology is nothing more than a mind game you play and the object of the game is to confuse and distort the minds of others. I know it may sound complicated, but really it's not. In fact, you've probably used it and don't even realize it. Let me give you an example of how it works, so that you can fully comprehend it.

If you have children, you can probably relate to this. When you tell children not to do something, what's the first thing they do? They get into whatever it is that you just told them not to, why? Because you have accelerated their curiosity and desire to see what you have. If you were to apply reverse psychology, you would tell the child that they could have it. It wouldn't be fun anymore, you've taken away their desire to have it and as a result, they wouldn't want it. Moreover, you have accelerated the need to know why. Why are you giving it to them?

This does not only apply to children, this also applies to adults and they will react in the same way. If you were to apply the same scenario to an adult, they would react in the same manner as the child did.

Applying To Sales Copy

When is the best and most effective time to apply reverse psychology to your sales copy, it is in your opening statement, when establishing your credibility, and in your guarantee. These are just a few important elements of your sales copy that are the most effective areas to use reverse psychology on your visitors.

Not many people use an opening statement in their sales copy. The opening statement is a only a couple of sentences that are before your attention grabbing headline. The opening statement is used to set the stage for your attention grabbing headline.

One of the first opening statements I used in my sales copy was: Before you think about listening to another so-called expert, you need to read this first... It seemed like everyone was using this opening statement, so I used reverse psychology and came up with: The so-called experts are getting

nervous.... This made my conservation rate triple, because people wanted to know why the experts were getting nervous.

When you are establishing your credibility, every sales letter always talks about how successful they are and not how they got there. People are reactive towards realistic situations, in my sales copy I talked about how in debt I used to be and how I had no money to market with. This insured my visitor

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that I knew how they felt. I've been there and you can promote your web site without paying a cent for advertising, because I did it.

Other people would rather brag how much money they are making, people don't react well to braggers. Just because someone makes a lot of money, doesn't mean they know what your talking about, or doing for that matter. People love stories, it pulls them right in, especially if it's a story they can relate to.

Another area where reverse psychology works great, is in your guarantee. Having a strong guarantee is the most important element of your sales copy, without it no one will buy from you, period. When you are presenting your guarantee, make it risk free and reverse the risk.

Comfort your visitor by reversing the risk, insure them that you have more to lose out of the deal than they do. How? Well, you are the product creator, your name and reputaion are on the line. If you create a poor product, then it will reflect on your credibility.

Rich Hamilton, Jr is the CEO/President of

and the Author of Inside Internet

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