

HOW TO CREATE SCARCITY: TOOLS, FORMULAS & REAL LIFE EXAMPLES

Presented by:



The Anatomy of Scarcity – Create Desire With Any of the Following

Are you stuck trying to figure out a way to take advantage of the scarcity principle and implement it in your business?

Maybe you realize reducing prices as a technique to increase sales is a losing battle and you're looking for better ideas?

With this document you'll learn the 4 techniques for creating scarcity, real life examples of the techniques being put to action, as well as done-for-you copy you can use or modify for your own website, social media posts or emails so you don't have to rely on price cuts or discounts any longer.



Technique 1: Deadlines

Give your prospects a deadline or a point of no return. We all operate on deadlines at home and at work. They are what trigger us to take action as the clock starts getting close to zero. If there is no immediate reason to take action now, we won't. Do you pay your bills right when do you get them, or do wait until the day they are do? Take a drive by the post office near April 18 when taxes are due and check out the lines. No deadline means no action.

Real Life Example

The screenshot shows a website interface with a navigation bar at the top containing 'Daily Deals', 'App Only Deals', and 'Winter Is Coming Sale'. Below the navigation bar, a red-bordered box highlights a clock icon and the text 'Deals End in: 12:59:39'. A red arrow points from this box to a red text overlay that reads: 'Countdown gives a deadline to let the user know when they have to make their decision.' Below the timer, there is a 'Shop by Department' sidebar on the left with categories like Garden, Pool & Patio (9), Computers (6), Cellular & GPS (4), Luggage & Travel (4), Health & Beauty (3), Home & Kitchen (3), Baby (2), Movies & TV (2), and Pets (2). The main content area displays four product cards, each with a 'TOP PICK' badge and a discount percentage:

- Asus 15.6" HD Glare Celeron N3050 500GB:** 12% OFF, R4,399 (original R4,999)
- Scratzme The Ritz Scratching Post GREY/CHARCOAL:** 27% OFF, R2,299 (original R3,165), Only 14 Left
- Bosch PKS 16 Multi 400W Circular Saw:** 13% OFF, R1,299 (original R1,499), Only 8 Left
- Lowepro Hatchback 22L AW Backpack Blue:** 51% OFF, R999 (original R2,049), Only 6 Left

Formulas You Can Use

- The offer ends in/at X
- The [X] will be taken offline in [X] days.
- This is an exclusive, one-time offer and ends when [X happens]
- Buy by [X] and receive [X] discount
- [X] is only available during [X time period]
- This offer is valid for [X time period]



Technique 2: Limited Space, Numbers, or Access

If your prospect feels like they are competing for a limited resource, they will be much more motivated to take action. When people fear they're going to miss out on a great deal, they feel an urgency to act. Think of shoppers at closeout and black Friday sales. There are more people than deals. They have to make a decision to buy before someone else does, or they will miss out.

Real Life Example

Room Type	Max	Today's Price	Conditions	Nr. rooms	Reservation
Deluxe Double Room with Shared Bathroom In high demand! Air conditioning Flat-screen TV Free WiFi in room More Prices are per room included: 7 % VAT, 10 % service charge Recently booked!		 VND 759,017 Today's Value Deal	• Special Conditions	0 in high demand – only 5 rooms left!	I'll reserve No registration required There are 3 people looking at this bed and breakfast.

Lets the user know exactly how many rooms are left.

Selling out fast in Bangkok: 3 properties like "Kama Bangkok" are already sold out!

Formulas You Can Use

- There are currently [X] people viewing today's offer.
- Only a limited amount of tickets remaining.
- Accepting [X] new affiliates/members/customers
- Just [X] Spots Remaining! Book Now or Never.
- Only [X] spots remain. Sign up now!
- Going out-of-business sale
- [X] is in short supply and won't be available once it runs out.

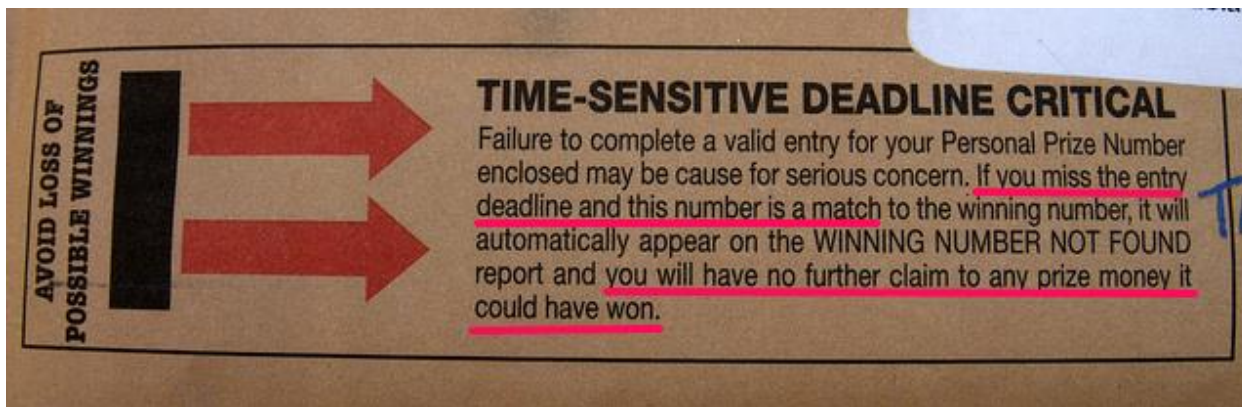


Technique 3: Potential Loss

Prospects must recognize they might lose out if they don't take action. You can do this by making your prospect fear losing a deal. I can remember trying to talk people out of something because I honestly felt it was a bad decision. It seemed the more I said no, the more they wanted it.

My favorite example of this is what Publishers Clearing House does. They don't say "You can win!" they say "You may already be a winner!" This changes the frame, now people are afraid to lose something they might already have.

Real Life Example



Formulas You Can Use

- Act now or miss out. All that priceless information...Gone. Vanished. Never to be seen again.
- These [X] might sell out
- This is a one-time offer
- We're experiencing high demand, hurry, while supplies last.
- Selling out of [X] fast...
- Get [X] bonus if you buy in the next [X] days...
- Enjoy [X] while it lasts...



Technique 3: Restrict Freedom

We want what we can't have. If we are told a product is unavailable, we want it even more. Our desire goes up and so does the urgency to act if it becomes available again. We have all experienced wanting to think about a purchase only to come back, having the product gone and suddenly wanting it more than ever. Clearance stores do a great job of this by putting "sold" signs on furniture. These signs create urgency because somebody else has found a deal...you better act fast if you want one too.

Real Life Example

"Hampton" Light Blue Check
\$125.00

Notify me when this product is available:

Enter your email address... SEND

Size:
Medium

SOLD OUT

CONTINUE SHOPPING

Instead of taking the item down it's shown as sold out, but you're allowed to enter your email to be notified when it's available again.

Formulas You Can Use

- Sorry, we have exceeded our capacity!
- If you're too late, don't worry. We'll be reopening in [X]
- Only available by invitation only
- Offer not available in stores
- Sorry, this offer is for members only.
- Sold out, would you like to be notified when it's available again?



How To Do It

In order to use scarcity you need to use one (or multiple) of the four tactics above in any copy where your focus is conversions. This could be: emails, sales pages, landing pages, opt-in offers, product pages, membership sign-ups, etc.

The hardest part about scarcity is keeping it legit. By this I mean: there needs to ACTUALLY be scarcity, because if there's not, and your visitor sees it, they will stop trusting you and the relationship will be ruined.

An example of this would be telling your visitors they only have 3 hours to sign up to get a discount, but every time they 'refresh' the page the timer resets back to 3 hours.

One of the most visually impactful ways to showcase scarcity is with a countdown (either for time or inventory counts). There are plenty of [free Wordpress plugins](#) available to help you create a simple countdown. However, the issue then becomes manually making sure everything is legit and continually updated.

Seems time consuming, right? We thought so too.

This is why we built Thrive Ultimatum. It's the most sophisticated scarcity plugin for Wordpress ever created.

With Thrive Ultimatum you can:

- **Protect Your Credibility with Lockdown Campaigns** - The most bulletproof, uncheatable evergreen campaigns possible.
- **Scale Your Success with Multiple Campaigns** - Scarcity is powerful, why limit it to only one campaign?
- **Get Results Immediately with Done-for-you Campaigns** - Get up and running ASAP.
- **Look Professional with Full Customizability** - Beautiful countdown timers able to match your site's style and branding. No design skills required.

Want to learn more about Thrive Ultimatum?

[Click Here](#)

