

SCARCITY WEBINAR WORKBOOK

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**MAKE MORE SALES WITHOUT  
DRIVING MORE TRAFFIC**



# What the Experts Say

WHY SCARCITY SHOULD BE ONE OF THE MOST IMPORTANT FACTORS IN YOUR SALES FUNNEL

You need to build urgency into every promotion you create.



**Amy Porterfield**  
[amyporterfield.com](http://amyporterfield.com)

Scarcity is one of the most powerful sources of urgent behavior.



**Neil Patel**  
[neilpatel.com](http://neilpatel.com)

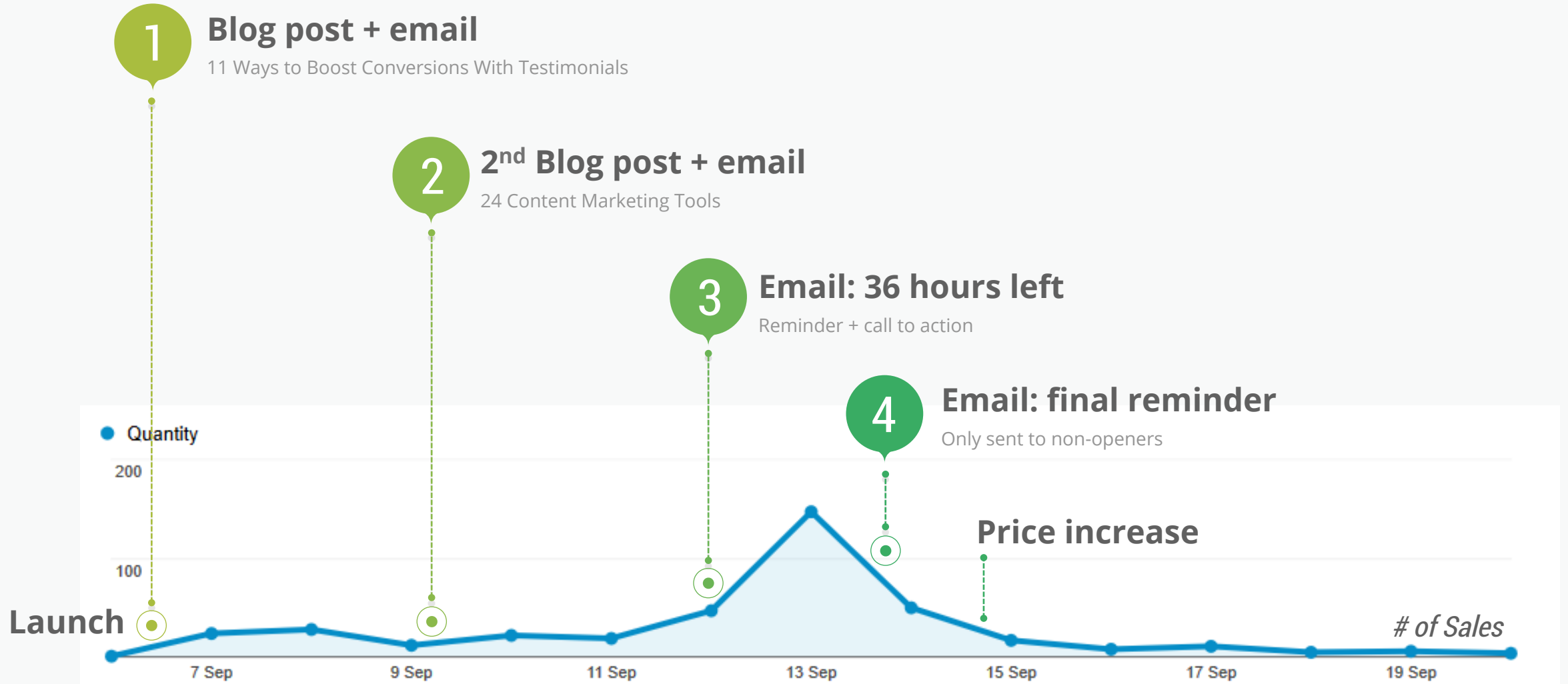
Whenever possible inject (truthful) scarcity into your marketing funnels.



**Pet Flynn**  
Smart Passive Income

# Ovation Launch Email Timeline

The Schedule We Used for the Thrive Ovation Launch



# Ovation Launch Email Sequence

The Exact Email We Used for the Thrive Ovation Launch

Hi [name],

We've got a new post on the Thrive Themes blog that I think you'll find very useful:

[11 Effective Ways to Boost Your Conversion Rates \(Using Testimonials\)](#)

Now, maybe you're wondering: why testimonials?

The thing is, most marketers know that testimonials are a powerful conversion element, but they rarely use them.

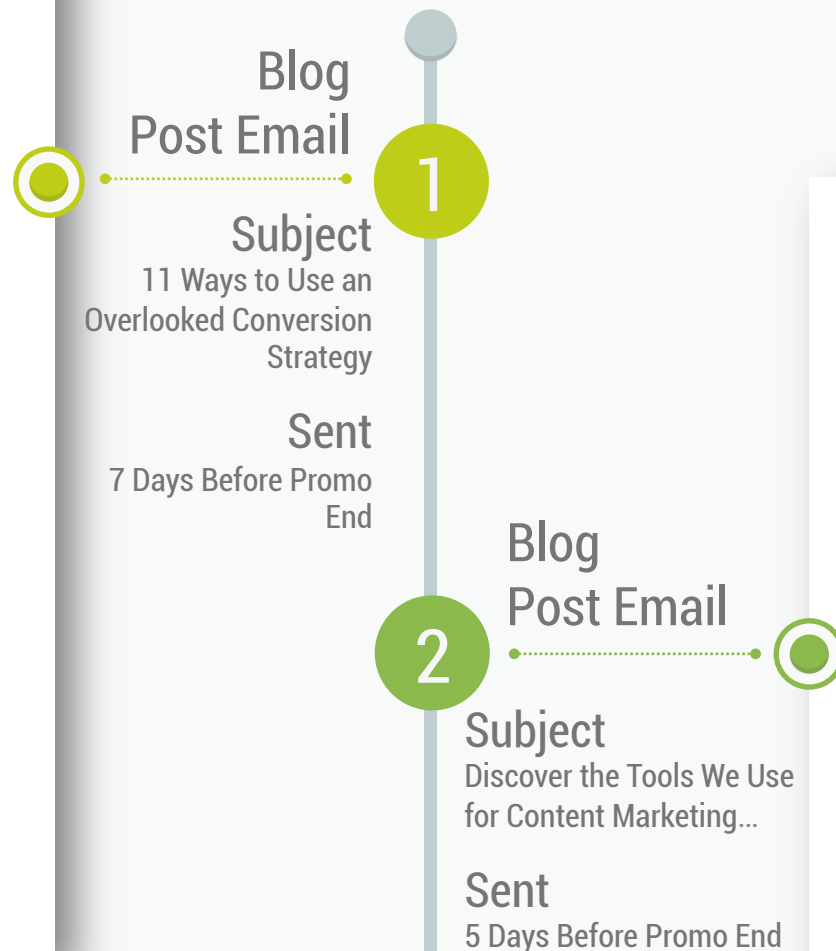
And if they do, they only use them on sales pages.

That's why I call testimonials the most under-utilized conversion tool in online marketing.

In this post, you'll discover 11 ways that some of the smartest online businesses have used testimonials to increase trust, boost sign-up conversions, make more sales and much more.

[Check it out to see how you can get more out of testimonials as well.](#)

Cheers,  
Shane



Hey [name],

Content marketing has become indispensable for many online businesses. If you want to keep up with the demands of creating great, shareable content and doing so on a regular basis, it helps to have the right tools at hand.

That's what our latest blog post is about:

[24 Proven Tools Every Content Marketer Should Know](#)

In this post, you'll discover the favorite tools of the Thrive Themes marketing team and you won't just see what we use, but also how we use it.

Give it a look and let us know what you think!

All the best,  
Shane

Hi [name],

I wanted to make sure to send you this, in case you missed the earlier message about it:

We've released a new plugin and we have a launch special offer, which means you can get the plugin at a lower price, for a limited amount of time.

[Get the special here before the time runs out.](#)

A few points:

-> At the time of this writing, there are less than 36 hours left to get the offer.

-> The plugin will never be available at such a low price again.

-> If selling a product, selling a service, building a mailing list or building trust with your audience is important in your business this plugin will be extremely useful for you.

[Check it out here!](#)

Cheers,  
Shane

## Call to Action Email

3

### Subject

Less than 36 hours  
left to get our new  
plugin special offer

### Sent

36 Hours Before Promo  
End

## Call to Action Email

4

### Subject

Final chance to get 50%  
off our new plugin

### Sent

18 Hours Before Promo  
End

This is just a quick note to let you know that our launch special offer for the Thrive Ovation plugin is ending very soon.

If you want to get our new plugin at the lowest price ever, now's your chance.

[Click here to discover what the plugin is all about \(and how it will change your marketing\).](#)

Cheers,  
Shane

# Under the Radar Recipe

Guideline for a Non-Scammy Scarcity Marketing Campaign

## -5 Days

- Update Sales Page
- Blog post on related topic
- Email about blog post

## -3 Days

- Blog post (semi related)
- Email about blog post
- Promo mention

## -36 Hours

- Reminder email
- Reminder email to non openers

## -0 Hours

- Update sales page

# Classic Promo Recipe

Guideline for a More Direct Scarcity Marketing Campaign

## -7 Days

- Announce promo
- Summary of features and benefits

## -5 Days

- Promo reminder
- Benefits for specific use cases

## -2 Days

- Promo reminder
- Stories/ testimonials from users

## -24 Hours

- Final reminder
- Quotes from recent buyers
- Urgency

## -0 Hours

- Update sales page

# Creating Your Campaign

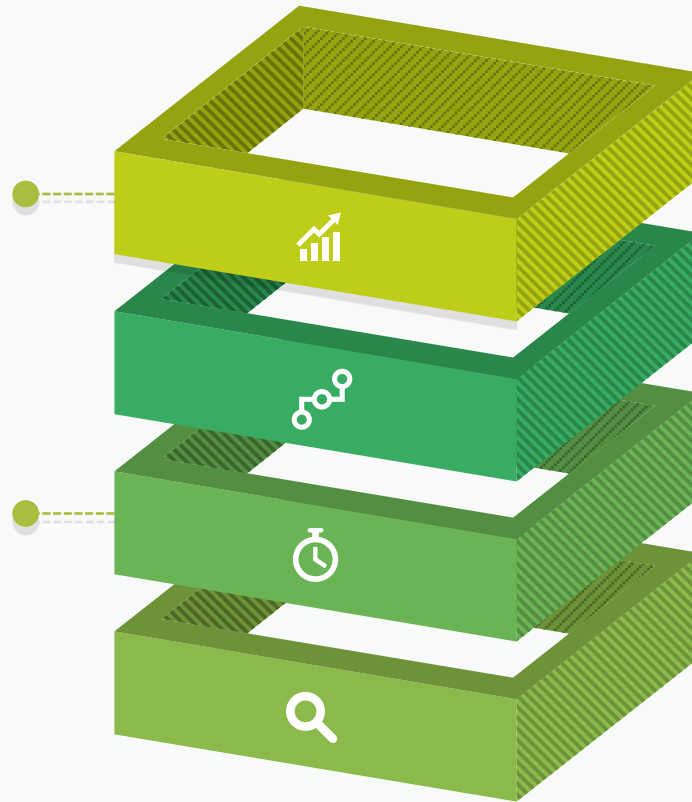
DETERMINE THE KEY ELEMENTS IN YOUR SCARCITY MARKETING PROMOTION

What will your promotion be?

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How long will it run?

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Recurring campaign? How often?

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How will you drive awareness?

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# How to Show Your Offer

CREATE A PLAN TO MAKE SURE VISITORS AND SUBSCRIBERS SEE YOUR OFFER



## Your Website

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## Your Email List

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# Email Sequence Template

SCHEDULE YOUR SCARCITY MARKETING PROMOTION TO YOUR EXISTING LIST

