

Module 3 - Strategies for Maximum Profit

Lesson 6 – Creating Scarcity

Another strategy that you can use is to create scarcity within your membership program. Creating scarcity is simply this you're going to limit the number of people who can take advantage of that trial membership, or of that membership offer. So as you create this membership offer, you're going to then say okay, this opportunity is available only to the next 10 people, or 100 people, whichever it may be. But you're only going to limit it.

Now when you use this scarcity principle you have to make sure that it is a driving message within your marketing. You can't just say hey, it's limited to the next 100 people. And then again hey, it's limited to the next 100 people. And then again it's limited to the next 100 people. No, that's defying the integrity of the offer. So eventually you would want to do a countdown. You would want to say hey, this is limited to the next 100 people when you very first kick off this promotion, that you're going to be doing.

Then as people sign up you would reduce that number. And then to say okay, it's now available to the next 76 people. And then you would market that message, that it's now only available to the next 76 people. And then on further, and further, and further down. Now just between me, and you let's say you say it's going to be available to the next 100 people, but numbers aren't moving as quickly as you wanted. You can decide that you're going to create more scarcity.

It's okay to be able to say that hey, I'm gonna reduce the number of scarcity. I thought I might be able to get 100 people, it doesn't look like I'm gonna get a 100 people so I'm gonna reduce the scarcity even more. I'm only going to take the next 49 people now. I mean all of sudden your scarcity has now increased. And so what I want you to know is, is that it's okay to reduce the scarcity, but it's never right for you to violate the scarcity principle, and just not be honest about only available to the next 100, and then well, it's another 100, another 100.

No, you reduce that scarcity, and say now I'm only going to take the next amount lower, or lower than this, or lower that. But you can use this scarcity principle over, and over again. It helps drive a deadline, that I'm only going to take these people, and then when I get this number of people I'm shutting it down. I'm closing off this opportunity. So you would use the scarcity principle to limit the number of spots that are available, or the number of members that you're going to take in at this membership offer, that you're making available.

