

Module 3 - Strategies for Maximum Profit

Lesson 7 – Keep Your Deadline

One of the pricing strategies that you can use is to always, always have a deadline. As a matter of fact, I always say that every offer must have a deadline, every offer. You can't just put together a trial membership, and begin to market it, and expect people to respond if you don't have a deadline. People don't do ... Here's my one-liner on this. People don't do what they should. They do what's urgent. So, you've got to have this deadline. Never put out any trial membership, or in that case, any marketing material without a deadline on your offer. Make sure that you've got this offer on there. It'll create the urgency.

You've heard me talk about before about creating scarcity. Now I want you to create urgency, that, hey, there's only a certain amount of time left and then you're going to shut this offer down. Now, let me tell you this. When you create this deadline, you always need to make sure that you honor the deadline. I like to put things, and maybe even some of you have seen it, that, "Hey, listen. When this deadline hits, don't track me down on social media. Don't find me on Facebook. Don't come begging me to make this available to you. When I shut it down, I shut it down. When the deadline comes, the deadline is hit." Honor that.

Here's what will happen when you honor your own deadlines, is people will know you're serious. I'm willing to lose you as a member. I'm willing to lose you as a member. I'm willing to lose this sale because you didn't get in before the deadline. Now, it's not to say that I wouldn't go back and make another offer available. I can't offer you this because I would be violating my own integrity by not honoring my own word, and I know you wouldn't want that from me.

So, what if I was to do this for you? You can handle it that way on the backend, but most often, it's just not gonna happen. You want people to know that you're serious, that deadlines are to be taken serious. You're a person of your word. I'm a man of integrity. I'm a man of faith. You know that by now. I want you to be the same way in the sense of honoring your deadlines. People will know that, hey, I really need to take advantage.

It only takes once. It only takes once for them to miss a deadline before they know that you're serious. When they know that you're serious and they hear you say that, "No, I can't do that. I can't offer this for you," they'll know that you're a person of integrity. Who doesn't want to be a member under a membership business owner or a business leader with a person of integrity at the top?

Make sure that you create this sense of urgency. Give people a reason to take action. Do what's urgent. Create that deadline. Never have an offer without a deadline. Be a person of integrity, and honor your own deadlines.