



# **IM**Urgency Deadly Tactics

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## **Introduction**

Hello, and thanks for your very wise decision to purchase IMUrgency.

Though simple, it's a tremendously powerful tool that has proven to greatly boost sales, and opt in rates.

In this short ebook I will go into a few of the different ways that IMUrgency can be used to its full effect and make you much more money!

Now, I'm not one to fill a manual such as this full of hype and fluff, because I'm sure you have better things to do than read through 300 pages of crap to learn 12 pages worth of hard hitting material.

So I have purposely kept this ebook very short and sweet.

I hope you enjoy it, but more than that I hope you use these techniques to generate some serious income.

Ok, Lets get right into it:

## **The Script**

If you haven't bookmarked the IMUrgency access page yet, here's the link:

<http://www.imurgency.com/imui/imurgencyaccess.html>

I've created a short Camtasia video to explain how to set the script up on your site.

Check out the videos here:

<http://www.imurgency.com/imui/install>

## **Important Points on Urgency**

Urgency is obviously an extremely powerful psychological tool and it can be used for many things.

I like a story Seth Godin tells in his book "Small is the New Big."

I know I'll probably slaughter the story here, but basically it's about a person trying to catch a plane.

First he starts off walking, but as he looks at his watch, and gets help up at the airport security, he realizes that he'll most likely miss his plane if things don't hurry along.

Each step of the way, he gets faster and faster until he's running and screaming at the top of his lung and knocking people over and he gets there with -3 minutes left to get on the plane.

Thankfully they let him on..

But the point of the story is this:

As urgency increases, people feel more and more justified in responding to it. No matter it takes.

This is great for marketers because if you can create a true feeling of urgency, you've created a powerful element that pushes them to buy.

This is why fire sales, "nickel sales", limited time offers, and things like that work so incredibly well.

### **A couple of things you want to consider when creating urgency:**

Always have a reason for the urgency, *no matter how small it is*.

If you don't have a reason, it simply seems like a marketing gimmick, and it will turn some people off to your marketing message.

But even the smallest reasons for urgency have a huge effect on the mind of the potential customer.

Here are some great urgency reasons off the top of my head:

- "We only have a limited quantity"
- "We are only releasing a limited quantity to ensure effectiveness"
- "We like to reward the action takers"
- "Since you opted in, you're receiving a chance to get this discount, but only for the next 30 mins..."

You get the idea. But don't forget to do this because it's very important to the whole process.

It's also a good idea to put a big bold blurb about the reason for the time limit right in the header.

It's also good to put the reason for the limited time in the actual timer because some people just skim right down the page, and this way they'll *know* why they're so eager to buy the product. ;)

When setting up the timer on the page, make sure to have the timer forward to the "No Thanks" link at the bottom of the page, or whatever downsell you have set up for the process. That way, if they take too long, it'll simply treat them as though they didn't take the offer up, and forward them to either a downsell or download page.

Ok, let's get into the tactics:

### **Deadly IMUrgency Tactics**

Ok, I'm just going to spill out all of the IMUrgency tactics as simply as possible. Keep in mind; you don't have to use all of these in your marketing process. Some might work well together, but if you add too many it'll be too much for the customer.

Alright, let's get right into it!

#### **Deadly Tactic Number 1 - Use IMUrgency To Boost Your One-Time-Offer Sales.**

This is probably the most obvious application for the IMUrgency script.

If you've been in the IM world for any length of time at all, I'm sure you've seen your fair share of OTO's. (One Time Offers)

Within the IM niche OTO's have lost a lot of their marketing potency.

They still work incredibly well (especially outside IM) but not quite as well as in the beginning.

Using IMUrgency is a great way of bringing back the *Punch* of an OTO, and it's so easy to do.

When I set up Keith Wellman with the IMUrgency on his OTO, it only took 5 minutes, and that first day, he converted an extra \$3000 in sales.

5 minutes for an extra \$3000? That's incredible!

Make sure you're using the script this way in your market. I'm sure you'll be completely blown away by the results.

As I was commenting on before, make sure you have a good reason for the time limit, and leave a comment in the timer box.

### **Deadly Tactic Number 2 – Use The Timer On The Order Form!**

I know a lot of us internet marketers have become really used to different scripts that control the whole marketing process, including the front-end, up-sell, down-sell, etc. But when you completely and freely control the process, you can get really creative and explode sales.

One thing that I used to always see when buying internet marketing products was the famous "order form up-sell" after agreeing to buy a product.

Usually you click the order button, and on the order form there's another offer that you can "simply check the box" to own. (for an extra\$47 mind you)

A lot of different catalog sites do this as well.

Well, one thing that you could do in this situation to really *really* boost sales is include a static timer on the order form to increase urgency.

Just somewhere on the order form page say something like this:

"For the next 8 minutes any of these products are 30% off!" and have the static timer there.

That way, it's really easy for the customers to justify adding the extra items to their carts, and they'll do it without thinking in most case.

This is a very simple, yet powerful technique, and it should definitely be used in any of your websites that you have a catalog-like setup.

It's also a really good variation on the OTO idea, er.. actually, the OTO is a variation of the up-sell.

In any case, make sure you use it!

### **Deadly Tactic Number 3 - Use The Timer On Your Squeeze Page.**

This one is extremely powerful.

You would probably only want to use this technique on a pre-sales page squeeze page because of the way how it works.

Basically, you assemble a really killer offer for your squeeze page that isn't even available in the purchased package and you really emphasis this on the squeeze page.

Then you set up the IMUrgency timer on your squeeze page, and in really bold words, write something along these lines:

**"You have one single minute to decide if you want to have the most potent secrets ever revealed about (insert your niche here).**

**This will NEVER be offered anywhere else, and this is your only chance to get this revealing report.**

**Frankly, if you didn't decide you wanted this incredible information immediately, it's probably not for you any way.**

**In any case, time is a tickin' so decide fast!"**

You get the idea.

So when they opt in, or the script forwards, they simply end up on the sales page.

If they ever come back to the link, they'll simply be forwarded to the sales page instead of the squeeze page, and they won't see the squeeze page again.

#### **Secret Deadly Tactic Number 4 – *Limited-Time Front-End Offers***

This particular use of the IMUrgency tool is very interesting, and can be especially effective.

You put a countdown timer on the front end offer, and if they don't accept, simply forward them to a page that says something like this:

I'm sorry you didn't take up the offer in the time allotted, but in reality this probably means that you weren't really ready for it.

If you would like, you can enter your name and email address here: \_\_\_ \_\_\_ to keep updated if this offer is available again.

Thanks so much for your interest.

Signature.....

So this way, the people that didn't end up buying your front end product will likely opt-in, and when you mail them with news that the offer is back up, they'll jump at the chance to buy it!

This is a great way to increase the feel of scarcity, which is extremely powerful.

### **Deadly Tactic Number 5 - *Special Offers, Events, Blow-Outs, Sales, etc.***

Promotions like these work perfectly with IMUrgency. It was a match made in heaven.

This technique works really well even without IMUrgency. In fact, it's WAY underused.

Any time any kind of event happens that's even *remotely* related to your service or product, you should be running SOME kind of promotion.

“A special discount because it's my birthday.” Etc.

It's a perfect way to get a boost of income. In fact, if we're not finding every opportunity possible to do these kinds of promotions, we're leaving piles of good spendable money on the table.

Any way, like I was saying, IMUrgency works *great* with this method.

When you're setting up the promotion, simply add the timer to the page, and include the reason for the promotion, and a good, urgency boosting message to go with it!

You'll see immediate results, and much higher conversion.

Play around with the color of the timer and the text inside to see what converts best.

It really is as simple as that!

## **Conclusion**

Using urgency as a psychological marketing tactic is simply way too powerful to leave out of your marketing.

Like any other marketing tool, set it up and test small first. Once you have it working continually test.

With IMUrgency and these techniques, you'll be KILLING it compared to your competition.

If you have any questions, comments, or support issues, please feel free to email me at [IMUrgency@Gmail.com](mailto:IMUrgency@Gmail.com)