

Urgency

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Urgency Key takeaways

- Urgency is a function of time: deadlines, countdowns, and explicit decision-by dates (e.g., 5, 3, 2, 1 timers) push faster decisions.
- There are four ethical urgency types to use: group (rolling cohorts), seasonal, pricing & bonuses, and exploding opportunity.
- Use urgency to decrease decision time so marketing becomes profitable and you increase your cash conversion cycle (get ad spend back faster).
- Varying the “flavor” of urgency (names, season, pricing, bonuses) keeps authenticity while maintaining integrity.

Checklist

1. Rolling cohorts

- Create a clear start date for the next group (e.g., “next group starts Monday”).
- Communicate the cadence (weekly, monthly, twice a year, etc.) and use it as a deadline to enroll now.
- Why: Gives a legitimate time-based reason to act now without implying the offer will never return; reduces indecision and speeds enrollment.

2. Seasonal promotions

- Create time-limited promotions tied to seasons or events (Valentine’s special, New Year, spring special, get ready for summer).
- Name the promotion to change the feel/authenticity even if the core offer is similar.
- Why: Provides a credible temporal context that feels authentic and prompts faster decisions by attaching the offer to a season or event.

3. Pricing and bonus rotation

- Swap or limit specific bonuses by month (e.g., five bonuses for month A, different five for month B).
- Offer time-limited pricing tiers or introductory prices (examples in transcript: \$19, \$29, \$1, free first session).
- Why: Removing certain bonuses or limiting a price creates urgency to buy now to secure those extras; varying pricing/bonuses changes perceived value and accelerates conversions.

4. Exploding opportunity

- Identify and communicate a real reason the opportunity will shrink or disappear (example: arbitrage between marketplaces where price discrepancy will close).
- Explain that earlier entry captures more of the wave before it crashes.

- Why: A genuine disappearing opportunity is the strongest urgency driver; it gives prospects a real incentive to act immediately to capture time-sensitive upside.

5. Use countdowns and explicit deadlines

- Add countdown timers and clear “decision by” dates on offers.
- Why: Visual/time pressure reduces procrastination and shortens the time to purchase, improving cash conversion.

Examples:

- Rolling cohort: “Next group starts Monday — enroll now.”
- Seasonal: “Valentine’s special ending in 3 days” or “Get ready for summer promotion.”
- Pricing/bonuses: Offering five specific bonuses this month, different five next month; \$19 vs \$29 vs \$1 vs free first session promotions.

Notes:

- Use urgency ethically and authentically; changing flavor and names of promotions keeps offers feeling real without sacrificing integrity.