

The Scarcity Email Strategy

*Using a free timer tool to dramatically increase
your click-through rates and commissions...*

Introduction

Let's say we already know that our audience is interested in whatever it is we are promoting...

They have considered the offer we put in front of them...

They decided to click the buy button and make a payment...

But have they purchased anything yet?

Nope!

If the customer hasn't taken out their credit card and completed the purchase, they are not a buyer yet!

Good sales letters tell the prospect why they should buy the product. It delivers benefits, and bullets that tickle every interest.

However, great sales letters communicate the need to **buy now**.

Three frogs sitting on a log. One decides to jump off. How many frogs have jumped off the log?

NONE!

Deciding is not acting. Acting is acting.

All too often, you find sales letters and video sales letters that do sell the prospect on buying; they just don't sell the prospect on buying now.

That is where scarcity comes into play.

Scarcity is a form of take-away – it tells the prospect that they will miss out if they don't act now, and offers a small challenge to the natural human response of putting things off for later.

This plays the FOMO Card – Fear of Missing Out ...and it is a powerful motivator and tool that any seller or affiliate can use.

Because, at the end of the day, it is not just sales letters that need to be using scarcity and FOMO.

Your emails must use it, as well.

This is because you are trying to compel the prospect to click the link in your email NOW, verses later.

There are hurdles in front of your buyer – procrastination, screaming kids, busy schedules, a phone that never stops ringing...

In order to compete in a noisy world full of busy people, it is not enough to convince someone to act.

You must convince that person to **act now**.

So, the tactic we use is scarcity, and to get the most out of this strategy, we employ a time scarcity tool, that allows us to insert a timer into our email copy.

This timer comes in the form of an animated GIF that is supported by 99% of email clients on the planet.

Visit: <https://countdownmail.com/>

This service is FREE* for most applications, and the paid version is very affordable.

It creates a timer that looks like this:



There are also many other styles available.

Notice how smooth and seamless it is!

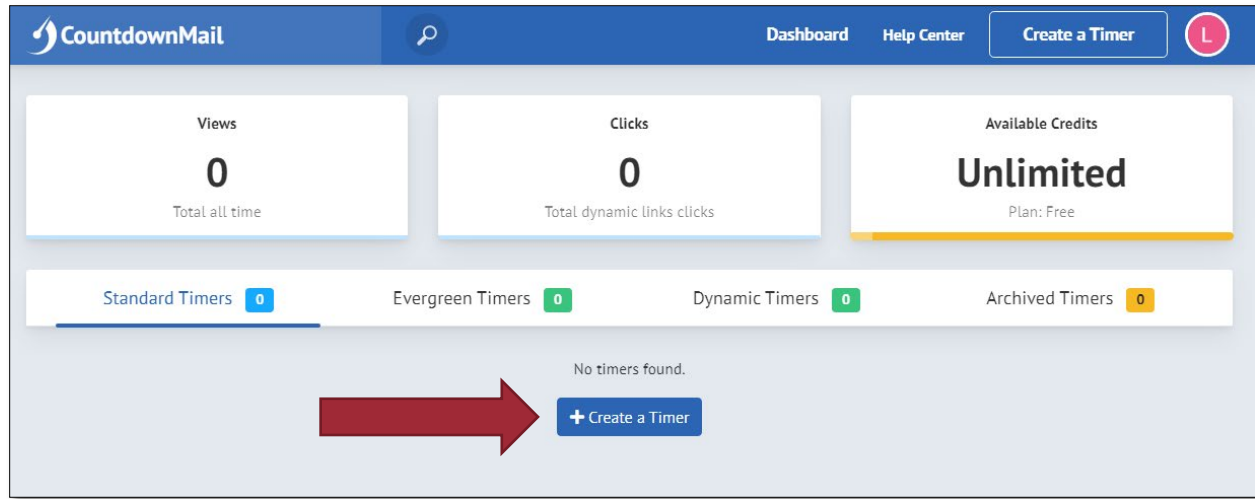
Creating Your Timer

Creating your timer is very easy.

Simply create a free account here by clicking on **SIGN UP**:

<https://countdownmail.com/>

Sign in, and then click, **CREATE A TIMER**:

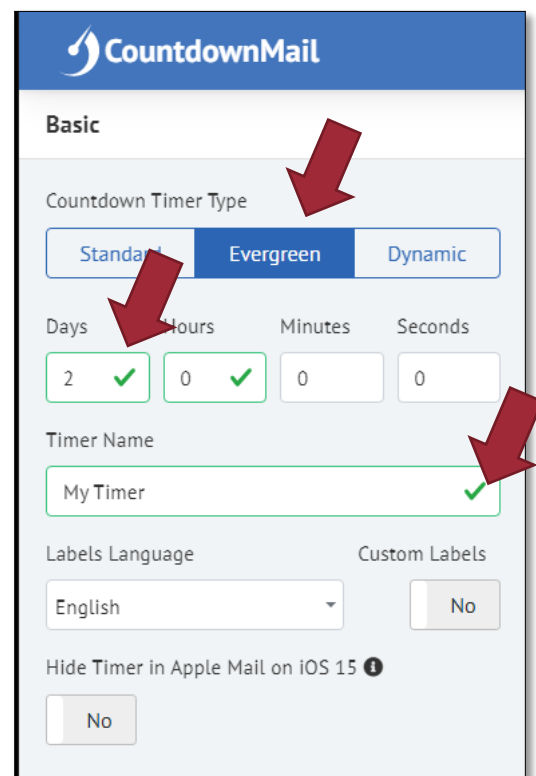


Next, select the “Evergreen” Timer, which restarts the timer whenever it is opened or when the email was sent. You can use a “standard timer” which will always countdown from the pre-set end date.

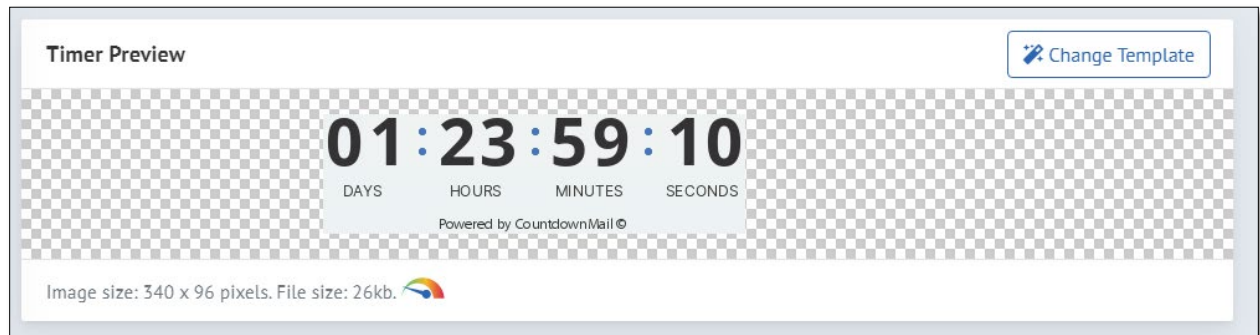
And set the time. Typically, we set it for two to four days. I find that a maximum of 3 days is suitable.

Lastly, give a name to your timer so you can refer back to it later.

This will be helpful when you have lots of timers after many promotions.



Now your timer is shown in the preview:



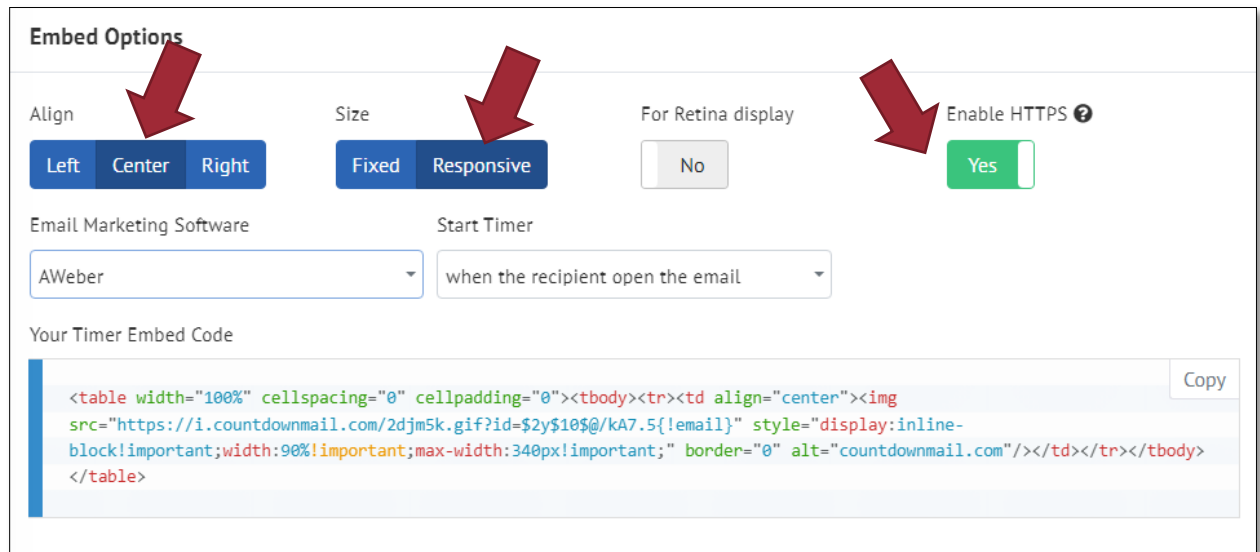
With upgraded accounts, you can add custom backgrounds, remove the branding, and make other edits.

For now, the free version gives us everything we need.

When you're happy with your timer, you will need to copy the embed code, which we will use in our emails.

PRO TIP:

I refer to this code later in the email library as
<timer_embed_code>



Under Embed Options...

Under the embed options, you will select ALIGN > CENTER and also set SIZE to RESPONSIVE.

Enabling HTTPS should help display of the timer if the prospects email client is looking for secure connections.

Next, choose which email software you are using and when the timer will start. This is set by default and usually only has one option.

Embed Options

Align: Left, Center, Right
Size: Fixed, Responsive
For Retina display: No
Enable HTTPS: Yes

Email Marketing Software: AWeber
Start Timer: when the recipient open the email

Your Timer Embed Code

```
<table width="100%" cellpadding="0" cellspacing="0"><tbody><tr><td align="center"></td></tr></tbody>  
</table>
```

Copy

Lastly, you will see your Timer Embed Code below.

This is the code you insert in your email client.

Click the **COPY** button on the right to copy your code to your clipboard. You must have the whole code in order for this to work.

NOTE: It is a good practice to open a notepad or Word Document to save this embed code to your notes for usage later.

With this code, you can now display a timer in your emails.

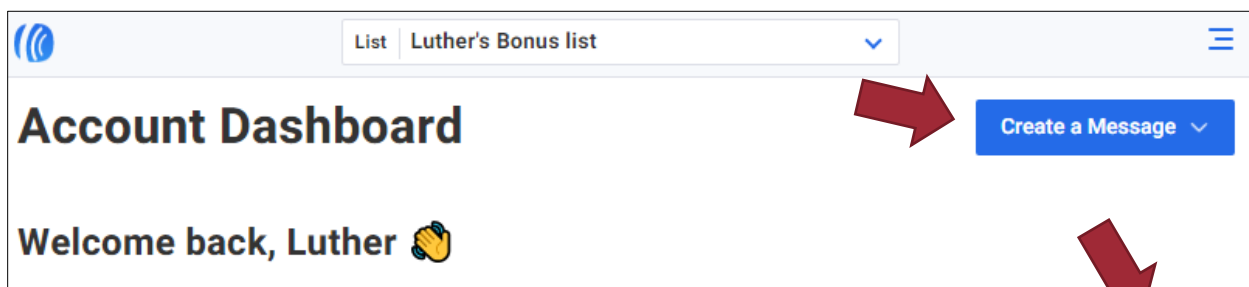
Let's go through how to add this to your emails...

Inserting Your Timer

For this tutorial, we will use Aweber.com

Aweber is the fastest and easiest to use, so I recommend you use them. If you happen to hold some animosity for Aweber, then GetResponse.com is a good alternative.

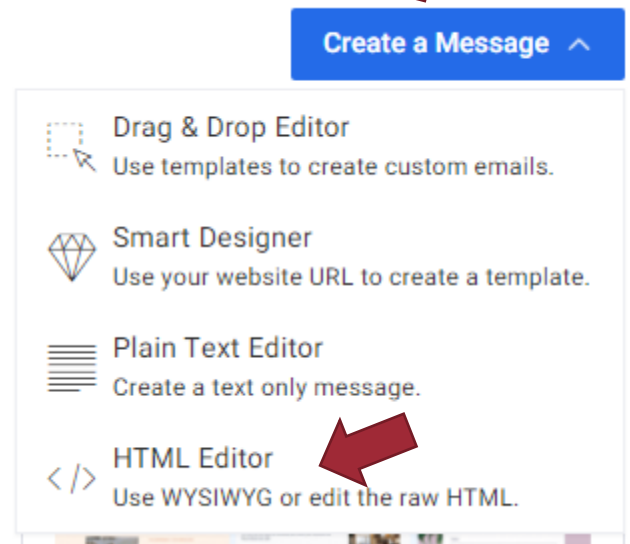
Sign into Aweber.com (create an account if you haven't already) and click on **Create A Message and HTML Editor:**



The next screen will give you the email editor that will allow you to enter your email text and insert your timer.

Remember:

You can use the templates included with this email library or write your own!



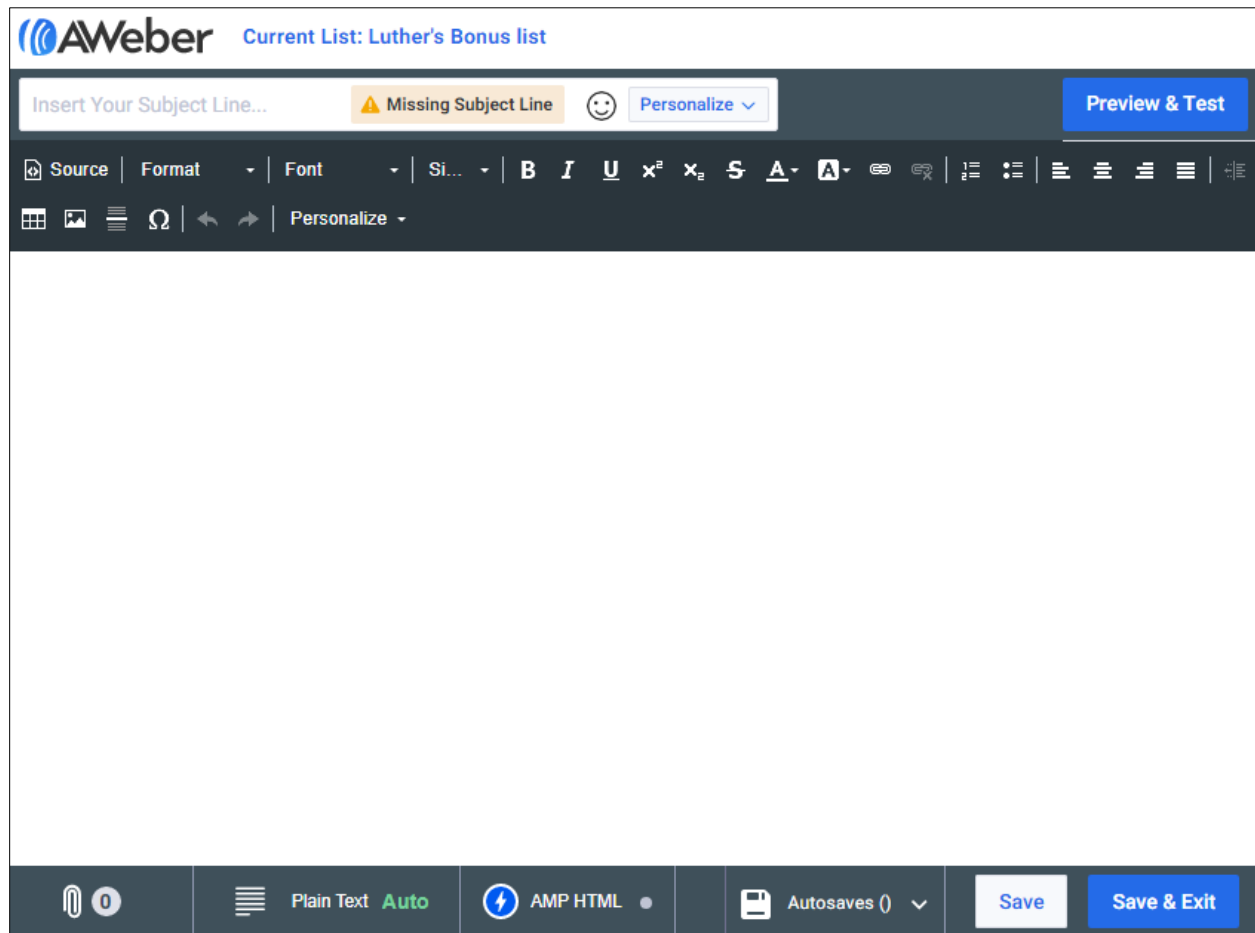
It is easy to write your own emails, especially when you consider that all we're doing is reminding the prospects that there is a time limit on when they can make this purchase.

Keep the emails short, sweet, and to the point; using basic benefits and scarcity as the primary driver.

Nobody likes a convoluted emails with many idea-chains.

Do not write volumes of text in an email unless you really know what you're doing as a sales copywriter! Otherwise, you will just bore people to death and you won't get any clicks...

Here is what the editor looks like in AWeber:

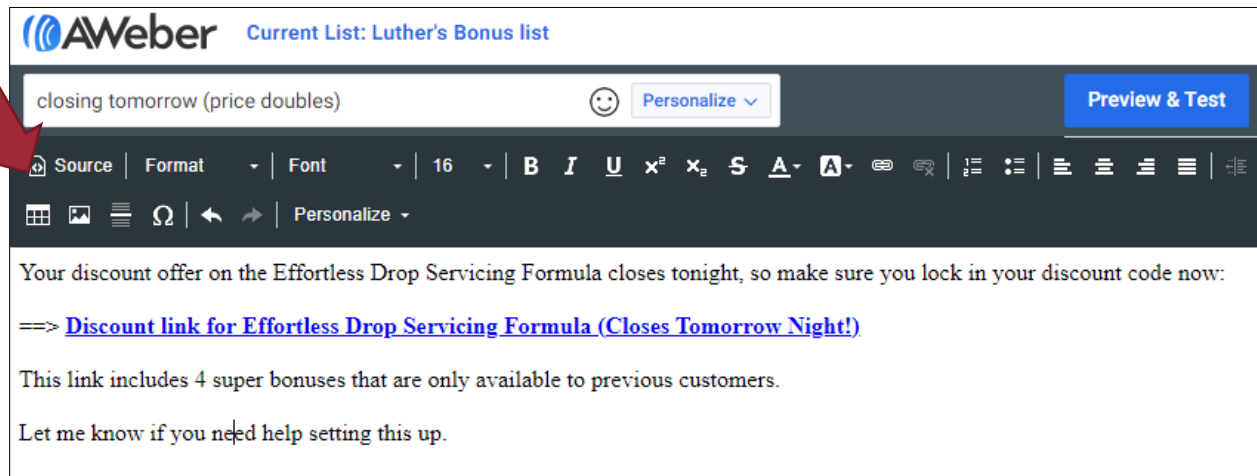


Your subject line goes in up at the top, and your body copy is inserted at the bottom.

Also, notice the “preview” button. We will use this later to check our final email.

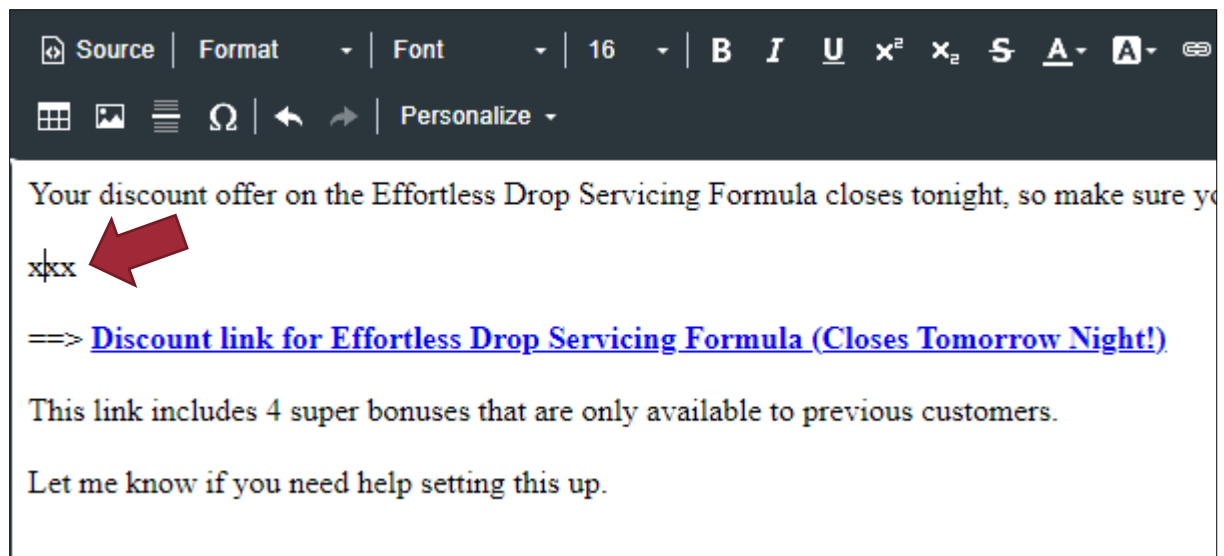
Also, take special notice of the “Source” button below the subject line. We will use this to insert our timer embed code.

See below, where I put in scarcity language and a very simply benefit-driven message (the benefit of getting bonus)...

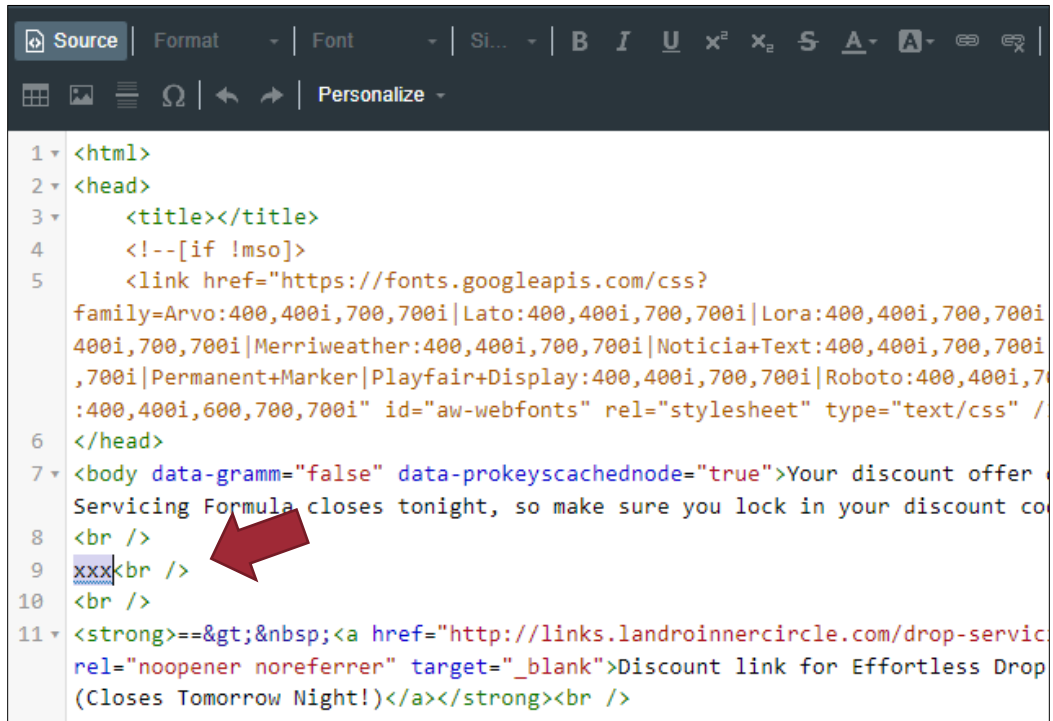


Now click the “SOURCE” button up top, and insert the timer near the “Discount Link...” anchor text or link:

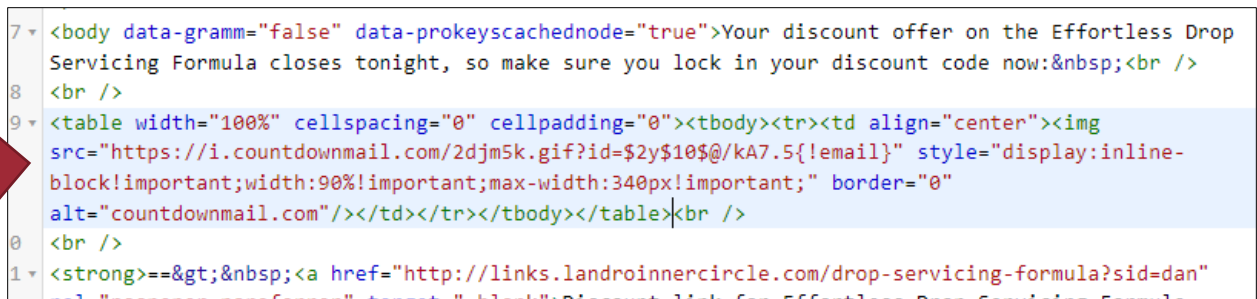
It sometimes helps to put in some junk characters, like XXX, to make it easier to find the spot where you want to insert the code:



Once you click on SOURCE, find the XXX you put into the editor, and replace the XXX text with your timer embed code:



```
1 <html>
2 <head>
3   <title></title>
4   <!--[if !mso]>
5     <link href="https://fonts.googleapis.com/css?
      family=Arvo:400,400i,700,700i|Lato:400,400i,700,700i|Lora:400,400i,700,700i
      400i,700,700i|Merriweather:400,400i,700,700i|Noticia+Text:400,400i,700,700i
      ,700i|Permanent+Marker|Playfair+Display:400,400i,700,700i|Roboto:400,400i,7
      :400,400i,600,700,700i" id="aw-webfonts" rel="stylesheet" type="text/css" /
6 </head>
7 <body data-gramm="false" data-prokeyscachednode="true">Your discount offer
  Servicing Formula closes tonight, so make sure you lock in your discount co
8 <br />
9 xxx<br />
10 <br />
11 <strong>==&gt;&nbsp;<a href="http://links.landroinnercircle.com/drop-servic
    rel="noopener noreferrer" target="_blank">Discount link for Effortless Drop
    (Closes Tomorrow Night!)</a></strong><br />
```



```
7 <body data-gramm="false" data-prokeyscachednode="true">Your discount offer on the Effortless Drop
  Servicing Formula closes tonight, so make sure you lock in your discount code now:&nbsp;<br />
8 <br />
9 <table width="100%" cellpadding="0"><tbody><tr><td align="center"></td></tr></tbody></table><br />
10 <br />
11 <strong>==&gt;&nbsp;<a href="http://links.landroinnercircle.com/drop-servicing-formula?sid=dan"
  rel="noopener noreferrer" target="_blank">Discount link for Effortless Drop Servicing Formula
```

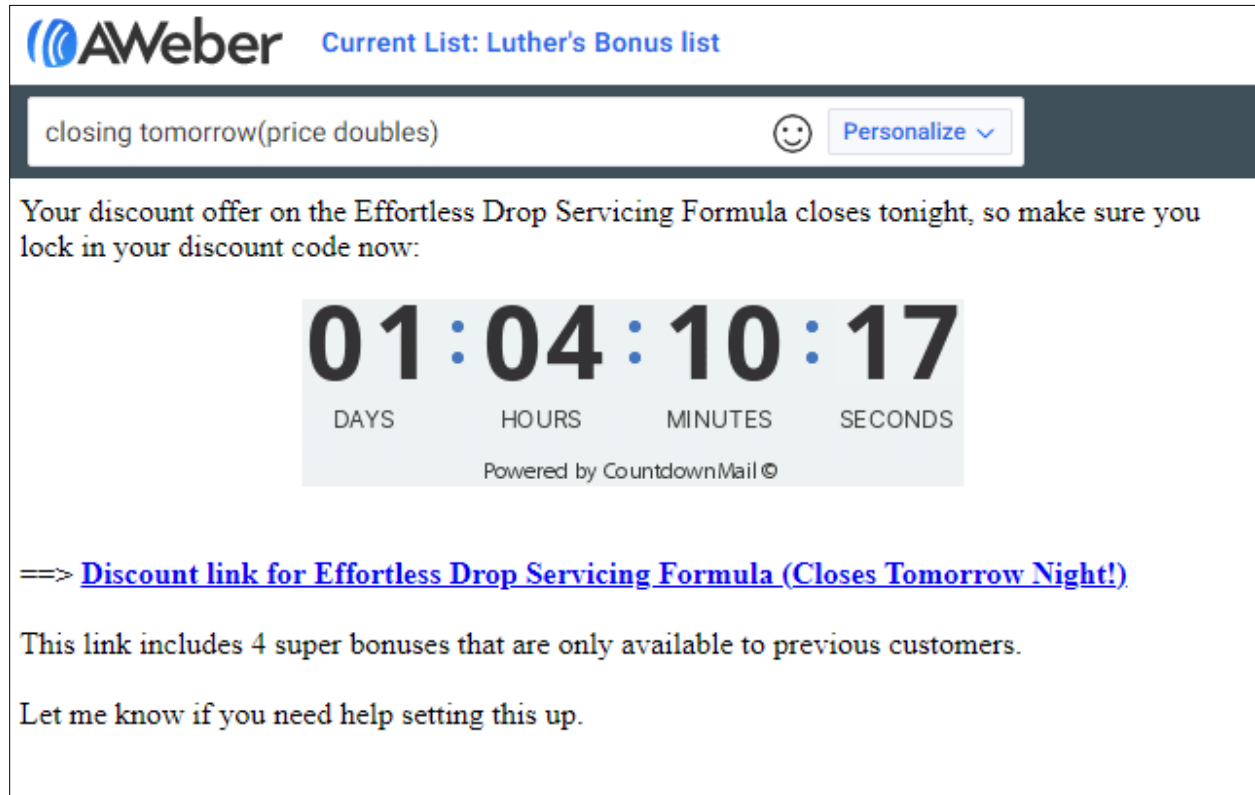
PROTIP:

Notice the line numbers in the SOURCE view. Line 9 was replaced. It originally showed XXX, and now shows the full embed code that we got from the timer vendor.

Using line numbers will help you stay organized and keep track of the changes you've made.

Now, when we click **SOURCE** again, the timer is rendered in the email.

Click on the **preview** button to see what the finished email will look like.



Your timer is now installed, and once you add your affiliate link, you are ready to schedule the email to be sent to your list!

Now that you know how to work with the timer, use the email library in the following pages to help you quickly schedule scarcity emails.

Of course, if you get stuck, all vendors have detailed knowledgebases and help desks.

And you can always let me know if you have any questions!

-LL

Email Library

Use this library to quickly copy & paste your way to commissions using scarcity promotions...

SUBJ: Urgent message about your status ⚠

BODY:

You have a new message in your account.

Activate your account in this system to see them:

==> Account activation link

Your activation link will expire soon so be sure to set this up now.

<timer_embed_code>

SUBJ: confirm your discount offer ⚡

BODY:

Your discount link for the [product name] expires in 24 hours, so please click below to confirm it:

==> Click here to confirm your discount offer

<timer_embed_code>

This system will have you earning \$500-\$5,000 commissions just for posting free ads on local job boards.

As a previous customer, you are locked in at an 84% discount and are getting 4 super bonuses to help you get started even faster.

Claim your discount now, there are only a few spots left:

==> Claim your 84% discount and bonuses

Let me know if you need help getting started.

SUBJ:  activate your bonus, please

BODY:

Your bonus for the [product name] is expiring tomorrow, so please activate now at the link below:

==> Activate your bonus here for [product name]

As my friend, you get an 84% discount as well as 2 super bonuses on this offer.

However, this offer expires in just 48 hours so don't put it off...

<timer_embed_code>

SUBJ: Activate your account in 2 days...

BODY:

You've been granted unrestricted access to this done-for-you commission system.

Get started here to bank your first check:

==> Click here to get access to this system

This is set to expire soon so be sure to activate it now.

<timer_embed_code>

SUBJ: Closing in {2} Days

BODY:

I tried to send you this offer because I KNOW it's going to work for you:

==> Guaranteed commission offer (claim now)

This is working incredibly well.

Be sure to claim yours before it expires:

<timer_embed_code>

==> Claim your guaranteed offer here

Let me know if you need help.

SUBJ: OPEN UP!

BODY:

I came across an offer I had to get out to you.

This is closing tomorrow, so check it out now:

==> Closes tomorrow (students banking 5-figure paychecks)

This little-known offer has students banking 5 figure paychecks their first week.

Jump on this now because the offer is closing tomorrow afternoon:

<timer_embed_code>

Let me know what you think.

SUBJ:  Please Activate Your Link

BODY:

You've been granted access to training that will
[insert prime benefit from sales letter]

Get started here to [get benefit]:

==> Click here to get access to this training

This is set to expire when the timer runs out, so be sure to activate it now.

<timer_embed_code>

SUBJ: Commissions received? 📺

BODY:

Warning: your activation is still pending

Check your stats here:

If you have not signed in, grab it here:

>> Activate your account here before the timer runs out...

<timer_embed_code>

Hopefully this email gets to you in time.

SUBJ: This is a problem..

BODY:

It looks like we have an issue here.

I just heard back and tomorrow is THE last day for online registrations.

Listen, this is the fastest way for you to [get prime benefit from sales letter]

You don't need any prior experience and you don't need any special skills or tech savvy.

But you DO need to register and activate your account before the deadline.

<timer_embed_code>

CLICK HERE to complete your registration right now: