

[BE Foundations] SCARCITY



Our brains go crazy for limited quantities and want to pay more.
Use this worksheet to practice SCARCITY

1) CIRCLE THE TERMS

Not every scarcity term will resonate with your brand

Circle the ones that appeal to you, and add a few of your own!

Limited time Custom One of a kind Last chance
Extended Hand-crafted Closeout sale Hurry

2) LOOK AROUND

I gave a lot of examples (Costco, Starbucks, Disney, Diamonds)

List some others you notice this week. How would you make them stronger?

3) NOW IT'S YOUR TURN

How can you use SCARCITY in your messaging?

List 3 here, along with the PURPOSE of each (gain followers, get sales, etc)

Message

Purpose

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**WANT
HELP?**

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