

## Motivating Phrases

The ultimate goal of any sales copy is to get the reader to take some type of action. Unfortunately, what often happens is, nothing. The reader doesn't feel compelled to click the link or call the phone number so they leave empty handed. The reason for this failure generally lies with the words being used. Readers rarely take the initiative or make a decision without being persuaded to do so. You have to give them a reason to take action.

When writing copy, stop and consider what emotions or circumstances would prompt your reader to take action. Working in conjunction with the hook and the call to action, these motivating phrases will help influence readers to buy or follow through with whatever action you are asking them to take.

When writing motivational phrases, you can highlight a positive – order now and something good will happen “**order now and get a bonus**” or a negative – if you don't order now, something bad will happen “**wait till tomorrow and you'll have to pay twice as much**”.

Here are some motivating phrases you can use in your copy.

Before its gone forever

Seats will be sold out anytime soon

Only limited copies available

Flying off the shelf

Selling out fast

Once in a lifetime opportunity

Your competitors are reading this too

Secure your copy before time runs out

For the next 72 hours only

For a limited time only

~~440~~ 90 76 copies left

Get it now before it's too late

It won't be up for long

Selling fast

It's now or never

Time waits for no man

Time is a factor

This won't last forever

Don't wait anymore

I don't know if I can put this up much longer

Running out of time

Once in a blue moon

You'll never see it again

Remember, your purchase is 100% guaranteed.

If you don't like \_\_\_\_\_, I want you to request a refund.

Imagine how much money you'll lose if you do not invest in your future with \_\_\_\_\_.

There are only <number> copies left so get yours now.

Think about all the \_\_\_\_\_ you can get with our \_\_\_\_\_

Don't think. Don't wonder. Just try us out.

Test drive \_\_\_\_\_ for the next 90 days after your purchase

What have you got to lose, except a chance to try it out?

Give us a chance to help you out

It's your success or your money back

I'll let others tell you why \_\_\_\_\_

If they can do it, so can you

We hope to see your testimonial in this page too.

Get everything you need for one price.

It will cost you more, if you \_\_\_\_\_

As you read this page, thousands of other people are reading too

Only you and [limited number] other people can have the privilege of \_\_\_\_\_

There's nothing else out there quite like \_\_\_\_\_

Get instant access to \_\_\_\_\_

Act now to \_\_\_\_\_

Starting this second, you can \_\_\_\_\_

More value for the money when you \_\_\_\_\_

Boost your \_\_\_\_\_ by tonight

Here's a gift for you, simply for \_\_\_\_\_

Bonus!

Say goodbye to frustration