

Principle of SCARCITY



“People are more willing to move in our direction to the extent that what we have available to them is scarce, rare, or dwindling in availability”

Techniques

Use **the language of uniqueness**

Use **the language of loss** to trigger **loss aversion**

Unique window of opportunity

We risk losing the opportunity to

We risk losing the first comer's advantage

It would be a pity to miss out on

Use the «burning platform» strategy - focus on what people lose by not changing

