

THE HONEST URGENCY SHEET

5 lines that make a lead decide now, with email and text versions. Only ever say the ones that are true.

People do not buy when they are interested. They buy when it feels urgent. The trick is making it true, not pushy: real capacity, real dates, real numbers. If a line on this page is not true for you this week, do not use it.

THE 5 LINES

LINE 1 The calendar

"I have two openings left this month, then it is next month."

Why it works: Real capacity and a real date. Nobody argues with a calendar.

LINE 2 The cost of waiting

"Every month without this, you are paying about four hundred dollars in missed calls."

Why it works: A number on the delay turns 'later' into a cost.

LINE 3 The price change

"This rate is good until Friday, then it goes up."

Why it works: Works once. If Friday comes and the price does not move, you are done.

LINE 4 The deadline bonus

"Sign by the first and the setup fee is waived."

Why it works: A reason to decide now instead of later, without touching the price.

LINE 5 The honest walk-away

"If this is not the right time, no hard feelings. I just will not be able to hold the spot."

Why it works: Taking the pressure off makes people lean in.

EMAIL VERSIONS

EMAIL 1 (calendar)

Subject: two spots left in [month]

Hi [first name], I have two openings left this month. After that the next start is [date]. Want me to hold one for you while you decide?
[YOUR NAME]

EMAIL 2 (cost of waiting)

Subject: what waiting costs

Hi [first name], quick math from our call: about [number] missed calls a month at roughly [amount] each is [total] a month. The fix is [your price]. Happy to start whenever you are ready.
[YOUR NAME]

EMAIL 3 (deadline bonus)

Subject: setup fee waived until the 1st

Hi [first name], if we get started by the 1st I will waive the [amount] setup fee. After that it goes back to normal. Want me to send the agreement?
[YOUR NAME]

TEXT MESSAGE VERSIONS

TEXT

Hey [name], two spots left this month. Want one?
Rate is good until Friday, then it goes up. Want me to lock it in?
Totally fine if now is not the time. I just can't hold the spot past Friday.

WHEN NOT TO USE THEM

- When it is not true. A fake deadline that passes with nothing happening ends the relationship.
- In the first message. Urgency works after someone is interested, not before.
- More than one at a time. Pick the line that matches the real situation.
- On a customer who already said yes. Stop selling.

Educational only. No sales promised. Only state a deadline, limit or price change that is actually true.

Urgency works better with a full pipeline.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com