decision*triggers*
Moving Customers to *Yes*

The Rule of the Rare

How Many Ways Can You Apply the Rule of the Rare?

1. **Rare items have more perceived value:** price it accordingly and communicate its rarity. Why else would diamonds be a girl's best friend?

2. **But for you, a special price**: limit your offering to a select group of customers, then make sure you tell them how exclusive they are.

3. **One of a numbered set**: communicate the fact that there are only a finite number. Make your offering an exclusive numbered set.

4. **This Sunday Only**: make your offer good for a limited time. Once the time is up, the offer is over.

5. **Show them what they stand to lose**: the pain of loss is perceived to be greater than the pleasure of winning. Show them what they stand to lose.

6. **No risk guarantee**: how can you eliminate the risk with a guarantee that no one else could provide?

7. **What the insiders know**: provide information that is only known by the most educated, up to date, privileged or astute would know.

8. **The most**: communicate your claim to fame. Are you the biggest, the smallest, the longest or the fastest? Say so. It makes you exclusive.

9. **Make it personal**: the more personalized, the more specific to the recipient – and less common.

10. **New**: regardless of whether you're first in the market or last, "new" matters a lot. New is the ultimate exclusive.

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