

# Deadlines



**It still amazes me, how many business owners are still running marketing campaigns and offers WITHOUT deadlines.**

If you're NOT using a deadline in your marketing then you are effectively throwing money, sales and new customers down the toilet...

**Here's why:**

## Deadlines = Action

Human beings as a species are incredible.

They're smart, civilised, intelligent.

Unfortunately for us, they're also lazy, forgetful and looking for any excuse to NOT do what we as business owners and marketers want them to do!

**That's where deadlines come in.**

We need to give people a reason to take action now. Otherwise they slip into the mind-set of "oh I'll sort that later..." meanwhile life keeps moving, more things pile onto the to-do list and your offer (*that the person was genuinely interested in!*) goes un-claimed.

You miss out on a sale and customer and THEY miss out on whatever amazing product or service you were selling, that would have genuinely helped them.

In the majority of cases, businesses sell more on the final day (*deadline day*) than the rest of the campaign combined!

**Why?**

Because of the deadline. Customers needed to make a decision – and they did!

So the next time you run ANY marketing – make sure there's a deadline in it!

Call David Ruddle on 01323 458133 if you would like to discuss marketing your business with thebestof Eastbourne

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# TOP TIP TUESDAY!

## BONUS

Here's some different types of deadlines you can swipe:

Limited to the First 18 People

Before Monday 10th October

10 Days from Now

Only 13 Remaining



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