



## SHOW TRANSCRIPT

### Episode #086:

*“How To Increase Conversions  
& Generate MORE Sales ...  
By Stacking the Cool!”*

[00:00](#)

And especially what I'm giving you in Sales Control's™, Secret Selling System works wonderfully. It can maximize beyond imagination your social media efforts.

So, to actually help you understand this and to help me be more-clear about this in my explanation, certainly it's my responsibility to make sure that my communications are structured in such a way that you totally understand what it is that I'm giving you.

In addition to that ... I'm giving you the information in a way that you can easily and quickly use it. So let me frame the conversation so that you'll have a really good feel, a better feel for how this element works.

[0:23](#)

Hey everybody ... Ken Newhouse from FunnelTribes.com here ... and I want to welcome you back to episode #086 of the Get Clients



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Now podcast, and on today's show we're going to dive back into Sales Control's™ and the Secret Selling System.

It's where we left off from back on episode number 85 ... and I ended episode 85 with element #12 in Sales Control's™ Secret Selling

System, which was *“Expressing the value that your prospects are going to get relative to the price that you're asking them for whatever is that you're selling.”* And before we actually get rolling on today's training, before we dig into the contents of the show today, I want to talk to you for just a second about one of my most successful clients in the [FunnelTribes](#) community.

She is both a chiropractor and a registered nurse. Her name is Becky and I guess the best way to describe her as Wily (but not deceitful) ... Sassy, and overly kind. She's a professional behind in front of the natural health associates company that she's created and if you were to ask her to describe how she's really amped up her sale so



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dramatically, which pertains to today's training, and she gets asked this a lot, she'll tell you that. It's all about stacking the cool.

[03:21](#)

So what exactly then is Dr Becky's "secret of success?" What is her secret behind being able to sell so much more stuff? Well, she says it's about building community and bringing women together and this is based on her own admission. Becky actually gets quite irritated when people continually ask her, you know, what is the big secret? What's the big secret behind your tremendous success in her response to that is actually a quote from her here.

[03:45](#)

*“I kept saying, okay, what are like, what's your secret running a successful business, making lots of money. It's so much more than “having a secret”. One of the things that helped me most is stacking the cool. It's not over delivering. I see a lot of people, my generation talking about making more sales ...*



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And for the record, Dr Becky, I think she's going on 58, but she looks like she's coming in right around the age of 45. She looks awesome and the reason that I'm actually telling you how old she is because it's completely relevant with the remainder of her quote. So let's go out and pick back up where she left off.

[04:11](#)

*“That's a lot of people. My generation talking about quote unquote, making more sales and what they're gonna do to make it happen. You know, I hate talking about what I'm going to do. I just do it. I stack the cool. Now, don't get me wrong, you got to deliver value to your community, but when I discovered that I could sell more by quote unquote stacking the cool, I started looking for ways to stack it bigger and bigger and it's really helped my business take off.”*

[04:47](#)

So let's go ahead and get started with today's training and it just a bit.

I'm going to actually come back to Dr Becky story and I'm gonna



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reveal her secret for quote unquote stacking the cool and I am totally confident guys at this point that once you learn how to stack the cool you gonna be able to ramp up your sales and grow your business just as rapidly as Dr Becky has with hers and I'm talking about legendary gains in sales.

This is not just, you know, if you made a 10 percent increase, if you were able to obtain a 10 percent increase in your bottom line sales without really raising your overhead, that will be substantial.

But I'm talking about a lot bigger increase than that and she's done it consistently and she continues to do it as we speak. So last episode, episode 85, we ended with element number 12 and Sales Control's™ Secret Selling System, which was to express the value that your prospects are getting relative to the price you're asking.

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So it's really, really important. If you haven't heard that episode, go back and listen to it, but I'll just give you a quick synopsis on that. You



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want to make sure that your prospects both realize and understand the tremendous value they're getting in exchange for the money they're giving ...

So there are lots of different strategies and techniques that you can use to actually maximize that effect so that you're literally creating the mindset in your prospect where she says to herself, Hey, listen, I would have to be an absolute moron not to take advantage of this opportunity.

This is awesome. Element #12, and we also covered element #11 in the last training which came out just a couple of days ago, but now we're gonna. Pick up with element #13 Sales Control's™ Secret Selling System, which is to let your prospect know that this awesome offer isn't going to last forever, and there's another word for that.



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It's called utilizing scarcity. Now I'm not talking about fake scarcity and a lot of you guys might actually be thinking: ***“What, in the world is Ken talking about here, I'm not sure.”***

Well, think about it. We've been going through Sales Control's™ Secret Selling System over the last several episodes, and I'm just going to tell you straight up guys, it'll help you sell a lot more your stuff, right, so when you're using copy on your website or in a sales letter ...

Which could be in your online marketing funnels ... when you're in face to face presentations ... and if you're selling from the front of the room. I love to speak from the front of the room, but I hate the travel so I'm doing less seminars today than I used to do, but when I do them, I love it. I love the group dynamic. I love being in front of tons of people.



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I love to have the crowd. The people that are, they're the professionals, consultants. Everybody gets involved. Not Everybody, but most people get involved.

You know what I'm saying? So I really feed off of that and especially what I'm giving you in Sales Control's™ *Secret Selling System* works wonderfully. It can maximize beyond imagination your social media efforts. So to actually help you understand this and to help me be more clear about this in my explanation, certainly it's my responsibility to make sure that my communications are structured in such a way that you totally understand what it is that I'm giving you and also I'm giving you the information in a way that you can easily and quickly use it. So let me frame the conversation so that you'll have a really good feel, a better feel for how this element works. So I want you to

imagine for just a second, you just completed your presentation with a prospect, right?



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You get your prospect all hot and bothered, and actually you could have more than one. Like as I mentioned earlier, you can be the front of the room giving a sales presentation, be doing a Webinar, and that's usually going to have more than one person. But anyway, seminars and webinars typically should be filled with lots and lots of highly qualified people. But I want you to imagine that he just have completed your presentation, whether it's to one or many, right, you get your prospect or prospects, plural, got them all fired up, they're really excited about the possibilities of using whatever it is that your thing is.

So at this point they're sitting on the fence, they're really excited, but there's still some resistance and it's at this point, guys, where you actually have to give them a nudge, right? You got to get them over the edge where they're going to actually decide to invest in what it is that you're selling, whatever that is.



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So when you're faced with that situation, and guys more and more, we see that today, people are hesitant. There are too many, too good

to be true stories online. That's another reason why using social proof, using video testimonials or even live testimonials. So I'll just throw this little caveat in real quick. When you're doing a live event or when you're doing a Webinar, one of the smartest things you can do is bring a couple, two or three, four or five, I don't know, bringing existing clients, customers or patients to the event.

08:56

I did this all the time when I was in practice, I would bring existing patients and obviously I have to make it worth their while to sacrifice their time to come to an event, but to bring them in to a room filled with people and then let them in their own words, tell their story. That was huge for helping me some more stuff that helps people get over the hump.



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That's on a different training though. So I covered that back in episode #079 where I talked about social proof and the secret selling system and then I also talked about it in great detail in our third episode, way back in May of 2017.

And in that episode actually gave you the download link where you could get our video testimonial system, which we sell for \$497. I

actually gave you a download link where you can get that for free, so that's back in episode three.

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So if you want to know more about using social proof, I strongly suggest that you go to episode #079 where I covered that in the secret selling system and then in back in episode three and that's in May of 2017.



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So when you're faced with this situation, you get people all hot and bothered and lathered up. They're ready to go, but there's still just that slightest level of resistance and you need to get them over the edge for them to pull out the credit card and take action. There are several strategies you guys that you can use to actually get them over the hump to get them to pull out the credit card and make the purchase. Like I said, so you might actually offer them a special discount.

You might offer them special access to you or to someone that you have on your team. You may offer them an additional product or service free of charge, and of course that would be in addition to what it is that your primary off risks. So these will be called like bonuses.

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Yeah ... and when you offer these things, why are you offering them? You're doing it in the hopes that those extra things that you're offering, your prospects will get them to take action. Now, if that's all



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you do, you know you throw in, well: *“I’ll give you this if you do this now, if you buy today... you’ll get all this.”*

If that's all you're doing is offering them something extra as an incentive to buy something. Now, whatever it is that you're selling, you're going to find that that always doesn't have the desired effect.

That doesn't always get them over the hump. It doesn't have the effect you were hoping for, and when you stop and think about it, listen, you're giving them a tremendous value. First of all, whatever it is that you're selling is has to be worth multiples of what you're asking for it. It has to be otherwise, why should they buy it?

If you're offering, if you're selling something for \$997 and it's only worth \$997 to a prospective customer, client or patient, why nor will they buy it. There needs to be more value in what you're selling. Then what you're asking for it. We covered that in element #012. I just mentioned that just a few seconds ago, so this particular element,



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element #13 of a Sales Control’s™ Secret Selling System is literally the secret sauce.

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I like to call it the Go-go juice for making those extra things. You offer much more effective in leveraging or triggering the buying response. We talk about Genetic Buying Triggers™ in Sales Control™ and Genetic Buying Responses™.

This is the secret sauce in this particular element. There are several genetic buying triggers in this. I won't go into those in too much depth today, but just suffice it to say, this is what I like to call the Go-go juice ... so using your bonuses are those extra things you want to use this in conjunction to really make it work.

So guys, just thinking about it from a common-sense standpoint, your prospects can more easily delay their purchase if they think for a



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moment that the stuff that you're offering or the price that you're offering is going to be available forever or next week, even tomorrow, whether it's accurate or not. All sense of urgency like I gotta buy this now is gone.

[12:20](#)

Now, on the other hand, if your perspective clients, customers, patients can't convince themselves that not buying is the best option, right? If they understand that what you're offering is literally like a onetime opportunity, meaning that they're not going to get a crack at the same offer in the near future or in some instances ever again, and we'll talk more about that in just a second with a true onetime offer and literally guys, I'm not talking about fake one time offers or fake scarcity.

Here, I'm talking about legitimate. Hey listen, I'm gonna offer this to you once. You can take it now or not. That's your call. If you don't



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take it, I'm never going to offer this to you again and you got to mean it and you gotta stick to it. That is a very powerful way to trigger a purchase, but if they understand that, okay, if they actually understand that they'll never have this option again or it's not going to come around for a very long time.

[13:06](#)

It's going to really ramp up your purchases. It's going to really ramp up your sales. Now, I'll give you a really good example of this. If you were to offer tickets to a sporting event or maybe like concert tickets, well, they have to take action because if they don't. Let's say you offered tickets. I used to give away baseball tickets. I didn't do that to

get people to sign up for care. People were ready to sign up for care before they ever got to the office. That was due to get positioning and good marketing. Let me rephrase that. That was due to awesome positioning, an awesome marketing and help illustrate that point. Guys, think about this. Why do you think people are willing to pay extravagant prices for tickets to the World Cup to the Super Bowl?



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Think about that to the world series. I think about the Stanley Cup finals or in my case, UFC championship fights.

[13:47](#)

Why are we willing to pay exorbitant amounts to go to these events because they don't happen all that often and when you go to an event like a UFC title fight, chances are if you don't take advantage of that and go and watch, you're going to miss out. That's why people are willing to pay exorbitant amounts to attend those events because of the way they're positioned in the fact that they're going to be gone and they're not gonna have another chance to see it. So it's really, really simple. People understand that this is a once in a lifetime opportunity and that's one of the strategies behind element #013.

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Oh, so another classic example that's been going on now for over a decade and we don't hear about it all that much occurs when Disney offers mean old. Dan talked about this quite a bit, but Disney, it's not



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on a schedule, but Disney comes out and offers their classic movies and they do it for a very limited time. They offer their classic movies and they put them back in the vault and they don't do this very often and when they offer the classic movies, what happens there is a mad bum rush for people to actually make the purchase and buy the stuff. So guys, the takeaway for element #013, and I'm not finished, but I want to throw this in right now.

If there's no scarcity related to your offer, you're probably making, I don't know, 30 to 40 percent, maybe 50 percent of the sales that you could be making without having scarcity elements tied to the offers that I've made over the last 21 years.

15:07

I'd probably be enjoying or let me say that a little better. I'd be experiencing a much lower standard of living. Now before I continue with some specific examples, and I do want to get to these examples because they're really, really important. It's going to be helpful. I want



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to be really clear here. Listen to me carefully, I am not under any circumstances telling you to create fake. Scarcity is an example.

From time to time you'll see some idiot online who's trying to use scarcity by telling his prospects, let's do this, that he's only got a

limited number of digital bonuses. You might say something like this quote, Hey guys, listen, you gotta buy this now because I've only got 100 copies of this bonus video training remaining on my server, and once they'd been claimed, that's it. They're all gone.

[16:05](#)

I think about that. He's claiming scarcity as in I only have a few of these. You know a specific number of digital products that's fake scarcity. That's called dishonesty. We don't want any part of that. Listen, you can create scarcity, can do it ethically and do it very effectively because here's the reality guys.



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You get to decide how many people is an example. I'll talk about this in a few minutes. I get to decide how many people I want in the FunnelTribes community. When I open enrollment in the application process begins. I get to decide number one, who I let in. Number two, you know I have a responsibility to the membership. I can't let in people who are losers. I got to have people who are willing to work, they're driven, they want to contribute, they want to succeed.

That's why I don't let a lot of people in. I have to give my time, I have to get my assistance and if I let just whoever wanted to come in and I'd have so many members in there that would be spread so thin that

the value for our members with increased dramatically then ain't gonna happen. I am absolutely committed to delivering immense levels of value to our members and that's the reason why so many people stay in the [FunnelTribes](#) community so long.



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Okay, so let's go ahead and take a look at a few of the strategies that you guys can implement that are going to get your perspective clients to say, hey listen, I think I'm going to go ahead and do this now. I'm gonna. Go ahead and buy this now. In fact, I have to do this now. So if you're selling a digital product, like a training program, of course of some sort, training videos, webinars, digital downloads, or whatever, you can add scarcity to the offer by simply taking away the bonuses as the clock winds down. Now what do you mean as the clock winds down?

That implies that you have to use a countdown timer, a countdown clock. Now that's also a deadline based on time. Think about that.

Another very simple, powerful strategy. You guys can use this to post, as I just mentioned, a visible countdown timer on the page that describes what it is you're selling on the sales page and certainly in the emails that you're sending out to your list, it's very, very powerful



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for a person to actually open an email or open a webpage and see a timer at the top of the page on the top of the email.

[18:13](#)

That's counting down right? And when you guys actually use the countdown timer, you don't have to have any kind of specific copy that says, wasn't here joker. You better buy this now because you're about to run out of time. You don't have to do that because the countdown timer in and of itself is enough. It's a visual cue. Hey, I better act soon.

Okay. Depending on what the clock says, I better act very, very quickly or I'm going to miss out, so all you got to do is I just said is put the timer at the top of your page, your webpages, and the top of your emails for it to work, and if you're wondering if this strategy actually works, I'm going to give you a real short answer. Yeah, it works. It works really good and listen, hear it guys has been proven to work in literally dozens and dozens of different niches, so if you're looking for



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a significant bump in response, I want you to give this an honest try and test it for yourself.

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Now, another type of scarcity that you can use involves one time offers. I kind of alluded to that a little bit earlier in this show, but let's

talk about it for a second. One time offers. You're going to see these from time to time when you're either thinking about buying or you've already purchased something. One time offers a very simply, propositions are offers that you won't truly if they are, you know, if the person's being honest, you're not gonna, see them again.

[19:40](#)

If you decline to accept the offer and buy whatever it is that they're selling now, another really effective way to really engage and really pressed the urgency in your prospect is to focus in on and express not only how much a person has already lost by not having what it is that you're selling, but also how much they're losing everyday by not taking action.



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Now, so using the word **IMAGINE** in this instance is very, very powerful. So let me go and give you an example: *“Think about how by not having access to PX90 ... you might've sat at home for the last several years, fat, bloated, greasy hand loading your existence. Now imagine yourself growing old and perhaps dying alone.*

*Imagine having to settle for a lower paying job or having to sell for a spouse who's not going to love and adore you. The way you want*

*and need, imagine the regret you'll feel at the end of your life if you ignore this fantastic opportunity and continue living like a total slob, and then imagine how awesome your life can be when you're ripped, when you're in shape, full of energy, full of vitality in life, full of confidence, and everything going your way now.”*



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Now you know I of chop that up a little bit, but you guys get the point. All right, so let's go and take a look at the next one. You can actually create a very powerful sense of urgency and trigger your prospects to take action and purchase using money math.

So again, you've got to be honest here. I cannot emphasize enough the need to be honest. In addition to when you're making promises or you're implying promises, even if you're not implying the FTC is really. They're hardcore on this guys, and there's not a lot of wiggle room.

Now, I'm not an attorney. I've not played with an attorney on television either, so please consult proper legal advice and don't take what I'm about to give you as legal advice. I'm just giving you suggestions that then you've got to filter that through an attorney, but



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after you've given clear and obvious disclaimers which your lawyer can give you, you could spell it out.

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You know, like anyone with half a brain who follows your program to the letter can use your system or whatever. As an example, let's say to make you know, a minimum of \$50 a day. Now this is purely an example, but if you decide to do this, always speak to the worst case scenario and use minimums. It's far, far better guys to under promise and over deliver.

So it might sound something like this. And remember, I'm not telling you to do this. Talk to an attorney first, but this is just an example for the sake of demonstration and for the sake of example.

So: *“Listen Jim, at a minimum, you're looking at the possibility of \$50 more per day and if you multiply that by 365 days, Jim, you'd hit your goal and generate the level of revenue you missed out on last year. Now multiply that Jim by the number two and what do you got?”*



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*You're going to have all the money and missed out on by not having this system this year. Now, here's what I want you to do, gym. Think about multiplying that by five years, right? And then I want you to*

*imagine what it's going to be like to lose out on all that money you would have made if you would have actually went ahead and invested in my system today and how it's totally possible, very likely, Jim, that missing out on the money is going to wreak havoc. Not only your business, but on your personal life moving forward. Think about the five years you're gonna lose and all the proactive benefits that could actually be helping you if you invested in this system.”*

Okay ...so, for this approach to be effective, you've got to be hardcore honest here guys, and you got to keep in mind that the reality of life, everybody hates it.



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It's the **fear of loss** or losing out on an opportunity and the fear of loss in almost every instance. Not always, but almost every instance is going to be a more powerful motivator than the opportunity to actually gain something.

All right, let's take another look at an example on how to actually create a sense of scarcity and get people to actually pull that trigger and pull out the credit card and make the purchase. Okay. Another way to do that is actually to take what you're offering and make it available for a limited amount of time. Now I'm not talking about just a countdown timer. I'm talking about. Well actually I am. It's. It's sort of a variation on the countdown timer. Now we've had tremendous success, as I mentioned a little bit earlier using this, and I'll be honest and upfront with you guys here.

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I use this strategy and I use it very successfully when we open application for membership in the [FunnelTribes](#) community. Now



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obviously I don't want hundreds and hundreds of new members flooding the platform every time we open the application process for new members.

So what do I do? I purposely limit the enrollment period based on time and the number of people that we're going to let in, and I do this primarily because and existing members need a certain amount of time and attention from me. I mentioned this earlier, think about this guys. If money was my primary motivator, I wouldn't limit the number of people that joined the funnel traps community, right?

But I create scarcity in the [FunnelTribes](#) enrollment by making people apply, and I do this for one and only one reason, which is it's very simple. I only want serious, intelligent, hardworking people who are driven to succeed in the [FunnelTribes](#) community, and if someone's

not a good fit for our community, quite frankly, I don't care how much money they offer, they're not getting in.



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Listen, I have a tremendous responsibility to deliver meant value to our members and letting slackers or people who are complaining or people who aren't serious about success. People who aren't driven. If I let them into the community, that's not going to really work well for our success equation.

Not only for our members but for me. All right guys, so here's another point that I want to bring out, so when you actually use scarcity and you do it honestly and you're using it correctly, you're going to notice that about 50 percent of the sales that you generate are going to come in the closing hours of your promotion. So let's say that you run a three day promotion, that that's obviously 72 hours. You're going to notice that about half the sales you generate common. Those last four, maybe five hours of the promotion and the psychology really have taken it off.



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The table triggers both the desire to succeed and the desire. This is important to avoid loss, not guys. I also want you to remember that urgency can be triggered even if you don't have a limited supply of

something, and if you're looking to generate a lot more sales, I want you to consider using urgency in your next promotion. Okay, so earlier I made reference to stacking the cool and how it can help you generate massive increases in your bottom line sales figures, but unfortunately we're out of time.

So I'm going to actually do our next episode, which if you remember, I told you about this last week, I'm focusing on doing shorter shows now and doing the more often. So on our next episode, 100 percent promise you it's going to be on how to stack the cool to generate massive sales. And lest I forget, I'll show you exactly how Dr Becky is using, stacking the cool to triple the lifetime value of our clients and she's done that in less than 24 months.



[25:43](#)

So I'm going to go ahead and wrap it up for today and until next time, if you stay at it, you're going to be successful and you're going to do very, very well, especially if you follow the advice in the instructions and the blueprints that I'm outlining for you. Alright guys, take care. I'll see you next episode.

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