



# THE HYPE BLUEPRINT

## Apply Big Brand Strategies to Your Business

Use this worksheet to implement the scarcity illusion, strategic leaks, and the decoy effect to boost excitement and sales for your brand.

### 1. Create Demand with Scarcity

*Scarcity makes products more desirable. Answer these questions to plan your strategy*

- What product, service, or offer can you make **limited edition** or **time-sensitive**?

- How can you create exclusivity (VIP access, waitlists, limited spots)?

- **Action Step:** Write your next scarcity-based offer below. Include details like timeline, availability, and how you'll promote it.

### 2. Build Buzz with Strategic Leaks

*Leaking information in a controlled way can build anticipation. Plan your approach:*

- What upcoming launch, product, or event can you tease?

- Where will you "leak" the info? (Social media, influencers, email subscribers, etc.)

- What message or format will you use? (A mysterious post, behind-the-scenes footage, an "insider" email?)

- **Action Step:** Write a teaser post or campaign idea below.

### 3. Influence Buying Decisions with Smart Pricing

*The Decoy Effect can guide your audience toward the product you want them to choose. Structure your pricing:*

- What are three pricing options you can offer? List them:

- **High-tier (premium option):**

- **Mid-tier (your ideal choice):**

- **Low-tier (basic option):**

- How can you highlight the **value of the middle option?** (Bundles, added benefits, comparisons)

- **Action Step:** Adjust your pricing strategy based on the above insights.

***Make sure you're maximizing your opportunities! Contact Bogues Group today for strategic marketing support.***



boguesgroup.com



(910) 634-0054



info@boguesgroup.com