

23 Phrases to Use to Improve Your Content's Appeal

This is an extra resource to go along with the original article:
[Creating Exclusive Content That Actually Attracts New Members](#)

There's a reason that newsboys used to shout, "Extra extra!" The phrases you use to market your content are just as important as the content itself. You need to draw the right kind of attention without giving too much away. When it comes to marketing exclusive content, these phrases are sure to help drive engagement.

"Scarcity" Phrases

- Exclusive offers
- Become an insider
- Be one of the few
- Get it before everybody else
- Be the first to hear about it
- Only available to [subscribers/members/etc.]
- Limited offer
- Supplies running out
- Get [it] while it lasts
- Sale ends soon
- Today only
- Only [X amount] available
- Only [X amount] left
- Only available here
- Double the offer in the next hour only

"Limited Access" Phrases

- Members only
- Login required
- Class full
- Sign up to be put on a wait list
- Membership now closed
- Ask for an invitation
- Apply to receive priority [access/registration/etc.]
- Apply for membership