Language for Urgency

Time

Now, last time, limited time, last day, urgent, time-sensitive, immediate, today only, approaching, deadline, hours left, minutes left, Going, going, almost gone.

Speed

Do not wait, act now, now, don't delay, the time is now, rush, hurry, fast, quickly, instant, don't hesitate, the final countdown.

Scarcity

First time ever, one day only, last chance, never again, once in a lifetime, temporary, ultra-limited, it's going to sell out, it's going to sell out, almost gone, only x spots left, the only time this year, ends soon.

FOMO

Final hours, price is going up, last chance, only, exclusive, rare, this offer will expire, now or never, only a few hours left, going away, ends tonight.

CTAs

Act now, act today, claim your discount, click here, book now.