

A herd of water buffaloes is captured in a dynamic, forward-moving stampede. The central buffalo is in sharp focus, its large, curved horns and dark, wet-looking fur clearly visible. It is running towards the viewer, with its front legs extended and a cloud of dust kicked up around its hooves. Other buffaloes are visible in the background, slightly out of focus, creating a sense of a large, powerful group. The lighting is dramatic, with strong highlights on the buffaloes' heads and horns, and deep shadows in the background, suggesting a late afternoon or early morning setting. The overall mood is one of intense energy and movement.

LAW OF THE STAMPEDE

The Unseen Triggers That Stimulate Demand

PART 3



Authority

- Produce obviously high quality content
- Share case studies and success stories
- Share any certifications, titles, and awards (5-Star Wealth Manager Award)
- Significant accomplishments
- Clothes (i.e. doctor's white coat - longer have more authority)
- Trappings: Studio, Office, clinic, location
- Trustworthiness (i.e. Warren Buffet – great year but costly mistake)
- Association: As featured in / As seen on
- Priestly robes / Temple / Holy Place



Loss Avoidance

- Framing something in terms of avoiding loss is more powerful than the same thing in terms of making an equivalent gain.
- When Judah won't eat, I tell him I'm going to eat it, and every time, he eats so he won't lose it.
- Matthew 16:26 "For what profit is it to a man if he gains the whole world, and loses his own soul? Or what will a man give in exchange for his soul?"
- Certainty versus Uncertainty: Loss avoidance may feel more certain than hoped-for gains. People may perceive potential gains as uncertain or speculative, while losses may seem more immediate and concrete.

Loss Avoidance

- In the United Kingdom, residents were 45 percent more likely to want to switch to a new energy provider if the change would prevent a loss on their bill as opposed to providing a saving.
- On tasks, people are more likely to cheat to avoid a loss than to obtain a gain, which can occur in more than just a monetary sense;
- In one study, team members were 82 percent more willing to cheat to avert a drop in status on the team than to experience an equivalent climb in status.
- Finally, compared to gains, losses have greater impact on attention (gaze), physiological arousal (heart rate and pupillary dilation), and brain activation (cortical stimulation). Under conditions of risk and uncertainty, the threat of potential loss plays an especially powerful role in human decision-making.





Loss Avoidance

- “Seek ye the LORD while He may be found, call upon him **while He is near:**” (Isaiah 55:6)
- “Having your conversation honest among the Gentiles: that, whereas they speak against you as evildoers, they may by your good works, which they shall behold, glorify God in **the day of visitation.**” 1 Peter 2:12
- “behold, **now is the accepted time**; behold, **now is the day of salvation.**” (2 Corinthians 6:2 / Isaiah 49:8)
- “**How shall we escape, if we neglect** so great salvation; which at the first began to be spoken by the Lord, and was confirmed unto us by them that heard him;” (Hebrews 2:3)
- **People hate loss:** “Or what woman, having ten silver coins, **if she loses one coin**, does not light a lamp, sweep the house, and search carefully until she finds *it*? And when she has found *it*, she calls *her* friends and neighbors together, saying, ‘Rejoice with me, for I have found the piece which I lost!’” (Luke 15:8-9)

Loss Avoidance tied to timing

- *“Remember therefore from where you have fallen; repent and do the first works, **or else I will come to you quickly and remove your lampstand from its place—unless you repent.**” (Revelation 2:5, 2:16)*
- *“As many as I love, I rebuke and chasten. Therefore be zealous and repent (Revelation 3:19)*
- *“But his lord answered and said to him, ‘You wicked and lazy servant, you knew that I reap where I have not sown, and gather where I have not scattered seed. So you ought to have deposited my money with the banker and at my coming I would have received back my own with interest. So **take the talent from him**, and give it to him who has ten talents. ‘For to everyone who has, more will be given, and he will have abundance; but from him who does not have, **even what he has will be taken away**. And cast the unprofitable servant into the outer darkness. There will be weeping and gnashing of teeth.’” (Matthew 25:26-30)*



Loss Avoidance

- The avoidance of loss is more powerful than the hope for gain. i.e. “If you sign this, we have a deal” vs “We have a deal! Just need to sign this.” The latter infers a potential loss vs the former which infers a potential gain.
- Israelites didn’t enter the Promised Land, but then the next day they repented and entered, but the lifetime of that opportunity had ended. It had an expiry date so to speak, and they were beaten back.
- “**Today**, if you will hear His voice, Do not harden your hearts.” Let us therefore be diligent to enter that rest.” (Hebrews 4:11)



Scarcity

- Scarcity drives urgency (action)
- Urgency drives pricing (profit)
- “And there was a great famine in Samaria; and indeed they besieged it until a donkey’s head was sold for eighty shekels of silver,(\$600) and one-fourth of a kab of dove droppings (2 quarts) for five shekels of silver.” (\$35) (2 Kings 6:25)
- A shekel had just over a 1/3 of an ounce of silver.



But God does not deal in scarcity. There is no lack in God's economy.

- Thus says the Lord: 'Tomorrow about this time a seah (7 quarts) of fine flour shall be sold for a shekel, (\$7) and two seahs (14 quarts) of barley for a shekel, at the gate of Samaria.'"
- When there were only a few loaves and fishes, he simply blessed, broke and multiplied them to feed 5000 +
- Wedding in Cana - they ran out of wine so Jesus turned 120 - 150 gallons of water into wine.



But HE Does Deal in Timing

- What is in limited supply is NOW. When it's gone, it's gone for good.
- Seasons come to an end. Day turns into night.
- Seek the Lord while He may be found, Call upon Him while He is near. (Isaiah 55:6)
- Behold, now is the accepted time; behold, now is the day of salvation. (2 Cor 6:2)
- Do you not say, 'There are still four months and then comes the harvest'? Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest! (John 4:35)





Scarcity

- People assign more value to opportunities that are less available.
- The scarcity principle holds for two reasons. First, because things difficult to attain are typically more valuable, the availability of an item or experience can serve as a shortcut cue to its quality; and, because of loss aversion, we will be motivated to avoid losing something of high quality. Second, as things become less accessible, we lose freedoms.
- The act of limiting access to a message causes individuals to want to receive it and to become more favorable to it. In addition, messages are more effective if perceived as containing exclusive (scarce) information.

Scarcity

- The scarcity principle is most likely to hold under two optimizing conditions. First, scarce items are heightened in value when they are newly scarce.
- That is, we value those things that have recently become restricted more than we do those that were restricted all along. Second, we are most attracted to scarce resources when we compete with others for them.
- Study: 2 cookies vs jar with 10 of the same cookie. People preferred the one in short supply. When shown that the scarcity had just happened from 10 to 2, it produced a decidedly more positive reaction to the cookies than did constant scarcity.





Scarcity

- The guy buying a used car, cleaning it up, writing a great ad, then booking showings for the same car the next week for the same time. The presence of competition and inferred scarcity and loss would inevitably seal the deal.
- Trader Joe's imported cheese sampling.
- When someone is given something of value to them and then you threaten to take it away, they will take swift action and even with great cost, to preserve their gain to avoid loss.
- Coke: 200,000 taste tests with 55% favoring new coke. So they discontinued old coke, but the fact that it was no longer there, triggered an uproar so strong, they had to bring it back, even though it was previously not favored.



Scarcity

- Because **narrow is the gate** and difficult is the way which leads to life, and there are few who find it. Matthew 7:14
- Matthew 20:16 So the last will be first, and the first last. For many are called, but **few chosen.**”
- People generally want what they can't have. Paul said when the law came, sin revived.



Scarcity is tied to timing...

- At that very moment, three men stood before the house where I was, having been sent to me from Caesarea. ¹² **Then** the Spirit told me to go with them, doubting nothing. Moreover these six brethren accompanied me, and we entered the man's house. ¹³ And he told us how he had seen an angel standing in his house, who said to him, 'Send men to Joppa, and call for Simon whose surname is Peter, ¹⁴ who will tell you words by which you and all your household will be saved.' ¹⁵ And as I began to speak, the Holy Spirit fell upon them, as upon us at the beginning." (Acts 12:11-15) (Cayce Key / Kent at FCCI)

Scarcity

- “Who, when he had found one **pearl** of great price, went and sold all that he had, and bought it.” (Matthew 13:46)
- The ancients believed in many gods, but there is and was **ONLY** one.
- Jesus said he was **THE WAY**, not one way. (The ultimate scarcity because there’s just **ONE**.)
- Revelation 3:19, Jesus is standing at the door and knocking, but clearly, the story suggests that He won’t stand there endlessly.

