

# Calls to Action

The call to action (CTA) is an important element of marketing strategies and sales copy. The purpose of the call to action is to motivate readers or listeners to take a specific action you suggest. The action frequently helps your target readers solve a problem, as well as gets them into your conversion or sales funnel. However, they must click your call to action link, first.

To convince and compel the reader to act, the words in your copy and your call to action must be effective. The most effective words vary from niche to niche and even among audience segments within a niche. This is because the reader's motivation is a major factor.

But, effective calls to action include specific words, phrases, and/or images that grab attention, evoke a strong emotion, create a sense of urgency, persuade them to try something, remove or reduce risk (build trust), empower or inspire the reader, etc. In addition, effective calls to action are easily viewed; appear multiple times, are highly relative and motivational. Above all, they clearly and specifically state the action you want them to take.

Here are a few calls to action you can use as-is or customize for your specific needs.

1. "Accept my exclusive invitation to \_\_\_\_\_."
2. "Advance your [skills, knowledge, opportunity, etc.] by \_\_\_\_\_."
3. "Boost My \_\_\_\_\_!"
4. "Buy Now to \_\_\_\_\_."
5. "Call now \_\_\_\_\_."
6. "Call today to reserve your space."
7. "Choose to [succeed, profit, learn, grow, etc.]"
8. "Claim your free subscription."
9. "Claim your free trial."
10. "Click here \_\_\_\_\_."
11. "Click here for a guided tour of our website."
12. "Click here to start your free trial."
13. "Click to get instant access"
14. "Count Me In."
15. "Do it today and avoid disappointment."
16. "Don't [action: buy, try, look at, join, etc.] unless you \_\_\_\_\_, first."
17. "Don't get left behind! Click here to \_\_\_\_\_."

18. "Don't Hesitate, Call Now"
19. "Don't let fear hold you back."
20. "Don't waste another minute, get yours now."
21. "Download now"
22. "Download Today"
23. "Download your free report."
24. "Experience the Difference of \_\_\_\_\_"
25. "Find Out First"
26. "Find the answers you need to \_\_\_\_\_."
27. "For fastest service... [call or click]"
28. "Get \_\_\_\_\_% off when you order today"
29. "Get a free trial."
30. "Get it free here"
31. "Get it NOW"
32. "Get Me Started Now!"
33. "Get the \_\_\_\_\_ weekly newsletter for more suggestions, guaranteed to \_\_\_\_\_."
34. "Guide My Steps To \_\_\_\_\_."
35. "I invite you to..."
36. "I'm ready to \_\_\_\_\_."
37. "Join Now"
38. "Just click here and..."
39. "Make today my turning point to \_\_\_\_\_."
40. "Open more doors to \_\_\_\_\_ with \_\_\_\_\_."
41. "Order Now To Get [bonus]"
42. "Rush Me Your \_\_\_\_\_ [solution]!"
43. "Show Me My \_\_\_\_\_."
44. "Sign up for your introductory \_\_\_\_\_"
45. "Start your trial"
46. "Stop the vicious cycle and make a change now."
47. "Take this easy next step to \_\_\_\_\_."
48. "Talk to Me"
49. "Watch \_\_\_\_\_ and Get \_\_\_\_\_% off \_\_\_\_\_."
50. "What are you waiting for? Call/Click now"
51. "Your Success Starts Here"
52. Unlock Exclusive Content
53. Accelerate Your Success

54. Transform Your Life Today
55. Claim Your Spot in Our Exclusive Community
56. Upgrade Your [Experience, Skills, Career, etc.]
57. Start Your Journey to [Success, Wealth, Health, etc.]
58. Discover Your Potential
59. Get Ahead of Your Competition
60. Be Part of Something Bigger
61. Say Yes to [Opportunity, Adventure, Growth, etc.]
62. Enroll Now for [Program, Course, Workshop, etc.]
63. Take Control of Your Future
64. Master [Skill, Strategy, Technique, etc.] Like a Pro
65. Ignite Your Passion and Purpose
66. Unleash Your Creativity
67. Launch Your Dream Project Today
68. Turn Your Ideas into Reality
69. Get Your [Product, Service, Solution] Now
70. Create Your Own Success Story
71. Get Ready to [Transform, Conquer, Succeed, etc.]