



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 _____."

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<https://aliceseba.com/persuasion-behind-scenes>

48. "Talk to Me"

49. "Watch _____ and Get _____% off _____."

50. "What are you waiting for? Call/Click now"

51. "Your Success Starts Here"