Creating a Call To Action That Converts

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Creating a Call to Action that Converts – Worksheet

Your Call to Action (CTA) is one of the most critical snippets of text and graphics in your content. It tells people what they should do next, after landing on your page or reading your content. And without a good CTA, you can easily lose people who might otherwise have become loyal followers and customers.

The most effective CTAs are clickable buttons, though sometimes simple, hyperlinked text works as well. It all depends on the context – where you'll be putting the call to action in your content.

For example, a CTA doesn't need to be about a sale. You can encourage people to perform a variety of actions, such as watch a video, send you a contact email, or download a free lead magnet.

Part 1: Write Your CTA Phrase

The following worksheet will guide you through creating your call to action phrase and button, using the following general formula plus some high-converting additions:

Generic CTA = Verb + Time

Examples of a generic CTA are 'Download Now', or 'Buy Today'. If you already have a lot of detail around your button, those standard calls to action can work well.

However, if you want to strive for a higher-converting CTA, you'll need to add a little to it. Here are some of the elements that have been shown to increase conversions:

1. **Add Personalization**

Use words that make your audience feel as if they're the ones taking the action, using words such as 'I', 'me', 'my', 'you', and 'your'.

2.   Show Value

Raise the stakes of your CTA by attaching a value or benefit. For example, use the word 'free', or other phrases that imply exclusivity or results.

3.   Give Specifics

Be specific about exactly what they're going to receive after clicking your button. Expand on 'Download Now' by making it clear what they're downloading, such as a template, worksheet, cheat sheet, or report.

To write your Call to Action, ask yourself two questions.

'What is the #1 action I want my visitor to take on this page?'

This will help you figure out the verb for your CTA formula.

'What benefit will they get by taking that action?'

Pull yourself out of the equation and think about why someone should do what you're asking. You might need to delve a little deeper than the obvious to really get them to take the next step.

Some starter words you can use for your CTA include the following:

Verbs	Time and Scarcity	Value
- Start	- Now	- New
- Learn	- Immediate	- Free
- Find Out	- For X Days	- Unlimited Access
- Download	- Unlimited	- Free Access
- Get	- Limited Supply	- Free Trial
- Click here	- While Supplies Last	- Special
- Send	- Only X Days Left	- Guarantee
- Join	- Closing Soon	- Limited Spots
- Sign Up	- Last Chance	- Exclusive
- Claim	- Hurry	- Members Only
- Talk	- Today Only	- Results
- Tell		
- Buy		
- Request		
- Explore		
- Register		
- Attend		

A few examples to use for inspiration:

Calls to Action for Content Marketing:	Calls to Action for Lead Magnets:	Calls to Action for Home Pages:	Calls to Action for Sales Pages:	Calls to Action for Email:
Read More	Join Today to Get Free	What We Do	Click Here to Get Started	Sign Me Up
Watch the Video Now	Access for 30 Days	Continue	Unlimited Access for $X (your special offer price)	Send Me Updates
Listen to the Podcast	Send Me Specials Now!	Learn More		Tap 'Reply' (for inside an email)
Check out our most popular posts	Download Now	Click Here for (category or topic)	Give X a Try (where X is your product or service)	Where can I send your report?
	Claim Your Free Trial	Contact Me		
		Give Us a Call		

Part 2: Create Your CTA Button

Once you've decided on the call to action phrase you'll use, your next step is creating your actual CTA button graphic.

Here are some handy tips for buttons that have proven to have high conversion rates:

1. Pick a color that stands out on your page

If your button requires searching for, most people won't bother. Make sure the color contrasts with the rest of the colors on the page, so that visitors will notice it at a glance.

2. Include one main button above-the-fold and one secondary one further down the page

For people who arrive on your content and only need a little information, put a button in the top section – where they'll see it without scrolling down. For those who will need to read your content before clicking on anything, put a button further down the page, at a

point after they've gotten enough detail to decide to click. For very long content, you may even want to put an additional CTA button.

3. Leave white space around the button

Make sure there's enough empty space around each side of your CTA button, so that visitors' eyes aren't drawn away elsewhere and so that the button doesn't get lost among other content and images.

4. Keep it short on words and big on size

Most of the best CTA examples are short phrases put on relatively large buttons. The font needs to be big enough to read at a glance with the phrase short enough to read in a split second, while the button needs to be big enough to see on the page.

5. Make it look clickable

Stick with what is known to work; internet users are trained to click on buttons that are rectangular or with rounded edges. If you start adding fancy or more complicated shapes you run the risk of confusing your audience.

Now all you need to do is pull it all together!

Use the worksheet on the next page to plan your high-converting call to action, with all the elements written down. Once you have a significant number of visitors to your page, you can then look at tweaking and testing your CTA.

Create Your High-Converting Call to Action

#1 Action You Want People to Take:

Main Benefit Action-Takers Receive:

Potential Words to Use:

Brainstorm CTA Ideas:

Where You'll Place Your CTA(s):

Your CTA Phrase(s):

Button Specifics:

Main Page Colors:	
Contrasting Button Color:	
Specific Locations on Page:	
Shape:	
Font Size:	

Notes:

Was this worksheet helpful? Now you have a Call-to-Action that you can put everywhere. Whether your CTA is to get a lead magnet or to make a sale, you'll need a sales page that converts.

If your sales page conversions could be better, you may want to check out our new course, "**7 Ways to Get More Sales from Your Existing Sales Pages**."

In this course I'll show you how to go over your sales page with a fine tooth comb and make sure that it is really kicked it up to the next level … so that it stands out.

In this course you will learn how to…

✓ Present an offer that is clear, strong and uncluttered
✓ Uncover the reason your sales funnel leaks
✓ Split-test your headline and calls to action
✓ Tweak your sales page to invite maximum response and engagement
✓ Optimize and update your testimonials with correct placement
✓ Use screenshots and pop-ups to maximize the buyer's experience

For more information and to order, go to:

https://iaplifecoaches.org/get-more-sales/