

# How To Write A Call To Action

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Without a call to action, you're wasting your best efforts and goodwill on readers who probably would take action and who probably would buy but have never been pushed to. Without a call to action, the most you'll know about your reader is hits, pageviews, and bounces. You'll spread lots of goodwill. But you'll never make a sale.

## Where Is The Best Place To Include A Call To Action?

Where in your content can you add CTAs to make it more actionable?

- Within your first 100 words
- As a popup that appears after 7 seconds of viewing your content
- As a sticky popover that follows the reader in your sidebar
- At the end of your content

Where might be good places for you to include CTAs in your own content?

## Exclusivity And The Undeniable FOMO (Fear Of Missing Out)

Target these emotions to evoke FOMO

Panic: "If I miss out, I'll never know if this could have changed my life!"

Greed: "I have to have everything."

Comparison: "I don't want to be the only person without this!"

Curiosity: "Could this possibly be as amazing as they describe?"

Pride: "I got in and you didn't. Ha ha."

Write a call to action that evokes FOMO for these emotions:

Panic:

Greed:

Comparison:

Curiosity:

Pride:

## Use This

Professional  
Guaranteed  
Immediately  
Popular  
Exclusive  
Enormous  
Largest  
Astonishing  
Emerging  
Revolutionary  
Delighted  
Outstanding  
Unparalleled  
Monumental  
Quick  
Easy

## Not That

Able  
For A Fact  
Right Now  
Liked  
Choice  
Big  
Great  
Amazing  
Become Visible  
Rebel  
Glad  
Top  
Rare  
Ginormous  
Fast  
Basic

Want more suggestions like this? Use these 160 power words to rock an emotional CTA that will influence action.

<i>free</i>	<i>useful</i>	<i>full</i>	<i>daring</i>	<i>proven</i>
<i>sale</i>	<i>survival</i>	<i>mammoth</i>	<i>pioneering</i>	<i>reward</i>
<i>new</i>	<i>largest</i>	<i>innovative</i>	<i>destiny</i>	<i>weird</i>
<i>professional</i>	<i>colossal</i>	<i>it's here</i>	<i>unsurpassed</i>	<i>surprise</i>
<i>guaranteed</i>	<i>now</i>	<i>just arrived</i>	<i>genuine</i>	<i>delighted</i>
<i>special</i>	<i>unlock</i>	<i>sure fire</i>	<i>informative</i>	<i>confidential</i>
<i>tested</i>	<i>fortune</i>	<i>soar</i>	<i>mainstream</i>	<i>sizable</i>
<i>improved</i>	<i>authentic</i>	<i>beautiful</i>	<i>complete</i>	<i>wonderful</i>
<i>immediately</i>	<i>announcing</i>	<i>crammed</i>	<i>last chance</i>	<i>delivered</i>
<i>limited</i>	<i>huge gift</i>	<i>growth</i>	<i>exploit</i>	<i>secrets</i>
<i>simplistic</i>	<i>introducing</i>	<i>promising</i>	<i>quality</i>	<i>scarce</i>
<i>powerful</i>	<i>practical</i>	<i>astonishing</i>	<i>gigantic</i>	<i>alert famous</i>
<i>big</i>	<i>focus</i>	<i>imagination</i>	<i>love</i>	<i>strong</i>
<i>popular</i>	<i>wanted</i>	<i>greatest</i>	<i>lavishly</i>	<i>unusual</i>
<i>exclusive</i>	<i>absolutely lowest</i>	<i>high tech</i>	<i>reliable</i>	<i>outstanding</i>
<i>valuable</i>	<i>interesting</i>	<i>latest</i>	<i>terrific</i>	<i>energy</i>
<i>how to</i>	<i>challenge</i>	<i>important</i>	<i>breakthrough</i>	<i>instructive</i>
<i>endorsed</i>	<i>lifetime</i>	<i>urgent</i>	<i>emerging</i>	<i>liberal</i>
<i>unlimited</i>	<i>highest</i>	<i>amazing</i>	<i>profitable</i>	<i>rare</i>
<i>discount</i>	<i>expert</i>	<i>exciting</i>	<i>sampler</i>	<i>edge</i>
<i>fundamentals</i>	<i>advice</i>	<i>portfolio</i>	<i>noted</i>	<i>superior</i>
<i>under priced</i>	<i>the truth about</i>	<i>revealing</i>	<i>luxury</i>	<i>unparalleled</i>
<i>suddenly</i>	<i>compare</i>	<i>sensational</i>	<i>unconditional</i>	<i>fascinating</i>
<i>perspective</i>	<i>colorful</i>	<i>excellent</i>	<i>timely</i>	<i>compromise</i>
<i>launching</i>	<i>a ordable</i>	<i>remarkable</i>	<i>bonanza</i>	<i>odd</i>
<i>skill</i>	<i>ultimate</i>	<i>obsession</i>	<i>security</i>	<i>bottom line</i>
<i>reduced</i>	<i>willpower</i>	<i>surging</i>	<i>refundable</i>	<i>zinger</i>
<i>better</i>	<i>attractive</i>	<i>revisited</i>	<i>quickly</i>	<i>simplified</i>
<i>shrewd</i>	<i>easily</i>	<i>unique</i>	<i>revolutionary</i>	<i>tremendous</i>
<i>enormous</i>	<i>approved</i>	<i>bargain</i>	<i>miracle</i>	<i>helpful</i>
<i>spotlight</i>	<i>competitive</i>	<i>hurry</i>	<i>magic</i>	<i>special o'er</i>

## Put It To Work

"Download Your Template Now; It Won't Last Forever"

## Word Bank

Last Chance

Limited Supply

Only A Few Left

Ends Tomorrow

One Time Offer

Urgent

Deadline

Don't Miss Out The Final \_\_\_\_\_ Ends Tonight!

\_\_\_\_\_ We have 100 \_\_\_\_\_ To Give Away To Exclusive Customers. Get It Now Before You Can't!

## Use Hope As A Motivation

To tap into hope, you first must suggest hopelessness.

### Proven words :

Safe

Risk Free

Proven

Returns results

## The Structure Of A Fantastic CTA

1. Start with verbs.

–Instead of this "Ready to get started?" simplify to "Buy Now"

Rewrite your CTAs to start with an emotional verb.

- 1.
- 2.
- 3.
- 4.
- 5.

## 2. Take it easy on filler words.

Try to avoid using words ending in -ly

"Click Here" is better than "Click Here Quickly". But Click Here itself lacks emotion, and telling your readers what they'll get by clicking. So, "Get Your Free Marketing Guide" is an even better CTA than "Get Your Free Marketing Guide Fast."

But there are always exceptions: For example, you might hint at exclusivity by saying "Get your custom ebook now" instead of just "Get your ebook".

Take a look at some of your CTAs that include gerunds and Click Here terminology. Rewrite them below using your word banks in this guide:

### Weak Original CTA

### New Powerful CTA

### New Powerful CTA With Urgency

### 3. Keep things simple and brief.

Keep your CTA simple, common, and not too long.

Avoid buzzwords, jargon, and “empty” words that readers ignore:

#### Words to avoid:

Synergy  
Meta  
Outside the Box  
Game Changer  
Thought Leader  
Guru  
Strategic  
Coopetition  
Wheelhouse  
Organic Growth  
Leverage  
Visionary  
Viral  
Blogosphere  
Innovate  
Heavy Lifting  
Best of Breen

Hit the Ground Running

#### 4. Make the request simple, too.

The request itself must be easy. Only one or two clicks to completion.

*Pro tip: If you need more information than a name and email, try to break it up so you capture the email first. You don't want to give your reader time to change their mind.*

Write easy requests for your potential subscribers:

1. *Submit your e-mail to receive 15+ free downloads!*
- 2.
- 3.

### Now It's Your Turn To Put It Into Action

**Step One:** Determine the desired action you want your reader to take (ex. comment, read, like, share ect.)

**Step Two:** What emotion do you want your action to trigger? (ex. inspiration, curiosity, fear)

**Step Three:** Choose words from this list to complete your call to action:

#### Words to use in your calls to action:

Regret	Sale ends soon
Miss out	Today only
Now	Only 10 available
Last chance	Only 3 left
Limited supply	Only available here
Only a few left	Double the offer in the next hour only
Expires soon	Members only
Urgent	Login required
Deadline	Class almost full
Exclusive offers	Membership now closed, ask for an invitation
Become an insider	Apply to be one of our _____
Be one of the few	Risk free
Get it before everybody else	Proven
Be the first to hear about it	Returns results
Only available to subscribers	Get started now
Limited offer	Buy now
Supplies running out	Get your copy
Get them while they last	

**When your calls to action are perfect and you're ready to plan all of your content, give CoSchedule a try—it's your all-in-one marketing calendar.**

# HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

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