

# How To Write A Call To Action

*With The Best Foundation, 54 Words,  
And 6 Examples That Will Unlock Your Creativity*

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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 you've never pushed them to.*

## Exclusivity And The Undeniable FOMO

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."*

Think of a specific piece of content you're writing. Brainstorm how you could use these emotions in your call to action:

Panic:

Greed:

Comparison:

Curiosity:

Pride:

Think of any word or phrase that suggests *now*:

Last chance

Limited supply

Only a few left

Ends tomorrow

Limited time only

One-time offer

Expires soon

Urgent

Deadline

## Using Hope As A Motivation

First you need to create a sense of *desperation*. Illustrate just how big a *problem* your readers have, and the *hope to change* it will suddenly make sense.

What is the problem your content aims to resolve?

What is the solution your readers will experience if they follow your advice?

How can you assure your readers that your solution is the best option available? What words would you use to describe it?

Phrase the problem—followed by the solution—in sentence format.

*Example: You've tried everything to lose weight, but nothing worked. Try this safe and proven method that returns results every time, risk free!*

Simplify your call to action into a single sentence.

*Example: Start now and lose 10 pounds in your first month.*

# 54 Proven Words And Phrases To Use In Your Calls To Action

## Verbs To Kick it Off:

Get  
Download  
Start  
Stop  
Build  
Grow  
Join  
Learn  
Discover  
Add to cart  
Try  
Find  
Save

## Exclusivity To Make Your Audience Feel Special:

Limited supply  
While supplies last  
Only a few left  
Featured  
Exclusive  
Advanced  
Secrets  
Access  
Special offer  
Request an invitation  
Members only  
Subscribers only  
Now closed  
Pre-register/Pre-order  
Limited spots

## Words To Avoid:

Submit  
Order  
Our/ours

## Hope And The Answer For What's In It For Me?

Me  
My  
You  
Your  
Results  
Returns results  
Guarantee  
Free  
New  
Safe  
Proven  
Risk-free  
Because

## Urgency To Entice Them To Act Now:

Ends tomorrow  
Limited time only  
One-time offer  
Expires soon  
Urgent  
Deadline  
Now  
Only available to \_\_\_\_  
Only X days left  
Offer ends on \_\_\_\_  
Closing soon  
Today  
Today only  
Last chance  
Hurry  
Immediately  
Before  
Ends

The pros out there suggest that you use these words in a couple calls to action, then test to see which perform better. Here's how to do that:

Write two powerful calls to action you will A/B test against one another.

A:

B:

- ☐ Set up the test with Visual Website Optimizer: <https://vwo.com/>.
- ☐ Give it a week and analyze the data.

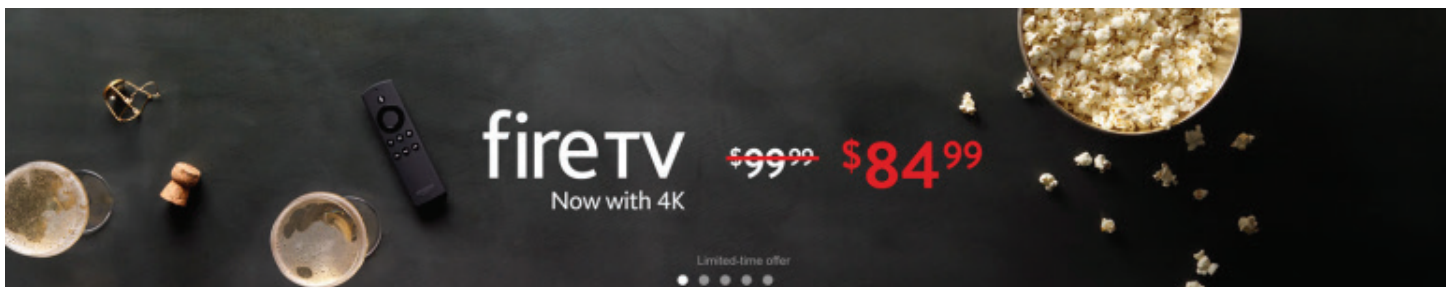
## 6 Call To Action Examples To Help You Write Better CTAs Than Ever

### 1. Learn More With Apple



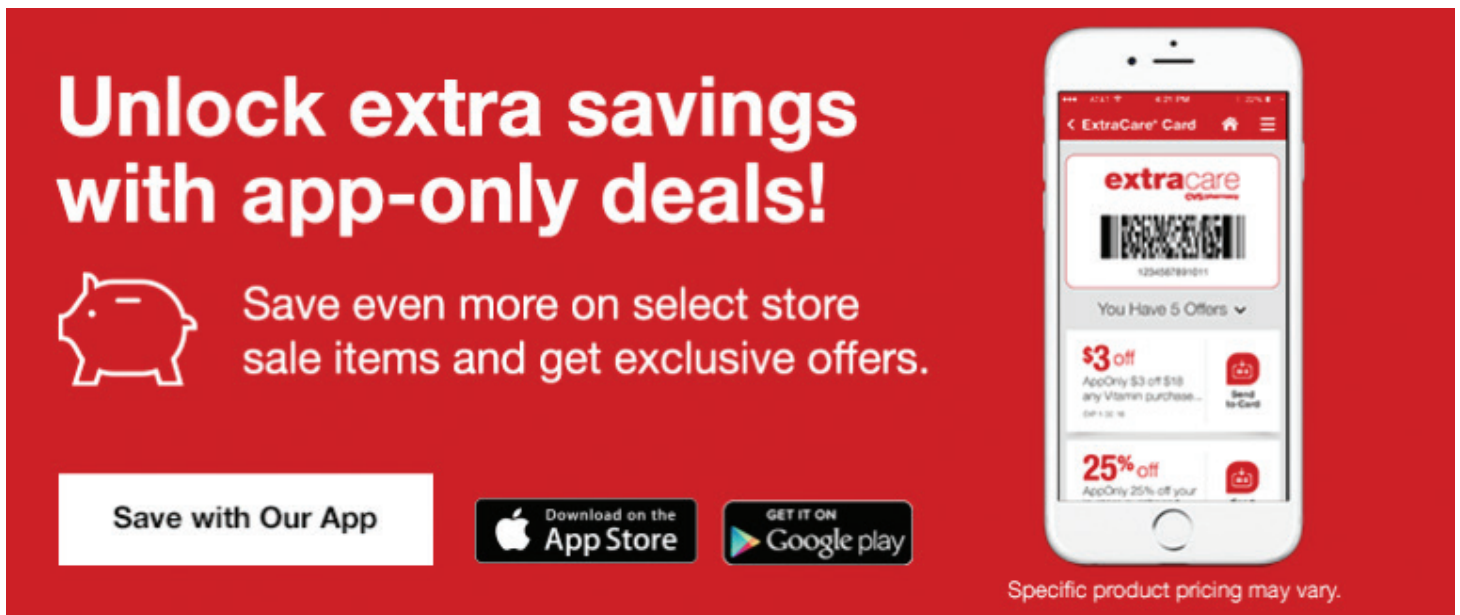
*Lesson Learned: Be clear and concise, and position your call to action as the obvious next step.*

### 2. Rely On The Visual Like Amazon



*Lesson Learned: Literally show the pleasurable outcome your audience will experience if they just click through your call to action.*

### 3. Save With CVS



Unlock extra savings with app-only deals!

Save even more on select store sale items and get exclusive offers.

Save with Our App

Download on the App Store

GET IT ON Google play

Specific product pricing may vary.

The advertisement features a red background. On the left, a piggy bank icon is next to the text 'Save even more on select store sale items and get exclusive offers.' Below this is a white button that says 'Save with Our App'. In the center, there are two buttons: 'Download on the App Store' and 'GET IT ON Google play'. On the right, a smartphone displays the CVS ExtraCare app interface, showing a QR code, a card number, and several offers: '\$3 off AppOnly \$3 off \$18 any Vitamin purchase...' and '25% off AppOnly 25% off your...'. A 'Send to Card' button is also visible.

*Lesson Learned: Keep your design clean so your users know where to click. Brainstorm the value proposition to answer your readers' inherent question, "What's in it for me?" and tie that into your call to action.*

### 4. Code School Shows Calls To Action Don't Have To Be Super Formal

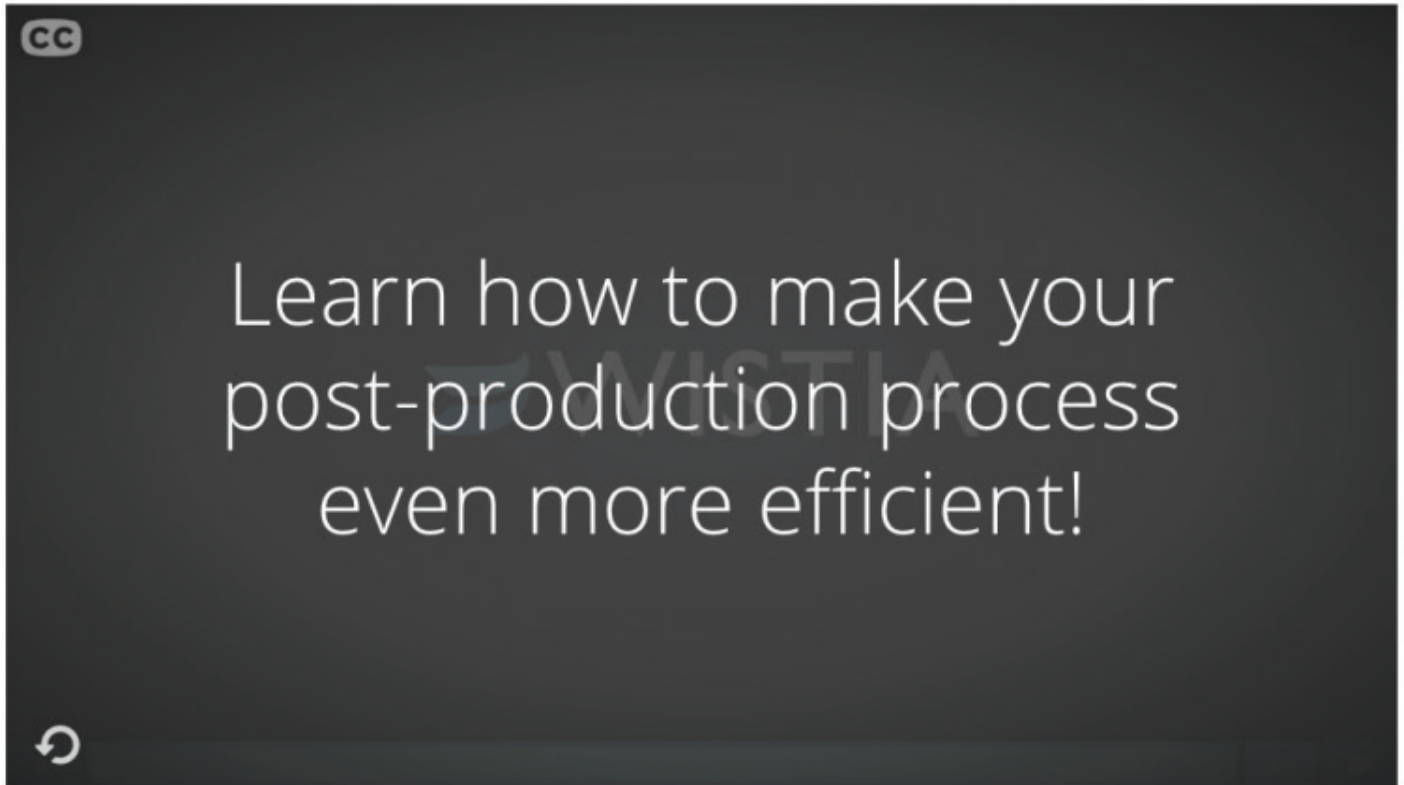
There are lots of great reasons to learn Python, and hopefully a few of the examples and resources I've shown today have helped you see how you could be using it too. Ready to start learning Python? Check out Code School's new [Python technology Path](#), which features two new Python courses — [Try Python](#) and [Flying Through Python](#) — where you'll learn the basics and leverage the power of Python!



*Lesson Learned: Write a blog post that connects into your product or service. Then end the post with an informal call to action to work with you to resolve the problems you just outlined in your post and link to content that introduces your offering.*

## The Handiest Trick for Efficient Video Editing

by [Chris Lavigne](#) on February 23, 2016



Marking your clips during your shoot can be crazy helpful when you're sifting through footage in editing. One easy way to help your future self find a good clip during editing is to use a technique we've dubbed "the hand trick."

*Lesson Learned: Strategically think about the next step to bring new users from inbound marketing into demand generation content that positions your product or service as the answer to a problem your audience is facing. Write calls to action for all of your videos.*

## 6. Create Content-Specific Calls To Action Like Backlinko

### 17 Insanely Actionable List Building Strategies That Will Generate More Subscribers Today

by Brian Dean | Last updated Jun. 23, 2015

Imagine if you could make **one simple tweak** to your website, and see an instant boost in email subscribers.

Or even better:

What if there were 17 of these tweaks...

...and each of them could generate more leads for your business?

You'd probably be pumped to read about them.

Lucky for you, that's *exactly* what I'm going to share with you in this post:

17 insanely practical list building strategies that you can use to build your email list TODAY.

**Get More Email Subscribers:** [Click here to download](#) a PDF checklist that shows you how to quickly execute the 17 strategies from this post on your site.



### Here's How to Get Even More Subscribers

You're probably saying to yourself:

"Brian, this is AWESOME information. What's the easiest way to put this into practice?"

Well I've got something special for you.

A free step-by-step checklist that includes actionable steps for all of the 17 strategies here...plus a bonus list building strategy that I didn't have room for.

Click the image below to download the free checklist:



*Lesson Learned: Include a relevant content upgrade at the beginning and end of your blog posts to convert traffic into email subscribers. Use your call to action to appeal to the reasons your audience is already interested in the content, packaging a condensed and actionable guide behind the clickthrough.*

## Put It All Together: How To Write A Call To Action With A Compelling Structure

Choose a few verbs from the word bank that will work for starting your call to action:

- 1.
- 2.
- 3.

- ☐ Take it easy on filler words.
- ☐ Keep it simple and brief.
- ☐ Keep the request simple.

Write the perfect call to action:

- 1.
- 2.



- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

- ☐ Circle the call to action that you'll use.
- ☐ Circle the call to action that is second best to use in an A/B test.

See if you can improve it just a bit more with this exercise:

Weak Original CTA

New Powerful CTA

New Powerful CTA With Urgency

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.





# CoSchedule

The marketing calendar for everything.

“

*“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. It is simple, elegant, and an indispensable part of my toolbox.”*

*—Michael Hyatt, Award-Winning Author & Blogger*



Nathan Adler  
RiverScene



Michael Hyatt  
Author



Jay Bear  
Convince & Convert

## Latest Features



### Introducing the New Headline Analyzer!

*NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.*

CoSchedule loves integrations...



Learn more at [coschedule.com](https://coschedule.com)