

Sources:

<https://www.wordstream.com/blog/ws/2014/10/09/call-to-action>

<https://blog.hubspot.com/marketing/call-to-action-examples>

Headline:

The BEST way to boost sales by 1000%

Outline:

- I. Intro
- II. Importance of high-quality CTA
- III. How to write a meaningful CTA
- IV. Test test test
- V. Clincher