

How To Write A Solid CTA That Increases Your Sales By 67%

A CTA (Call To Action) is a way to say: *“You have a problem that needs to be solved. I’m here to solve it for you.”* to your potential clients.

It’s one of the best tools you can have in your marketing.

It needs to be clear, to the point, and sexy. People need to interact with it like an obese American entering a fast food joint.

You give your audience instructions and you guide them to take action. It’s the best way to make sure you convert them into customers.

I’ll tell you exactly how to write a CTA that slaps people to interact with it.

Not lame, not confusing, not amateurish. Leave all that to the competition, you’re the professional here.

Why A Lame CTA Is Gay

“Buy now”

“Our newest fashions are available”

“Sign up”

You see stuff like this a lot. It’s vague.

Even my grandma’s mother can write something better, and she’s cold for some time.

You need to include something that provokes enthusiasm and stirs people’s emotions. Let’s say someone is looking to book a trip with their family.

They come across a CTA like “plan your dream vacation today!”. That’ll get them hyped, thinking about what their dream vacation looks like. They’ll eagerly click the link in your ad.

You can also tap into emotions by:

- Reducing risk and insecurity
- Building trust
- Creating urgency

How To Make People Raise Their Hand And Say “Get in touch with me”

Tell people what’s in it for them. Will it help them do their jobs better? Lose weight? Wrestle against an army of midgets? Traffic humans without getting caught? You got the solution for whatever issue they’re dealing with.

A good example of a call to action here would be something like “call us to start saving money today!”.

Not only have you stated the action you want the user to take (call today), but you have also provided them with a reason why they should take that action (save money).

WARNING: The Section Below Is Not For The Weak Hearted

This can be a little risky, but it works if you do it right. Be bold in your CTA—it’s the equivalent of spicy sauce on your food.

A good example is something like *“Get rid of your crappy diet today.”*

If your target audience isn’t a group of faggots, this will speak to them. Because you make them aware of the problem they have and that it needs to be solved as soon as possible.

Let’s say that someone is browsing through google, searching for methods on how to make money. He sees a CTA like *“You’re broke, click here and start making money.”*

Not only will he jump on that like a bodybuilder jumps on steroids, but he’ll also be curious about the content.

Being bold works if you know how to do it right. Consider these methods the next time you write a CTA, you will see better results.

Talk soon,

Thomas.

PS: Want to know how I'd write a CTA that would get people to contact you? Get in touch with my agency today and I'll personally take a look at your current marketing and CTA's.

No cost, no obligation, no annoying sales pitch.