

# Article Outline Master

**Source:**

**Subject:**

**Headline/intro:**

**Notes:**

**Points To Drive Home:**

**Outline:**

# of ways to do whatever it is you're doing. Steps whatever, just ideas for subheadlines'

**Subheadline/subtitle**

**1st Draft**

**2nd Draft**

**FINAL DRAFT**

P.S. If you want to know how I would fix the ad fatigue problem in your business, feel free to get in touch. Fill out the form at <https://www.jkmarketingsolutions.com/contact-1> and one of my team members will be in touch to see if we're a good match.

# Creative Problem Solving

**Source:**

<https://scottjeffrey.com/creative-problem-solving-techniques/>

<https://www.6sigma.us/six-sigma-in-focus/problem-solving-techniques/>

**Subject:**

How to solve any problem and why it is important

**Headline/intro:**

**Notes:**

**Points To Drive Home:**

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## 29 October Outline

**Source:**

<https://contentmarketinginstitute.com/articles/create-powerful-headline>

<https://www.orbitmedia.com/blog/writing-headlines/>

**Subject:**

How to build a solid headline

**Headline/intro:**

**Notes:**

**Points To Drive Home:**

**Outline:**

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## 21 October weekly Outline

**Source:**

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

<https://encharge.io/call-to-action-effectiveness/>

**Subject:**

How to build a stronger CTA

**Headline/intro:**

How to force your readers to take action.

Force your readers to take action in 6 easy steps!

**Notes:****Points To Drive Home:**

The value of a strong CTA

**Outline:**

**Writing the perfect CTA** can make or break your marketing campaign. You can craft an amazing headline and engaging copy, but if your call to action doesn't spark interest in your audience, they won't take action. A good call to action will attract attention and make it hard to resist taking the next step.

In this article, you'll find out what exactly CTAs are and what easy tricks can help you force your audience into taking action.

**1. Know what you want your visitors to do**

Before creating your call to action, ask yourself: What do I want my visitors to do? The desired action will be the basis of what your main call to action should be. For example:

If you have a portfolio website, you might want your visitors to check out your work.

If you have an online shop, you'd like your visitors to purchase your products.

If you have an online coaching site, you should aim for people to book a slot with you.

Your CTA should always guide the reader to the next step.

**2. Communicate the value**

When a prospect reads a value proposition for a product, they are likely thinking about how the product can meet its promise of value and how it can help them solve a problem. They will be paying close attention to the details of the value proposition to determine if it meets their needs. If the value proposition is compelling, they will be intrigued and may be leaning in with an excited "Wow, that's interesting!" and considering making a purchase.



Include words that provoke emotion or enthusiasm

If you want more clicks and conversions, you need to elicit a strong response from your audience. An enthusiastic CTA that taps into emotional copywriting is just the thing to get it done.

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 and thinking about what their dream vacation looks like. They'll eagerly click the link in your ad.

In other words, tell people what's in it for them if they click.

Whether persuading your followers to download your brochure or encouraging them to sign up for a newsletter, you need a strong and impactful call to action.

### **3. Put yourself in the customer's shoes**

Understanding how your customers think can help you create high-performing CTAs that get results. Start by exploring your audience and crafting buyer personas to realize what it would take for them to take action.

Ask yourself these questions:

What problems does my audience have, and how can my business solve them?

What motivates my target audience to buy my products?

By putting yourself in the shoes of your perfect customer, you'll not only create better CTAs but also improve the overall customer experience.

### **4) Use the first-person voice**

Every word in your CTA matters. Something as minor as using "me" instead of "you" can have a huge impact on clicks and conversions. In fact, CTAs that use the first-person voice can have a 90% better conversion rate than CTAs written in the second person.

Writing from the point of view of the reader will make your CTAs more personal and increase visitors' emotional and cognitive connection with your button. To create a first-person CTA, you can simply use "my" instead of "your", for example, "Reserve my table or", "Get my e-book".

Leadpages use first-person voice on their CTA to make their visitors feel like the tactics they offer are specially tailored for them, thus making them more inclined to take action.

Use a strong verb to start your CTA

You don't have a ton of space to get your point across. Don't dilly or dally. Let your audience know exactly what you want them to do by leading each CTA button with an action verb.

There are different action verbs depending on the type of business you run and what you want your customer to do. Here are a few ideas:

For an e-commerce website: Start your CTA with words like “buy,” “shop,” or “order”

If you’re promoting a newsletter or piece of content: Start your CTA with words like “download” or “subscribe”

For a service-based business: Try CTAs that begin with “call now” or “book your appointment.”

What you don’t want is to simply say something exists. “Our newest fashions are available” won’t stir people to action, whereas “click here for the latest trends” feels kinetic and is more likely to improve your click-through rate.

## **5) Make it stand out**

Your aim is to draw attention to your CTA, so it shouldn’t look the same as other site elements. It should be easy for visitors to recognize it and understand the next step they should take. Some tricks to make your CTAs stand out are:

Use white space to make your button stand out

Use contrasting colors

Frame the button

Adjust the size of the CTA button

Use large, legible text

**Optimize the CTA button for mobile:**

Creating a killer call-to-action is important, that’s no secret. But I also urge you to consider customizing your CTA based on the device being used by your audience. Google considers desktops and tablets as the same device since the screen sizes are roughly the same. People also use them for search in similar scenarios.

Someone sitting on the couch at night sees an ad on TV for a product they’re interested in. It’s common for them to grab their laptop or tablet and search for more information on it. It might be best to lead them with a “learn more” or “shop now” CTA.

However, mobile devices tend to have different user behavior and search intent than desktops/tablets. Since 80% of searches for local businesses on mobile devices convert, it’s critical to tailor your CTA based on the device.

One big difference between desktop and mobile is that on mobile, people have the ability to place a call from the device they’re shopping with. My advice is to create more phone call-centric CTAs that appear on mobile devices, especially for service-based businesses.

## **6) Focus on a single action**

Less is more when it comes to CTAs. The paradox of choice suggests that when faced with too many decisions, we won’t make a decision at all. This means that, by offering too many choices, you can worsen the user experience and decrease the effectiveness of your CTAs.

Use only one call to action so users don’t become distracted from the desired goal.

### **1st Draft**

If your call to action (CTA) is weak, your entire marketing campaign will be less effective. Imagine spending time and resources creating a compelling headline and engaging copy, only to have a weak CTA that fails to create action.

A powerful CTA should do more than just catch the eye; it must create an irresistible urge for your audience to act. Without it, your messages, no matter how brilliant, may simply fade into the background, leaving potential sales on the table.

In this article, you'll find out what a call to action actually is and a few easy tricks that can help force your audience into taking action

### **Know what you want your visitors to do**

Before creating your call to action, ask yourself: What do I want my reader to do? That desired action will be the basis of your CTA.

For example...

If you have an online shop, you'd like your visitors to purchase your products.

If you have an online coaching site, you should aim for people to book a slot with you.

Your CTA should always guide the reader to the next step.

### **Put yourself in the customer's shoes**

Understanding your perfect customer is critical when crafting your CTAs. Start by exploring your audience and creating buyer personas to imagine what it would take for them to take action.

Ask yourself these questions:

What problems does my audience have, and how can my product can solve them?

What motivates my target audience?

By doing this you'll be well on your way to crafting more effective CTAs.

### **Use a strong verb to start your CTA**

Your CTA must be short and to the point. Let your audience know exactly what you want them to do by starting each CTA with an action verb.

There are different action verbs depending on the type of business you run and what you want your customer to do. If you're promoting a newsletter or piece of content: Start your CTA with words like "download" or "subscribe"

Whatever you do, don't simply say your product exists. "Our latest ebook is available" won't stir people to action.

### **Focus on a single action**

When it comes to CTAs, sometimes less really is more. The truth is, when we're overwhelmed, we might not make any decision at all. So, throwing too many choices into the mix can actually make the user experience worse and water down your CTAs' impact.

Stick to just one call to action to keep users focused on what you want them to do NOW, you can get them to take further action in the next step.

## **2nd Draft**

### **Force your readers to take action in 4 easy steps!**

Writing the perfect Call To Action can make or break your marketing.

Imagine spending valuable time and energy creating the perfect ad, only to have a weak CTA fail to create action.

A powerful CTA should do more than just catch the eye; it must create an irresistible urge for the reader to act. Without it, your messages, no matter how brilliant, will simply fade into the background, leaving potential sales on the table.

In this article, you'll find a few easy tricks to force your audience into taking action.

#### **Provide clear instructions.**

Before creating your call to action, ask yourself: What do I want my reader to do? That desired action will be the basis of your CTA.

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### **Focus on a single action**

Like my first mentor used to say, "Focus on one problem at a time".

When it comes to CTAs, less really is more. When we're overwhelmed, we usually don't make a decision.

Use baby steps, get them to take the easiest step first.

## **FINAL DRAFT**

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### **Put yourself in the customer's shoes**

Understanding your perfect customer is critical when crafting your CTAs.

Start by exploring your target audience, visualize your perfect customer until you have the exact trigger to force them into action.

Ask yourself these questions.

What problems does my audience have, and how can my product solve them?

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V/R

Jason

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