

The 3 Words to Make Anyone Pay Attention to Your Business

If I was to say cola, what immediately comes to mind? How about golden arches or fast food, what do you think of? Think of a famous movie or music album, what pops into your head?

Everyone will undoubtedly have an answer to these questions. Most will have the exact same answer. No, this isn't some voodoo magic trick, it is top of mind awareness. It is the ultimate goal in business. When someone thinks X, then Y is the first thing that comes to mind.

As a local business this should be your goal for the area you operate in. Whether you provide a product or service, you want customers to think of your business every time.

Surely this is not straightforward to achieve? Don't I need to do a lot of brand awareness to make this a reality? It is not as difficult as you may think, at least not once you understand the following 3 letters:

How Using a CTA Puts Your Business at the Top of the Pile

I've worked with local businesses that are doing quite well for themselves. If they so wished, they wouldn't need any additional help to maintain the level they are at in terms of new customers coming through the door.

Who likes to stay put and not push for the next milestone though? That was exactly the thoughts of my clients. They all had the right ideas of trying to get their face (their business name at least, not everyone needs to be one of these TikTok selfie influencers to succeed) out on the internet.

Unfortunately, just having your face on different mediums isn't always enough. Sure, you can get some exposure and new customers seeing you. But people see businesses everywhere, every day.

What was it that I helped them do differently to stand out and cross off the next milestone (or 2)?

Bringing in a CTA.

A 'Call To Action'.

It is the simplest, quickest, and cheapest way for any business to climb the thought mountain. This way your business can stand proudly at the top with their flagpole.

The Best Way to Get Customers to Engage with Your Business

No matter what business you run, you can utilise this to engage with wayyy more customers.

Doesn't matter if you are a lawyer, dentist, or general contractor. Any service-based business can apply this.

Obviously, you must first consider how you are getting your business name out there? Are you running some ads? Have you got a big banner with your business name and details on it? Probably your friends and family know about your new venture too.

The more avenues of getting your name out there, the better.

So, what else should you be doing?

Utilising a CTA. Done correctly it will draw in your ideal customer and get them to reach out to your business.

For example, you could say, "click to watch this video on how to do X", or "enter your email and we will send you our FREE guide on Y", or "message us and we will give you a no fee evaluation of Z".

The goal is to get people to easily say "Yes, that is what I want, I need help with that". Think about what your ideal customer wants to solve and how exactly you can solve it.

Don't make it super complicated e.g., "message, call, or email us to get access to XYZ". People will not know what they should be doing and won't reach out via any method.

Same goes for making it too high a barrier for entry e.g., "click to book a no fee 45-minute call with our team". Giving up 45-minutes (even 20-30 minutes) of someone's time is a much bigger commitment than a text or email – especially if they are only thinking about what you offer.

Use the CTA Trick to Take Your Business to the Next Level

Now you have seen the CTA in action and seen what not to do, you should now be ready to implement this into your own businesses marketing.

It is a very powerful and under-utilised tool which takes you minutes to add to any of your advertising efforts. The payout for that little bit of extra time on your marketing can be astronomical for your return on investment.

It not only grabs the attention and makes the people who want to buy right now take action. You also capture the attention of those who might buy at some point in the future. It piques their interest enough to make them want to find out more. And if your CTA is a low barrier of entry (email or text) it is easy to say 'yes' immediately without a second thought.

Once you have this pool of people who are interested in your business, you can maintain frequent contact with. The more you are in front of these people, the more you will be at the top of their mind. And the re-utilisation of the CTA in the follow ups will help to convert even more people from 'kind of interested' into 'paying customers'.

So, what are you waiting for, get writing your CTA's now and watch as your business skyrockets to the next level. Remember this costs you NOTHING to do right now, so take action and watch as more customers than ever take action with your business.

Talk soon,

Blazeheart

p.s. if you are wanting to know how I would utilise the CTA in your business then get in touch today:

Simply fill in the form below and I will personally assess your company's marketing, produce a strategy of what I would do in your scenario, and then run through it with you on a call.

No fee or obligation. If you like what I have to say we can explore working together. If you don't want to partner with me, you can take the ideas and run with them yourself.

If this sounds good, fill out the following form: [\[LINK\]](#)