

The Key to Dominating Your Market: Mastering the Art of the Perfect CTA

Let's play a simple game.

I'll tell you a subject, and you tell me the first thing that comes to your mind.

1. Elegant watches
2. Expensive smartphones
3. Gay streaming platform

There's a high chance that your answers were: Rolex, iPhone and Netflix. That's because they have achieved Top Of Mind Awareness.

And this works for any market. Think of a subject and something is at the top of the pile.

This is exactly what you want to achieve with the product or service you sell. Become the first solution that pops up in customers' minds.

Three Letters That Turbocharged My Client's Business

A few years ago I had the pleasure of working with a quite popular fitness influencer. He had a problem that many influencers struggle with.

Thousands of followers but only a small number of people actually buy their products.

And, it's not like he didn't put in an effort.

He was running ads all over the internet. Meta, Google, Youtube – Everywhere.

His videos were pretty good too. Better than most of the others in his niche. Yet, they were making more sales than he did.

What was he doing wrong then?

The answer is that he lacked a genuine connection with his audience. And there is a simple solution for that: Use CTA.

The Power of a Simple CTA to Dominate Your Market

CTA stands for Call To Action. And it's the best way to build top of mind awareness around your product.

Of course, you could run all sorts of ads like my client. Or put them on the biggest billboards in your city. And that will help, but only so far.

But if you use CTA, you are guaranteed to skyrocket your sales.

And it's really not that hard.

Just add something like this at the end of your ad: "Click here to schedule your free consultation and start doing Z today." or "download your free guide to do X".

Anything that will make them get in touch with your business.

Here are my three rules for creating a perfect CTA:

- **Make It Quick:** Choose an action they can complete in a second.
- **Keep It Simple:** Ask for just one action to make it ultra-easy.
- **Offer Value:** Ensure the CTA provides clear benefits to them.

Follow these rules, and watch your bank account's numbers grow.

The Hidden Power of a CTA

Classic ads have one goal. Attract customers that are ready to buy immediately.

But what about customers who "want to think about it"? These kinds of ads won't make them buy. They will actually forget about it the moment they scroll to the next Instagram reel.

That's why CTA is so special. You make them subscribe to your email newsletter, and BOOM, now they read your stuff everyday.

Your products infect their mind. Eventually, after a few weeks, months or maybe years, they buy from you.

It doesn't cost much, but it pays off big.

Want to see how I'd use CTAs for your business? Do this:

Contact our agency today. If we're a match, I'll personally review your marketing, create a strategy, and discuss it with you in a call.

No cost, no pressure. If you're interested in working together, I'll explain the next steps. If not, that's fine too.

Interested? Fill out this form: [link to form page](#)