

How to Create CTAs that Get Results

When it comes to growing your list and your profits, one thing you need to master is the art and science of crafting CTAs (calls to action). This includes creating a call to action for a lead page, as well as calls to action in pretty much every email you send.

Sure, you can put a link in front of someone and cross your fingers that they'll take action. But researchers have found again and again that using a specific call to action – which is where you tell people exactly what to do next – tends to create a higher conversion rate. So, if you want more clicks, sales and other action, then you too need to start creating powerful calls to action.

Here's how to do it..

Step 1: Define Your Primary Goal

Before you can even think about creating a call to action for a piece of content, you need to determine the primary goal. Don't stuff your content with multiple calls to action, as your readers are likely to get overwhelmed and not take any action at all.

TIP: Longer pieces of content, such as a course, may have multiple CTAs. However, they should have just one primary CTA per section (e.g., per lesson).

Here are examples of the most common CTAs:

- Take action on what the reader just learned.
- Read/watch a related piece of content.
- Request a lead magnet (join a list).
- Register for a webinar.
- Purchase a product.
- Request a free quote.
- Enter a contest.
- Share a piece of content.

And similar.

Next...

Step 2: Plant a Seed Early

A call to action is most effective when it doesn't seemingly come out of nowhere. That's why you want to construct content that naturally leads to your call to action. This means "planting a seed" early on in the content.

For example, let's suppose you have a newsletter article about the keys to crafting a good sales letter, and you intend to sell sales letter templates at the end. Somewhere in the middle of the article you might include something like this: "Just a bit later you'll discover the quickest, easiest way to create a sales letter. But first..."

Not only does this teaser plant a seed, it also arouses curiosity. And that means your subscribers will keep reading in order to satisfy that curiosity.

Step 3: Create Your CTA

At this point, you've planted a seed in the content. Now what you want to do is construct your call to action.

Remember, your content needs to naturally lead to your call to action. That's why as you approach your CTA, you want to start building the benefits of taking the desired action. How much benefit-building you do depends on the action.

For example, if you want people to implement what they just learned, you don't need to write a page of content. You can simply say something like this:

"You just discovered five scientifically proven tips for boosting your metabolism. If you want to kick your own fat-burning furnace into high gear, then be sure to put this info to work for you immediately. In fact, you can

start right now by [insert specific advice]! Remember, the sooner you do it, the sooner you'll start seeing a leaner, healthier you!"

On the other hand, if you're preselling a product, then your copy may be longer (especially if it's an expensive product). In that case, you may use a paragraph of introduction followed by a bulleted list of the top benefits, and finally followed by the call to action.

TIP: You don't need to write this copy from scratch. Instead, you can copy information directly from the sales letter, such as the top three to five benefits. If it's not your sales letter, then be sure to acquire permission first, or look in the affiliate center for "copy and paste" ads and emails you can use.

Generally, your call to action will have two parts:

Part 1: Tell people exactly what to do. Be specific here (e.g., "Take out your credit card and click the link now to get started...").

Part 2: Give people a reason to do it. If that reason has some urgency built in (such as a limited-time offer), that's even better.

For example:

- Your next step is easy – take out your credit card and click here to join the net's best dieting membership site. And do it now, because you deserve to be the best version of yourself!
- Now all you have to do is take out your credit card and click here to get started. And do it now, while you can still snag the \$50 discount! Hurry, this offer ends soon...

Now a few parting thoughts...

Conclusion

As a newsletter publisher, you need to have calls to action in every email you send as well as on your lead page. For best results, plant a seed early, construct the content around your goal, and then tell people what to do and why they should do it. It's also worth testing and tracking your calls to action to see which ones deliver the best results for you.



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