Blog Post Call To Action Template

Blog Post Topic / Date



*A Blog Post Call To Action Template From CoSchedule*

Without a call to action, you’re wasting your best efforts and goodwill on readers who probably would take action and who probably would buy but you've never pushed them to.

## Exclusivity And The Undeniable FOMO

Target these emotions to evoke FOMO:

Panic: “If I miss out, I’ll never know if this could have changed my life!”

Greed: “I have to have everything.”

Comparison: “I don’t want to be the only person without this!”

Curiosity: “Could this possibly be as amazing as they describe?”

Pride: “I got in and you didn’t. Ha ha.”

Think of a specific piece of content you’re writing. Brainstorm how you could use these emotions in your call to action:

Panic:

Greed:

Comparison:

Curiosity:

Pride:

Think of any word or phrase that suggests now:

Last chance

Limited supply

Only a few left

Ends tomorrow

Limited time only

One-time over

Expires soon

Urgent

Deadline

## Using Hope As A Motivation

First you need to create a sense of desperation. Illustrate just how big a problem your readers have, and the hope to change it will suddenly make sense.

What is the problem your content aims to resolve?

What is the solution your readers will experience if they follow your advice?

How can you assure your readers that your solution is the best option available? What words would you use to describe it?

Phrase the problem—followed by the solution—in sentence format.

Example: You’ve tried everything to lose weight, but thing worked. Try this safe and proven method that returns results every time, risk free!

Simplify your call to action into a single sentence.

Example: Start now and lose 10 pounds in your first month.

The pros out there suggest that you use these words in a couple calls to action, then test to see which perform better.

Here’s how to do that:

Write two powerful calls to action you will A/B test against one another.

* A:
* B:
* Set up the test with Visual Website Optimizer: https://vwo.com/.
* Give it a week and analyze the data.

## 6 Call To Action Examples To Help You Write Better CTAs Than Ever

**1. Learn More With Apple**



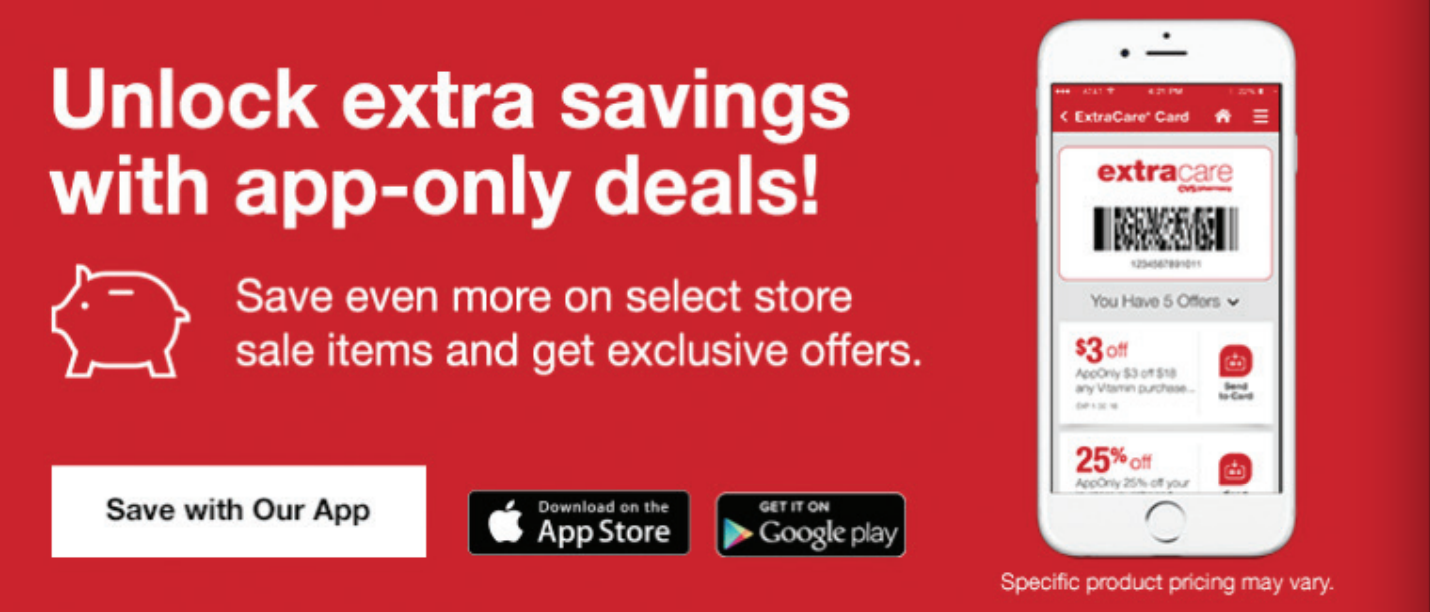
Lesson Learned: Be clear and concise, and position your call to action as the obvious next step.

**2. Rely On The Visual Like Amazon**



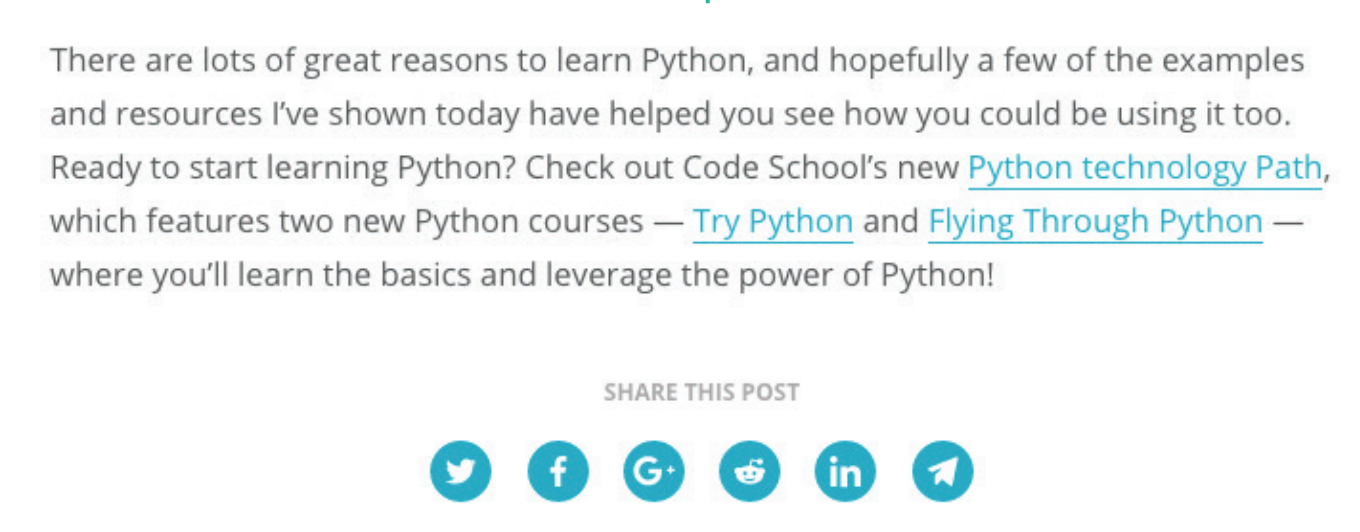
Lesson Learned: Literally show the pleasurable outcome your audience will experience if they just click through your call to action.

**3. Save With CVS**



Lesson Learned: Keep your design clean so your users know where to click. Brainstorm the value proposition to answer your readers' inherent question, "What's in it for me?" and tie that into your call to action.

**4. Code School Shows Calls To Action Don't Have To Be Super Formal**



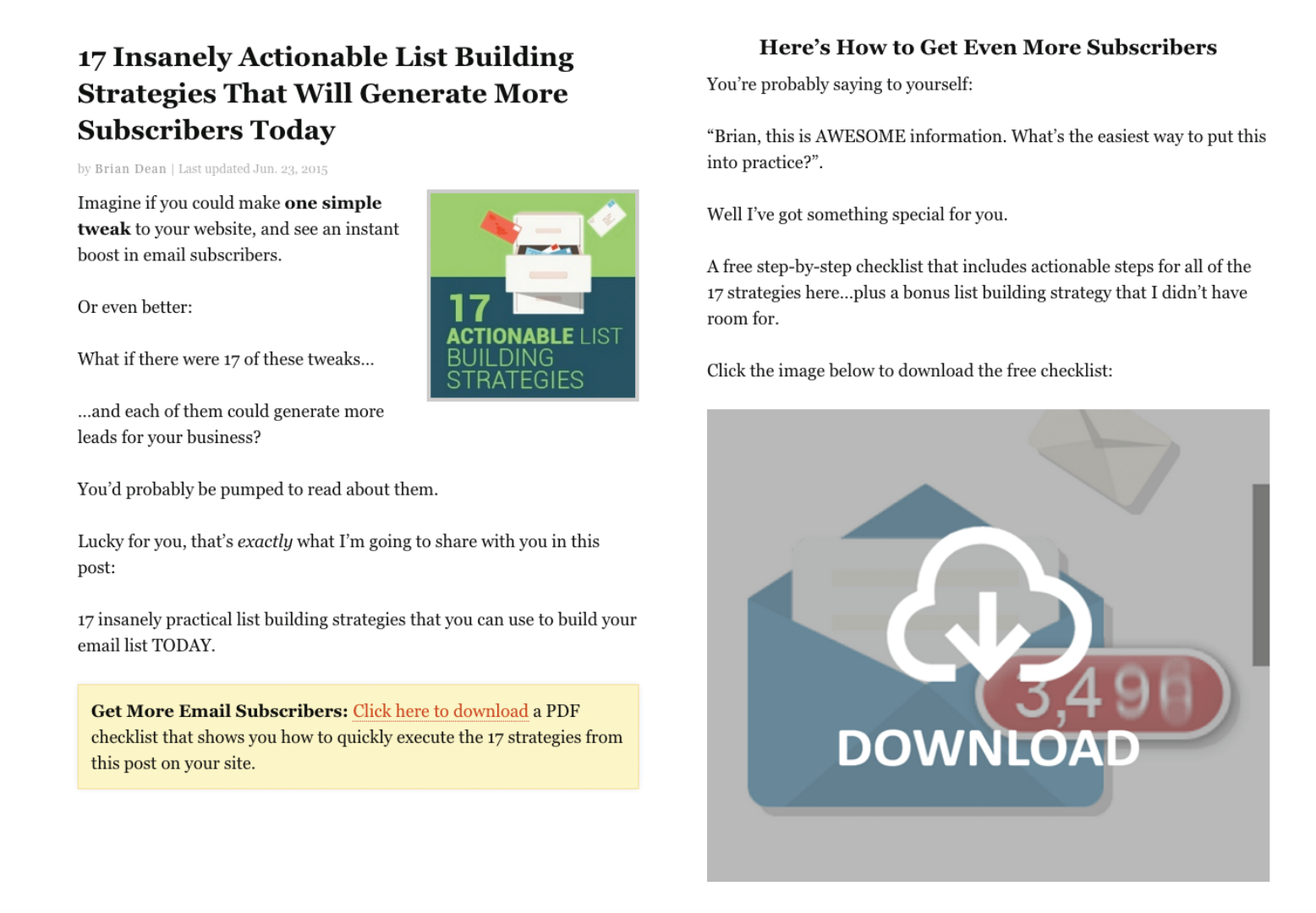
Lesson Learned: Write a blog post that connects into your product or service. Then end the post with an informal call to action to work with you to resolve the problems you just outlined in your post and link to content that introduces your offering.

**5. Wistia Embeds Calls To Action In Videos**



Lesson Learned: Strategically think about the next step to bring new users from inbound marketing into demand generation content that positions your product or service as the answer to a problem your audience is facing. Write calls to action for all of your videos.

**6. Create Content-Specific Calls To Action Like Backlinko**



Lesson Learned: Include a relevant content upgrade at the beginning and end of your blog posts to convert traffic into email subscribers. Use your call to action to appeal to the reasons your audience is already interested in the content, packaging a condensed and actionable guide behind the clickthrough.

## Put It All Together: How To Write A Call To Action With A Compelling Structure

Choose a few verbs from the word bank that will work for starting your call to action:

1.

2.

3.

* Take it easy on filler words.
* Keep it simple and brief.
* Keep the request simple.

Write the perfect call to action:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

* Circle the call to action that you’ll use.
* Circle the call to action that is second best to use in an A/B test.

See if you can improve it just a bit more with this exercise:

|  |  |  |
| --- | --- | --- |
| **Weak Original CTA** | **New Powerful CTA** | **New Powerful CTA With Urgency** |
|  |  |  |