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 offer
- 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.
### 54 Proven Words And Phrases To Use In Your Calls To Action

#### Verbs To Kick it Off:
- Get
- Download
- Start
- Stop
- Build
- Grow
- Join
- Learn
- Discover
- Add to cart
- Try
- Find
- Save

#### Exclusivity To Make Your Audience Feel Special:
- Limited supply
- While supplies last
- Only a few left
- Featured
- Exclusive
- Advanced
- Secrets
- Access
- Special offer
- Request an invitation
- Members only
- Subscribers only
- Now closed
- Pre-register/Pre-order
- Limited spots

#### Words To Avoid:
- Submit
- Order
- Our/ours

#### Hope And The Answer For What’s In It For Me?
- Me
- My
- You
- Your
- Results
- Returns results
- Guarantee
- Free
- New
- Safe
- Proven
- Risk-free
- Because

#### Urgency To Entice Them To Act Now:
- Ends tomorrow
- Limited time only
- One-time offer
- Expires soon
- Urgent
- Deadline
- Now
- Only available to ___
- Only X days left
- Offer ends on ___
- Closing soon
- Today
- Today only
- Last chance
- Hurry
- Immediately
- Before
- Ends
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**

![iPhone 6S Ad](https://via.placeholder.com/250)

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

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

![Fire TV Ad](https://via.placeholder.com/250)

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

There are lots of great reasons to learn Python, and hopefully a few of the examples and resources I've shown today have helped you see how you could be using it too. Ready to start learning Python? Check out Code School's new Python technology Path, which features two new Python courses — Try Python and Flying Through Python — where you’ll learn the basics and leverage the power of Python!

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

Panic: [Specific scenario]
Greed: [Specific scenario]
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Pride: [Specific scenario]

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

<table>
<thead>
<tr>
<th>Weak Original CTA</th>
<th>New Powerful CTA</th>
<th>New Powerful CTA With Urgency</th>
</tr>
</thead>
</table>

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.

When your calls to action are perfect and you’re ready to plan all of your content, give CoSchedule a try—it’s your all-in-one marketing calendar.
“I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution. It is simple, elegant, and an indispensable part of my toolbox.”

–Michael Hyatt, Award-Winning Author & Blogger

Nathan Adler
RiverScene

Michael Hyatt
Author

Jay Bear
Convince & Convert

Latest Features

Introducing the New Headline Analyzer!
NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...