



CALL TO ACTION

FORMULAS & TEMPLATES

**15 POWERFUL CALLS TO ACTION
GET MORE CLICKS, SALES AND
CASH FLOWING YOUR WAY!**

VIP DIGITAL EDITION

CTA Formulas

15 Powerful Calls To Action To Copy - Get More Clicks, Sales And Cash Flowing Your Way!

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Marketers everywhere are making a big mistake, and they don't even realize they're doing it.

Here's what's happening: they're putting out weak calls to action at the ends of their sales letters, ads and other promotional pieces. And their clicks, conversions and sales are suffering for it.

Heads up: It's not enough to merely say, "click here to buy now."

Sure, that helps. But if you want to generate the kind of sales that turn your competitors green with envy, then you need to do more. You need to provide more benefits, more justifications, more risk reversal, and/or more urgency.

And that's exactly what you're about to discover in this guide. You'll find 15 different types of calls to action, a description of how and why it works, plus a template and three swipes that you can use across any niche.

Let's get started...

1. Justify The Price

Your prospect's finger is hovering over the order button.

Oh yes, he wants your product the way a sumo wrestler wants an all-you-can-eat buffet. But there's something holding him back. Something that's stopping him from clicking on your order button.

And what is that something?

It's the price.

You see, a lot of prospects have that niggling voice in the back of their heads telling them, "This is too expensive. You can't afford it." Because let's face it, as much as your prospect wants your product, they're looking for a reason to not buy it.

And that's why a good call to action includes a price justification. This is where you tell your prospect, "Hey, this is a GREAT deal—you can't afford to NOT buy it!"

Here's an example fill-in-the-blank template:

If you act now, you'll get [description of product] for just [\$ price].

This is a great deal. If you [acquired the benefits of this product in some other manner], you [would be paying a lot more]. And [if you acquired the benefits in a different way], [it would cost a whole lot of time and money].

Why [spend/waste time and/or money doing it the hard way when you can do it the easy way]? So click here to get started now.

Now let me show you a few examples of how this works. Feel free to take these examples, tweak them, and use them in your own ads:

- **If you act now, you'll get all 514 pages of PLR content for just \$97.**

This is a great deal. If you hired a ghostwriter to create this content, you could expect to pay \$5000 or more. And if you did it yourself, this could take weeks or even months to complete.

Why waste all that time and money when you could get your hands on this high-quality package right now at an amazing affordable price? So take out your credit card and click here to get started...

- **What are these golfing secrets worth to you?**

If you hired a golfing coach, you'd be shelling out at least \$50 for 30 minutes of his time—and I'm betting you wouldn't learn a fraction of the secrets that you'll discover inside this video training course.

That's why this is a GREAT deal. If you act now, you can get the complete course and everything you see on this page for just \$27. You won't find an easier or more affordable way to become a better golfer, so click here to get started now...

- You've always wanted to grow prize-winning vegetables, and now you're about to find out how. And best of all, if you act now you'll get instant access to this course for less than the price of a pair of gardening gloves!

That's right, if you act now you get everything you see on this page for just \$7. So take out your credit card and click [here](#) to get started now...

Now let's take a look at another way to get people moving towards your order button...

2. Reverse Risk With A Free Trial

One of the things that stands between your prospect and the order button is the belief that your product won't work for them.

They want to believe you. There's that part of them that wants to buy your product. But they've been burned before. Other marketers have lied to them. They've been scammed. And they've tried plenty of products that don't quite live up to the hype.

And so here's what they do: they cross their arms, shake their heads, and say, "*Nope, no, no way... not gonna buy it because it won't work for me.*"

How do you break down these sorts of defenses?

Simple: you use your call to action to make them an offer they can't refuse. In this case, I'm talking about dangling a free trial in front of your prospects, which makes your offer completely risk free.

Here's a sample fill-in-the-blank template you can use:

You don't have to say "yes" today. All you have to do is say maybe. That's because I'm taking away all the risk and put it squarely on my shoulders. If you act now, you'll get [product name] for FREE for [length of time].

If you like what you see, do nothing and [you'll be charged the regular price]. And if you're unsatisfied for any reason, simply [provide instructions for what they need to do] and you won't be charged a single penny.

Fair enough? Then click the order button and let's get started...

And here are three examples/swipes of different ways to dangle this enticing, no-risk carrot in front of your prospects...

- Act now and you risk nothing!

That's right – all you have to do is click the order button below now, and you'll get a full month's membership into this weight-loss site for FREE.

If you're loving what you see (and I know you will), then do nothing and you'll be able to continue your membership for just \$14.99 per month. Cancel at any time with no obligation.

If you're unsatisfied for any reason, just let me know before the 30 days are up, and you won't be charged a single cent!

This is a great deal, so click the order button now to begin your free 30-day trial!

- Here's a deal you can't refuse: if you act now, you can watch these car restoration videos for FREE for 30 days. You pay nothing today. There's no risk to you.

If you don't agree that it's the best car restoration course you've ever seen, then simply cancel your order within 30 days, and you pay nothing.

If you like what you see, then do nothing. Your credit card will be charged for the price of the course – just \$37 – and you'll enjoy continued access to all 24 videos.

So take out your credit and click here now to get started for FREE!

- People everywhere are saying that this is the best meal-planning app they've ever used. And now you can try it out yourself with this 30-day free trial!

If you don't agree that this is a great app that's really going to help you with your fitness goals, then cancel your membership and you won't pay a cent. Otherwise, do nothing and your investment is just \$9 per month to get into the best shape of your life!

Click here to start your free trial now...

Now here's something related...

3. Reverse Risk With a \$1 Trial

This is very similar to the last call to action, except here you're charging customers \$1 for their trial.

That may seem like a miniscule amount (and it is), so what's the difference between offering a \$1 trial and a free trial?

Two things:

1. **You get your prospect's credit card number for a legit reason.** Truth is, a lot of prospects aren't going to like giving you their credit card for a FREE trial, even if they understand the reason behind doing so. But when you ask for \$1, your prospects won't balk at all when it's time to hand over their credit card numbers or sign up through PayPal.
2. **You've turned a browser into a buyer.** Psychologically, this is a big thing. You've convinced your prospect to give you money (even if it's just a buck). They've gotten over the hurdle. And so the next time you ask them for a purchase, you'll find it's gonna be a lot easier.

Because a \$1 trial is so similar to the free trial, you can use the same template I gave you in the last section. **Just remove the word "free" and replace those references with "low cost" or "\$1."**

And here are other swipes and examples you can modify and use:

- Act now, and you can lose all the weight you want for 30 days for just \$1! After your \$1 trial ends, then you pay just \$15 per month to retain all your membership fees. Cancel at any time with no obligation, no hassles, no quibbles. Start working on the best body of your life today by clicking here to join now for just \$1 for the first month!
- Now here's a great deal: if you act now, you can try out this autoresponder for just \$1 for the first month. Send all the emails you want. Try out all features such as the built-in stats, tagging, and automation. Give the user-friendly interface as many test drives as you want for a full 30 days.

If you love this autoresponder, then do nothing and we'll start billing you at the regular rate of \$19 per month (cancel at any time). But if you're not absolutely thrilled for any reason, simply cancel within the first 30 days and you won't pay a single cent more.

Isn't your business worth \$1 to you? Then click here to start your low-cost trial right away...

- People everywhere are snapping up their silver memberships into this traffic-generation site for \$27 per month – and it's worth every penny and more.

But I'm going to make you an offer you can't refuse. If you act now, you can slip into the backdoor of this membership site for just \$1 for the first month, and \$19.99 every month thereafter.

You won't find a better or easier way to learn how to drive targeted traffic to your site. So take out your credit card to start your \$1 30-day trial right now...

4. Create Urgency with Scarcity

If people feel like they can put off ordering your offer, they will. Maybe they'll wait until they get home. Perhaps they'll "sleep on it." Still others will tell themselves they'll order after they talk to their spouse.

But you know what?

If your prospects leave the sales page, all that good work you did to generate excitement around your offer is going to start fizzling like fireworks in a downpour. The longer they stay away from your sales page, the more their enthusiasm fades... and the less likely they are to purchase

That's why you need to create a sense of urgency around your offer. And one really good way to do this is to create scarcity with limited quantities.

Obviously, this doesn't work for every type of product or service. But if you have an offer with genuine scarcity built right in, don't be afraid to use it.

Here's a sample fill-in-the-blank template:

Heads up! This offer is only available to the next [number] of people who act now – and once all [number] [products/memberships/etc.] are gone, they're gone for good!

You're going to kick yourself if you miss out on this opportunity, so click here to [get your product/spot/offer] now while you still can...



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INSTANT BUYER TRAFFIC

- No Traffic Surfing
- No Email Reading
- No Ad Clicking...

Just High Quality Visitor Traffic That Pays You!

The advertisement features a stack of several smartphones in the background, showing various web pages and apps, suggesting the source of the traffic.

[EzClix](#) is a viral site that develops traffic for you 24/7.
[Check It Out.](#)

And here are example variations on that template – feel free to modify these for your own use:

- Now here's the catch...

Since this offer includes personal nutrition consulting, I can only accept a total of 20 people into this program. These spots will go fast, so you're going to want to be quick and [click here to claim your spot in this weight-loss program now...](#)

- Heads up! Only 500 of these limited-edition, author signed novels have been printed – and once they're gone, they won't ever be available again. You're going to kick yourself if you miss out on this special offer from your favorite thriller writer – so [click here to get your signed copy now while you still can!](#)
- Here's the bad news: we only have 200 virtual seats available for this resume-writing webinar, so you're going to want to secure yours now before they're all gone. [Click here to reserve yours...](#)

Now here's a slight twist on this method...

5. Create urgency with delays or temporarily limited quantities.

As mentioned before, not every offer lends itself to using a scarcity tactic. For example, there's really no good reason to limited the quantities of a dog training ebook, and you'd just be hurting your long-term profits if you did limit the copies you're willing to sell.

So here's a solution: instead of limiting the quantity forever, instead you can limit the quantity for a short amount of time. This means that if someone doesn't take advantage of an offer right now, then it's likely they will have to deal with a delay.

If you want to see a "soft sell" example of this in action, just pay attention the next time you purchase a product from Amazon. You'll see a message such as "Only 7 left in stock."

Will they order more when the stock runs out of a popular item?

Of course they will. They'll keep selling the product. But the thing is, if stock runs out on a particular item, then there may be a slight delay before the item goes back into stock. That delay could be a day, a week, or some other known time.

But in this age of everyone wanting instant gratification, threatening a delay (no matter how slight) a good way is to get people clicking your order button.

Here's a fill-in-the-blank template you can use to try this tactic for yourself.

Warning: there are only [small number] [types of products] left in stock, and they'll go fast. Once they're gone, [name of product] will go on backorder for [some amount of time – three days, a week, two weeks, etc.]. Avoid a delay by placing your order right now! Click here...

And here are other swipe-able examples of this tactic in action:

- This home-buying webinar course is only offered three times per year. If you don't jump on this offer now, you'll have to wait four months before you can join the next class.

I know you're eager to learn the secrets of savings thousands of dollars on your next home purchase, so don't delay. Take out your credit card and click the join button below now...

- Hurry, just three hydroponic gardening kits are left in stock. We're making more as fast as we can, but backordered items may take up to two weeks to come back into stock. Place your order now to avoid delays!
- There are only 20 of these job-coaching slots available each month. If you hesitate, you may miss out on reserving a slot this

month, and you won't be able to start honing your resume and interview skills for at least another 30 days. If you want to get a great job and start making money sooner rather than later, then [click here to reserve your coaching block right now...](#)

Now let's take a look at an entirely different tactic...

6. Remind Them What Happens If They Don't Take Action

This is another way to use fear to get your prospects clicking on your links and order buttons. In this case, you use fear about the prospect's problem to "scare" them into taking action.

How? Simply by reminding them of the pain of the problem and how that pain is going to continue (or start) if they don't take action. Alternatively, you can remind them of the joy of the solution, and how good they'll feel when their problem is solved.

The point is to get your prospect into an emotional state, and then use that emotional state to push them towards the order button.

Let me give you a sample fill-in-the-blanks template:

If you do nothing, then nothing changes. Tomorrow morning you'll wake up and [the prospect will still have a problem]. You'll still [feel the specific pain of that problem].

Of you can make a decision right now to [do things differently]. I think you know what to do. And that's why you'll want to take out your credit card and click here to take the first step towards [getting some benefit/feeling better].

And here are three other examples of how to use this fear-inducing strategy (feel free to swipe, modify and put these to work for you):

- If you do nothing now and leave your computer unprotected, then it's only a matter of time before hackers take control of your computer. That means they'll have access to all of your most sensitive data, including your banking and email logins, your social security number, and everything else thieves need to steal your identity.

Be smart. Be safe. Click here to download the best defense you can get for your computer.

- If you click away from this page now, then tomorrow morning you're going to wake up and see that nothing has changed. A week from now... a month from now... nothing has changed.

You'll still dread the thought of going to the beach. You'll hate what you see when you look in the mirror. And you'll still cry every time you're in a dressing room trying on a new outfit.

It doesn't have to be this way. You can start feeling better. You can start getting healthier. You can start slimming down and getting into the best body of your life.

And it all starts when you click here...

- Do you like the idea of getting ripped off to the tune of tens of thousands of dollars when you buy your new home? Because that's exactly what happens to home buyers who don't know these secrets.

You can stick your head in the sand and pretend you never read this page. But there will be that part of you that will always know that you could have saved yourself a bundle of money.

Don't look back on this day with regret. Instead, make it the day you learned how to save tens of thousands of dollars and months of time. [Click here to get started...](#)

Now let's look at the next method for generating more clicks...

7. Promote a Limited-Time Offer With Special Pricing

You've already learned about how to create urgency by limiting quantities. And you also learned that tactic is only useful if your offer has built-in scarcity.

The good news is that you can create scarcity in other ways. And one good way to do it is by offering special pricing for a limited time. This could come in the form of a regular sale, a flash sale, or a discount coupon with an expiration date.

Now here's the key: this works best if you have a rapidly approaching expiration date. That's what creates the urgency. That's what creates the fear of missing out. And that's what gets people rushing to click on your links and order buttons.

Let me give you a fill-in-the-blank template:

We've never offered [Product Name] at a price so low, and you're unlikely to see this price ever again. That's why you're going to want to buy it now while you can still save [\$ amount of money or percentage off]. Click here to get it now for just [\$ sale price]...

And here are other swipes and examples you can modify and use:

- Act now, and you can get an amazing 40% off the regular price of this organic gardening package. But hurry, because the early bird special ends tomorrow, and you'll kick yourself if you miss out on this great deal. [Click here to get started...](#)
- This roulette betting system is worth twice the price, but why pay more when you don't have to? Order now and you can get everything you see on this page for the discounted price of just \$27.

But hurry, because this half-price special offer ends Tuesday! [Click here to get yours now while you still can...](#)

- If you've ever wanted to learn the art of French cooking, now is your chance. And if you love saving a lot of money, then you're going to want to jump on this offer right now. That's because the 25% discount ends soon – and once it's gone, it's gone for good.

So take out your credit card and [click here now to save money on this extraordinary video course!](#)

Next...

8. Limited-Quantity Pricing

Many times when marketers run sales, they offer a discount for a limited amount of time.

E.G., *“Hurry and order now because the sale ends tomorrow!”*

This is a popular method because it works really well to get people to take action.

Now here’s an idea that’s related: offer a discount, but only for a limited number of people. For example, offer the discount to the first 100 people who order now.

In order to really turbocharge this strategy, be sure to use a real-time counter that tells prospects exactly how many products are left to sell before the discount disappears.

Naturally, this strategy works best when you have a popular product that’s already selling well. When a prospect watches their chance at getting a discount quickly slip away before their eyes, you can bet they’re going to be rushing to your order button!

Here's a template you can use to put this call to action to work for you:

If you're one of the next [number] of people to take out your credit card and act now, you'll enjoy a [\$ amount or % discount]. That's right, you get everything you see on this page, including [name the main offer and any major bonuses] for just [sale price amount].

But hurry, this offer is only available to the next [number] people, so click here to grab yourself a super deal while you still can!

And here are 3 more swipes you can modify and use as you please:

- You already know you want in on this private weight loss support forum. And now I'm going to make this deal even sweeter – if you're quick, you can lose all the weight you want for a low price of just \$9.99 per month. That's half off the regular price. I don't need to tell you this is a great deal!

But here's the catch – this offer is only available to the next 125 people who act now. You can bet this special pricing is going to sell out fast! So don't get locked out – click here now to grab yourself a great deal!

- I'm betting you've been wanting to learn Spanish for quite a while now. But maybe the high prices of most language courses have held you back.

Heads up – you're about to grin from ear to ear. That's because if you're one of the next 200 customers to take action and order right now, you'll get this complete set of Spanish language videos for just \$27!

A deal like this doesn't come around very often, so order now so you don't kick yourself later!

- Now you too can discover the secrets of Greece with this exciting travel guide! Best of all, we're offering a 50% introductory discount to the first 75 travelers who click the order button and buy right now! These discounts are going to go fast, so be quick and click here now...

Here's another way to boost your conversion rate with a strong call to action...

9. Close the Sale With Bonuses

Imagine this...

Your prospect is sitting on your sales page. Their mouse is hovering over your order button. But they're not clicking it, not yet. It's like they need just one more reason to take them from a "no" to a "yes."

This is where this tactic comes in. Here's where you offer a related, valuable and in-demand product as a free gift to anyone who buys now. It's that extra incentive that pushes a warm prospect off the fence and towards your buy button.

***Take note:** this particular call to action doesn't place any limits on the offer – in other words, the bonus offer doesn't expire. Nonetheless, you can still use phrases like "If you're quick" and "this offer won't last forever" to create urgency. You never specifically say that the offer is limited, but nor do you say that it's going to be available forever. That ambiguity can help generate more clicks and sales.*

Here's a template you can use for this tactic:

You're still reading, so I know you're liking what you see so far. And now you're about to go from like to absolute love. Because if you're quick, you'll get an absolutely free bonus when you order now: **[name the bonus and briefly describe it]**.

This is a **[\$ dollar amount]** value that's yours free when you order now, so click here to claim your **[copy/type of product/etc.]** now...

And here are additional swipes to modify and put to work for you:

- This is a great deal on this guide to getting into a top medical school. You know it and I know it. But to make it even better, I'm going to toss in an MCAT study guide that's guaranteed to raise your score and further increase your chances of getting into your first-pick med school.

This offer won't last forever, so click here to get it now while you still can...

- This guide teaches you everything you need to know about living the good life as an expat in Costa Rica. And if you act now, you'll even get a Costa Rican housing guide absolutely free. This guide will save you thousands and make sure you end up in the best and safest neighborhoods.

So click here now to order, and you'll be one step closer to living your dream life!

- I know you're going to love making all your favorite brews with this beer-making kit. And here's where the deal gets even better...

If you order now, you'll get 101 beer-making recipes PLUS your choice of five different hops! This is a \$67 value that's yours free when you order now, do don't delay – click here to buy now!

Now let's look at the next powerful call to action...

10. Boost Urgency With a Quantity-Limited Bonus

The previous call to action generates more sales by pushing prospects off the fence with an enticing bonus.

Now here's a way to super-charge that tactic: limit the bonus. In this case, we're talking about imposing a limit on how many people can purchase the product and receive the bonus. (E.G., "This offer is good for the first 100 people who act now...")

The reason this call to action works so well to boost conversions is because it creates **FOMO**: fear of missing out.

If your sales letter did its job, then your prospects are excited about your product. They want to buy it. But they might just put it off until "later" – and we all know "later" never comes because enthusiasm dies and life gets in the way.

But insert some urgency with a dash of fear, and your prospects will be rushing towards your order button. (Provided, of course, your bonus is awesome.)

Here's a template you can use to create this magic in your own campaigns:

Here's where this offer goes from great to amazing...

If you are one of the next [number] [type of people, such as "dog lovers"] to act now, you'll get [describe what they get]. This is a [\$ amount] value that's yours free – but only if you're quick! So take out your credit card and click here to claim your free [type of product]...

And here are three additional swipes for you to modify and use:

- Order this survivalist package now, and you'll also get a set of disaster preparedness checklists absolutely free! Whether you're faced with hurricanes, fires, mudslides, earthquakes or even WWIII, these checklists will serve as an invaluable tool to keep you alive!

But here's the catch: this free offer is only available to the next 75 survivalists who order now, so click here to get started!

- You are just one click away from learning how to play poker like a pro! And now I'm going to make this offer even sweeter: if you act now, you'll also get 12 interviews with World Poker Tournament experts! Inside these interviews you'll discover how the pros play, bet and bluff their way to millions of dollars!

All you have to do to claim this free set of interviews is purchase the Poker Package right now. But hurry, because this special offer is only available to the next 233 people who act now – and once this offer disappears, you'll never see it again!

[Click here to claim yours...](#)

- Let me make you an offer you can't refuse...

If you purchase the jewelry making kit right now, I'll throw in an Etsy guide that shows you how to set up a profitable shop selling your beautiful hand-crafted jewelry! This \$47 product is yours free when you order now – but hurry, because this special free offer is strictly limited to the first 100 people who order now.

[Click here to order now so you don't kick yourself later...](#)

Now here's a related tactic with a twist...

11. Urgency With a Limited-Time Bonus Offer

Here's another way to create an irresistible offer: add value to the offer in the form of one or more extra bonuses but make this offer available for a limited time.

For example, you can offer the bonus package for 24 hours (flash sale), three days, or a week.

But heads up...

Don't just slap any ol' bonus on top of the offer and expect prospects to rush to the order button.

This strategy only works if the following factors are in play:

1. **The bonus is in-demand.** In other words, it needs to be something that your prospects really want. (And if you don't know what that is, then you need to roll up your sleeves and do some market research.)
2. **The bonus is valuable.** You should be able to sell it separately for at least 50% to 100% of the price of the main offer. For example, if your main offer is \$100, then you should be able to sell your bonus for at least \$50 to \$100.
3. **The bonus enhances the use or enjoyment of the main offer.** In other words, the bonus is highly related to the main product, and it helps people take action or achieve a goal. For example, if the main offer is a dieting program, then a good bonus is a meal planning app.

Here's an example template:

This is a great deal just the way it is. But I'm going to sweeten the pot even more. If you act now, you'll get **[Name of Bonus Product]** for free. This **[type of product]** **[explain the main benefit of the bonus product]**.

But hurry, because this special ends **[date/time]**, and you're going to kick yourself if you miss it. So click here to order now and claim your free **[type of bonus]**!

And here are 3 additional swipes you can modify and put to work:

- And here's where this offer gets even better – if you purchase the copywriting guide now, I'll throw in a set of 101 copywriting templates and swipes! This is a \$50 value that's yours FREE – but only if you order now.

Click here to get started – and hurry, because this special offer ends in just 24 hours from now!

- As if this offer isn't awesome just the way it is, now I'm going to sweeten the pot to make it an absolute no brainer.

If you act now and purchase this organic gardening guide, I'll toss in a pest identification and elimination video absolutely free.

End result? You're going to have the most beautiful and healthiest garden in town!

But there's a catch: this bonus offer is only good for the next 48 hours, so you need to be quick or risk missing out forever.

Click here now to avoid disappointment later!

- You're going to love this Mustang restoration guide. And to make this deal even sweeter, if you act now you'll get a free carburetor tuning video. This video sells elsewhere for \$37 – and its yours free if you order now.

But hurry, because this special bonus offer ends Friday – so take out your credit card and click here to get yours now while you still can...

Now the text call to action...

12. Utilize “Do You Agree?” CTA

The idea behind this call to action is to take prospects by the hand and lead them right towards the order button.

And you do this by using this formula:

Part 1: Get prospects to agree with you on one or more points. Obviously, these points should be something you know your prospects will agree to fairly easily.

Part 2: Tell them that if they agree with you, then they should take some specific action (e.g., click on a link and order a product).

Here’s what this strategy looks like in a template:

Do you agree [on some point that the prospect is likely to agree to]?
And do you agree [on some other point the prospect is likely to agree to]? If so, then you’ll want to take out your credit card and click the order button below now...

And here are more you can modify to use across a variety of niches:

- Do you agree that self-publishing is the best way to retain creative control of your content and keep more of your hard-earned money?

And do you agree that you too deserve this sort of success?

Then take out your credit card and click the buy button below now to get started on your own profitable path to self-publishing!

- Do you agree that you'd be happier without credit card debt?

Do you agree that you'd feel safer if you had more money socked away for your retirement?

If you agreed to either of these statements, then there's just one thing left for you to do – take out your credit card and click here to find out how to get out of debt and secure your financial future!

- Do you agree that you deserve to land a \$100,000 per year job?

And do you agree that you have the desire and spark to make it happen?

If so, then all you need is a blueprint for success – and that's exactly what you get when you order this life-changing career guide today!

So take out your credit card and take the first step towards a better future...

Here's the next conversion-boosting call to action...

13. Summarize to Close the Sale

If you've presented a fairly long sales page, then your readers have had a lot to take in. They may be excited about their potential purchase, but at this point they're going to take a mental inventory of the benefits of your product to see if this is something they want to buy.

That's where this particular close comes in. **Instead of relying on the prospect's memory to recap the offer, you summarize the highlights of the offer in the call to action.**

This makes sure that the biggest benefits are fresh in your prospect's mind when his mouse is closest to your order button.

But this tactic does something else too: **it's great for skimmers.**

Because you know what? Not everyone is going to read every word on your sales page. So that's why putting a summary of the offer near the order button can help boost sales.

Here's an example template you can use:

Let's quickly recap what you get when you order now:

- You get [Name of Product], which [describe the main benefits/highlights of the product].
- You get [bonus product], which [describe the main benefits/highlights of the bonus product].
- [Insert any other bonus products they get.]

If you act now, you'll get everything described above for just [\$ amount]. This is a great deal – you know it and I know it. So take out your credit card and click the buy button below now to get started!

And here are three additional swipes you can modify and put to work...

- Order now and you'll get the "Kiss Your Back Pain" goodbye book and bonus supplement guide for just \$19.99! You won't find a better, easier or more affordable way to ease your back pain, so click the buy button below now to get started!
- Order now and you'll get everything you see on this page for one low price, including:
 - The Copywriter's Master Course, which teaches you the secrets of creating million-dollar sales letters!
 - Access to the Copywriting Master's private forum, where you'll be able to rub elbows and ask questions to the net's top sales masters!
 - One free sales letter critique from the copywriting master of your choice! (Hurry, this offer limited to the first 50 people who join now!)

This is an absolutely fantastic offer that doesn't come around very often, so lock in your spot now while you still can!

- You get absolutely everything you need to start losing weight and looking better than ever, including:
 - The Fat Buster's Ultimate Dieting Guide, which shows you how to lose weight without ever feeling hunger pangs!
 - The Fat Buster's Ultimate Cookbook, which gives you 215 delicious, metabolism-boosting recipes that the whole family will love!
 - The Fat Buster's private support group, where you can get support from busy moms just like you who want to lose weight!

This is a \$97 value that's yours for just \$47 when you order now. So click the buy button below to get started – and do it now, because a leaner, sexier you awaits!

Now let's take a look at the next call to action...

14. The “Just Say Maybe” CTA

Heads up: your prospects are wavering on buying your offer, much like a drunk guy wavering on a balance beam. They want to buy it, but there’s that little voice in their head telling them not to buy it. Once voice says yes, the other says no.

And that’s where this call to action comes in.

Basically, it relieves the buyer of making the decision.

Instead of the buyer having to say a firm yes or a firm no, this call to action lets the buyer say “maybe.” It does this by offering a guarantee, which reverses the risk and boosts conversions.

Here’s a template you can put to work in any niche:

You don’t even have to say “yes” today. Just say maybe. Because if you act now, you’ll get a full [number] [days/weeks/months] to put [Name of Product] to work for you. If you’re unsatisfied for any reason, just contact me within [the guarantee period] and you’ll get a full refund – no quibbles, no questions, no hoops to jump through.

Fair enough? Then take out your credit card and click here to order risk free!

And here are additional swipes of this tactic in action:

- Now here's something to put a smile on your face...

You don't need to make a decision today. All you have to do is say maybe to the international adoptions package. Because when you order now, you do so risk-free for a full 60 days.

If you're unsatisfied for any reason, simply contact me within 60 days and I'll refund your purchase in full – no hassles and no questions.

This book could change your life, and today you can order it risk free. So take out your credit card and click here to get started...

- You want a well-trained dog, but you haven't clicked the order button yet. So let me make this super easy for you...

You don't need to say yes today – all you need to do is say maybe to this video training course. Because when you act now, you get a full 90 days to try out this course. That's plenty of time to watch every video in this package and start using these secrets to turn your rambunctious puppy into a well-trained house guest.

If you're unsatisfied for any reason – if you're not convinced this course teaches you the best way to train your dog – then simply contact me within 90 days for a full and prompt refund.

This a completely risk-free offer, so take out your credit card and give this course a try today!

- Now I'm going to take the risk off your shoulders and put them squarely on mine. That's how sure I am that this is the best home-selling kit you've ever seen.

You don't have to say "yes" today. All you have to do is say maybe. Because when you order now, and you get 101 days to put this kit to work for you.

If you aren't getting offers before the 101-day guarantee period is over – or if you're unsatisfied for any reason – simply ship it back to me at my expense, and I'll refund every penny.

I think you'll agree this is a very fair deal. So take out your credit card and order risk free by clicking here now!

And finally...

15. Employ Social Proof

Sometimes when people aren't completely sure what they should be doing, they look to others. And when other people are performing a certain action, then those who're a little unsure (or sometimes just curious) often take that same action.

This is called "social proof," and it's an extremely powerful way to get people to take a desired action, such as purchasing a product.

You're basically telling your prospect, *"Hey, all of these other people are doing it – you should too."*

TIP: Social proof is most powerful when you use **very specific numbers**.

For example, instead of saying "Over 2000 customers can't be wrong," be specific. E.G., "2093 satisfied customers can't be wrong."

Simply put, exact numbers are more credible and believable – and that means more trust and higher conversions for you.

Here's a template of how to employ social proof alongside your call to action:

Join [specific number] satisfied customers in [getting some specific benefit]. Click here to [get started/claim your copy/reserve your spot/register/etc.]...

And here are 3 swipes you can modify and put to use:

- Count me in! I want to join the 35,723 other smart business owners who trust Monkey Web Apps for all their web automation needs!
- 7,389 self-published authors can't be wrong! Now you too can discover the secrets of turning your manuscript into a #1 bestseller in your niche!

Click here to get started...

- People everywhere are absolutely raving about this membership site! And now you too can join 54,766 FOREX traders who want to quit their day jobs and start trading full time!

Click here to get started, because your happiness and financial security depend on it!

Now let's wrap things up...

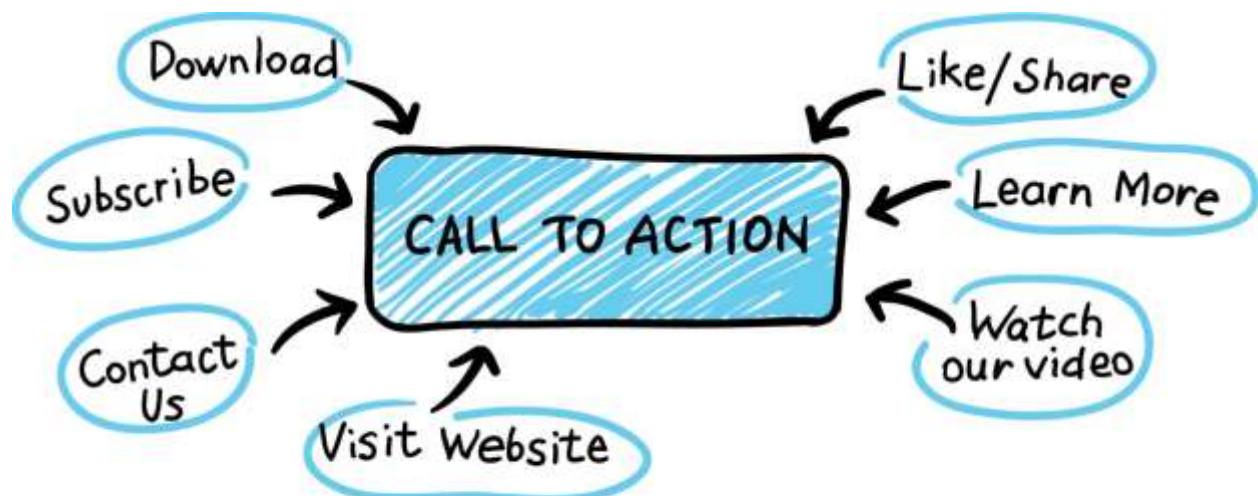
Conclusion

And there you have it – you just discovered 15 proven, click-generating calls to action (with 45 swipes) that you can put to work in your business.

It doesn't matter what you're selling. It doesn't matter what kind of audience you're targeting. These calls to action WORK.

But don't take our word for it... instead, put them to use ASAP in your own business to see for yourself!

Because once you see the results, you're going to want to try out every single CTA in this collection!



CALL TO ACTION STRATEGY