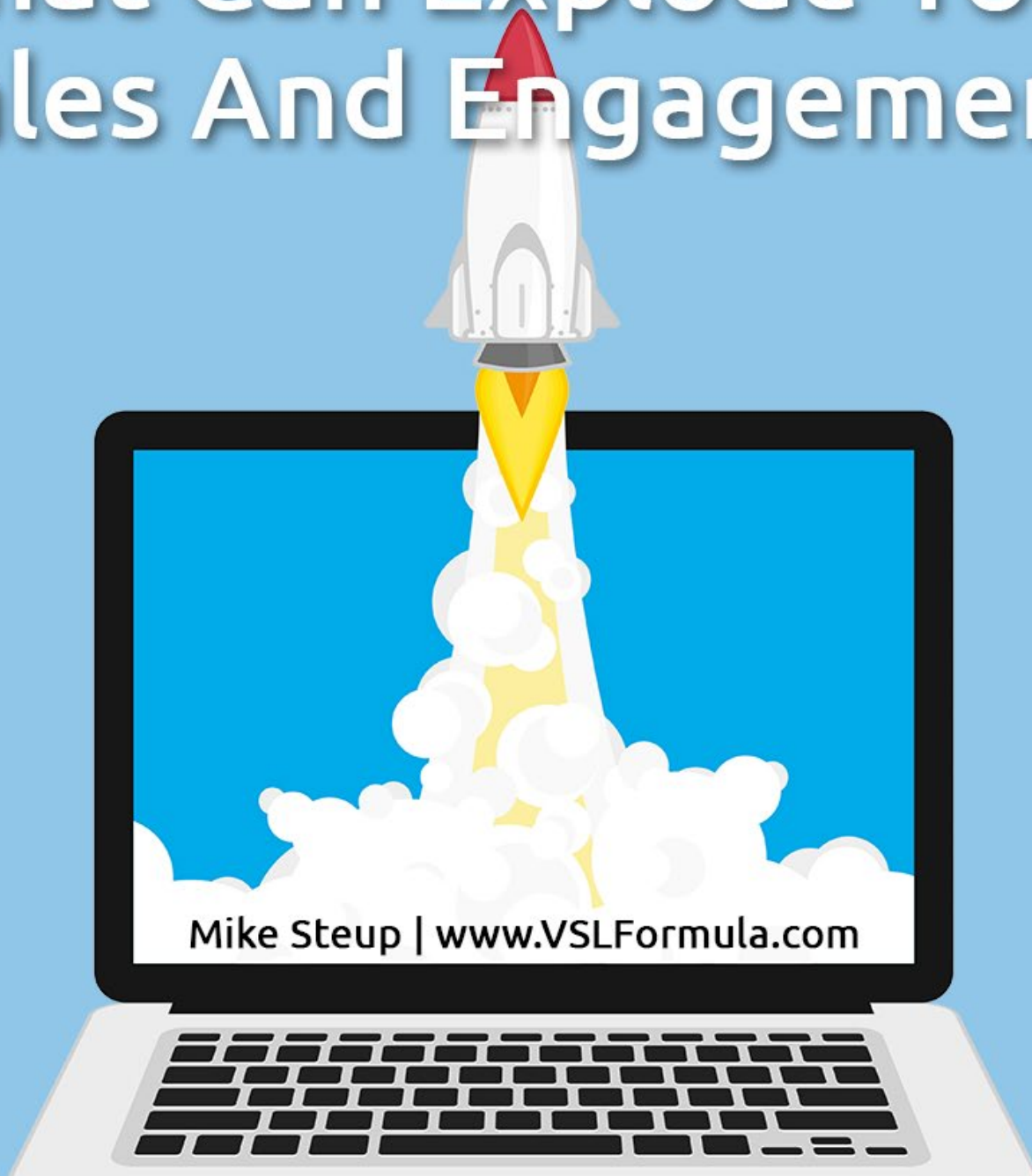


7 Calls to Action

That Can Explode Your Sales And Engagement!



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7 Calls To Action That Can Explode Your Sales And Engagement!

If you're in business, any business, you want to make money. It is the purpose of your business after all.

It's a wonderful thing if you get to do what you truly love as your business. If you've managed to pull that one off, you've attained the holy grail of the business world and should count your lucky stars.

But, even if you're fortunate enough to do what you love, you're still in business for the purpose of making money.

Sales Are The Life Blood Of Your Business

"Nothing happens until a sale is made" - Thomas Watson Sr.

That quote says it all.

You can have a great product, but nothing happens until you sell it. Nobody makes any money. Nobody benefits from the product. Nothing. Happens.

Whether it's barter, trade or an exchange for currency - a sale, is a sale, is a sale. It's literally all the same.

It's the one central backbone of all business worldwide.

Here Is Where Many Businesses Fall Short And Miss The Sale They've Worked So Hard For.

They either completely leave off, or ineffectively deploy and/or use a proper call to action.

It's so commonplace in today's marketing, even by large companies, that it seems as if it's the way it's being taught in marketing schools somewhere and the idea has caught on.

Alas, nothing could be further from the truth.

All of the best marketing schools and courses that you can pay thousands or even tens of thousands to study, do in fact teach it.

This naturally leads one to the question of . . . Well, if it's being taught by all the best schools and courses, then why are so darn few properly utilizing this essential (actually critical) sales component?

Those mysteries and more will be exposed below.

In fact, you're about to discover . . .

- What a call to action REALLY is.
- Why it's the missing element in your sales process that could cost you your entire business if you don't correct this now.
- What are the roadblocks and reasons most people fail to use them and how to overcome these challenges with ease. By 'ease' I mean you can overcome the main problem in 30 seconds or less.
- 7 clear cut methods for using calls to action in all your sales processes, emails, content marketing and more.
- The bad words you should never use in a call to action (CTA) and the good words you should always look to incorporate in a CTA.

Now Let's Get Right Into The Heart Of The Matter

What Is A Call To Action

Well, the most famous call to action of all time was likely Paul Revere riding through the night yelling "the British are coming, the British are coming."

For marketing purposes, a call to action can be defined as: a piece of content or action point within a piece of content intended to induce a viewer, reader, or listener to perform a specific act.

This means that in your content, you reach the point where you need them to do something such as click a link, click a buy or subscribe button, etc. Your call to action is your directing them to perform that task, function or action.

Examples of a call to action are:

A). You have driven traffic to your lead generation page and want them to opt in by giving you their email address in exchange for a free gift of some sort.

The gifts will typically be a free eBook, report, video or another digitally deliverable media that helps move them one step closer to their goals.

Any of your verbiage, decorations, graphics, video or audio that directs them to take a specific action of any kind is in fact a call to action or a part thereof.

So, you use arrows pointing to the opt in GUI (Graphical User Interface) box. You ask them to opt in and you make an attractive button with the right text on it (more on that later) and you even use the slight narrowing of the page to direct their attention to the opt in.

All of these elements and more are your call to action or parts of it.

We will discuss later all of these and how to use them to skyrocket conversions.

But for now, let's look at a second example. One that most people never even think of.

B). You have a video on YouTube that is getting decent views and you'd like to know how to increase click through rates to your link in the description.

We will go into how to blow up your click through rates below.

Your calls to action, however, are: the arrows you put in your video, the way you tell them to do so, the proper positioning of the link in the description, the way you let the video run for a precise amount of time afterwards and more.

These are your call to action elements.

How Are All Of These Call To Action Elements?

This is a question we hear quite often. People say; 'I understand all these elements but how are they all a part of the call to action?'

This is a good question and deserves an answer.

Here are a couple of scenarios that will show you why they are all parts of the CTA.

A). You're driving in a busy city and a pedestrian wants to cross the street in front of your car. You decide to let them go first. It's noisy and your windows are not rolled

down, so you gesture them on with a hand signal of waving them in the desired direction.

We've all done this many times, and this is a call to action.

Your hand gesture prompted them to take an action, it is therefore a CTA.

B). You're working at a job site and need to tell everyone it's time for their lunch break. You have a metal triangle and metal striker, so you make the familiar sound, and everyone comes running.

You just made a call to action.

The bell rings for children at the end of the school day, it's a call to action.

C). You're driving and see traffic lights. If it's red your call to action is to stop. Once it turns green your call to action is to go.

Why is this important?

People have been trained all their lives to react in certain ways to specific colors, shapes, signs and gestures. You as the marketer can use these to your advantage. We will discuss this in more detail later.

There are tons of great examples in everyday life that are the same as they are in marketing and sales.

These are all calls to action and we are going to discuss how to use them effectively.

Why Is A Call To Action So Vitally Important?

Well, for one reason. Do you remember the triangle instrument you used to call everyone to lunch within the example above?

What would happen if you never called everyone to lunch?

You'd have really upset employees and if you charge at the cafeteria you'd have no sales while all your food rotted.

To get right down to it, without a call to action telling people what you want them to do next, they will generally do nothing. *When they do nothing – you get nothing!* I.E. no sales and no money. Oh yes, I nearly forgot, you do get one thing... A failed business.

You can have the best sales letter or video sales letter in the world and if you aren't a master of the call to action your sales will stink if you make any at all.

Now that you know why calls to action are so important, you'd have to ask yourself, well then, why aren't most people studying this stuff and using them effectively?

Not only that, but, if you looked at most sales materials you'd find that CTA's are rarely if ever deployed in a meaningful manner.

Why?

What in the world is going on?

That's the subject for the next part of our discussion...

Why Are Call To Action Elements So Poorly If Ever Utilized?

There are several reasons, with the most common being;

A). They don't know that they are. Many marketers don't know what call to action graphics, colors or even text is all about.

Yes, they've heard about it, maybe read a little, but they don't understand it.

B). They don't know how to use them. There are very few people out there that will give you the information that we will be providing for you below.

C). Fear. This is the biggest reason of them all by far.

You would not believe how many people are afraid to ask for the order or to tell the prospect what to do next.

There are many types of fears that come into play and we will discuss them in some detail, because you really should take a look at yourself and see if any of these apply to you.

If they do, you need to change that way of thinking right now.

There is an old saying that has a few variations to it, the one that I'm familiar with goes like this: ***If you continue to think what you've always thought, you'll continue to get what you've always got.***

This signifies the extreme importance of your mindset. To help you have the right mindset, read the following to make sure this does not apply to you and if it does, then change your mind immediately.

Hey, it's your mind, you own it, so if it's not serving your purpose, change it.

The Most Prevalent Fear We've Ever Seen In Business Is...

The Fear Of Success: This affects a surprising number of people.

Being successful means that your life will change, and many don't welcome the differences it will bring.

The other issue with it is that the fear of success is really a consequence of the fear of failure. If you don't succeed, you can't lose it all later and be a big failure.

This is of course just like all fears, simply an aberration of the mind that needs to be removed.

The fear of success is an unnatural state and serves no purpose.

Here is an example of how irrational the fear of success really is.

Let's say you were going bungee jumping for the first time.

You find out you're going in a week, so you start to panic. The night before you go you can't even sleep.

Finding yourself a nervous wreck on the drive over to the place you have to stop and throw up.

You're deathly afraid of heights so when you step up to the ledge someone has to actually push you off.

As you're falling all fear leaves you and you realize that you're exhilarated beyond anything you've ever experienced.

You scream, not out of fear, but as a release of all the pent-up emotion you had stored thinking of this upcoming event for the last week.

When you finally stop at the bottom you realize that was amazing and as soon as you're hauled back up the first words out of your mouth are, 'I want to do that again.'

That's exactly what the fear of success is like.

You fear it, resist it, but once it comes you accept it, revel in it and want more of it.

Here's The Thing To Understand

Being afraid before you become successful or do something like bungee jumping is a waste of time. You can't do anything about it, you're not in the action of doing this thing, but it's already controlling you, which is pointless.

There is literally no sense in being afraid until you're at the point where you're about to jump.

Then as soon as you jump and feel the unrivaled joy, you realize that your previous fear was ridiculous.

And as soon as you get a taste for that adrenaline or success all you want is more of it.

So, realize that the *"Only Thing We Have to Fear Is Fear Itself"* - Franklin D. Roosevelt.

How It Works

Here's a great way to visualize how the mind actually works.

Visualize your mind in sections. There are sections for each emotion, feeling and major thought group.

So, fear has a section, love has a section, hope, anger, sadness, passion and joy each have sections as well.

Now see your attention as a little ball of light. Wherever that little ball goes that's where you're focusing your attention. If you focus on love you feel love, focus on fear and you feel fear, focus on joy and you feel joy.

You are in absolute control of where you send that little ball of light. Meaning; you are in total control of what you focus on and thereby what you feel.

It's your choice. Send the little light ball wherever you want. No one is forcing you to send it to one area or another. It's your light ball, you own it and you control it.

Send the light ball where you want your focus to go and that is what you will feel. It's as simple as that.

Here's An Easy 30 Second Mind Hack You Can Do That Works Wonders

Yes, we say it's as simple as that. But, you might be wondering, Ok, so how do I actually do that in real life.

No worries, we're not going to leave you hanging. Just follow this recommendation and you'll see amazing results in your own life within just 30 seconds or less.

Here's What You Do

1. Close your eyes and think of something you're truly grateful for in your life.

For many people that might be a loved one such as a spouse, parent, child or even a pet.

For others it might be their business, their health, a fat bank account or whatever it is that really makes you feel a sense of gratitude.

2. Focus on that thing or person that you're truly grateful for. Make sure all of your intent and focus is on that one thing, person or pet as it may be.

3. Now, say out loud – **Thank you!** 10 times and really mean it as you say it. Feel grateful, see in your mind what you're grateful for and say **thank you** 10 times out loud.

Yes, that's all you have to do to completely change your focus. It works for everyone every time.

The only way it doesn't work is if you're not really focused on that person, pet or thing.

You can perform the same action by thinking of someone or something such as a pet that you truly love and saying **I love you** ten times out loud as well.

They both work if you do. That is, if you actually focus and feel the words as you say them, it works every time.

Do it right now. Perform the 3 steps above and watch what happens. Your attitude will change right before your very eyes.

What Does This All Mean?

It means that, since there is no reason for you to fear success or failure, because the fear of them are just areas of your focus, literally where you are choosing to send a ball of light.

Now that you know this, and how to fix it, you are free to focus where you will and feel what you want.

There is no reason not to ask for the sale or tell people what you want them to do in your call to action just because it will lead to greater sales and of course greater success.

Because now you understand that the fear of doing so is pointless and complete waste of time.

How To Use A Call To Action

Now it's time to get into specific calls to action, how to create them, what they do, and why they work.

Types Of CTA's And How They Are Used

There are different types of CTA's and CTA elements that we will discuss. As we delve into how they are used we'll cover the desired outcome we can achieve with each.

Some of the points for sales letters will be the same for video sales letters, but not all. The same can be said for most every section. So, make sure you read every section as they won't repeat or overlap.

1 - Sales Letters

A. Set The Right Expectation

With both video sales letters and text letters it's a good idea to let them know that they will be ordering a product below even before they get to the product description.

You can use this to infuse a sense of urgency at the same time as well.

An example of this would be:

The quantities are strictly limited, so, when you finish this video, if there are any left for you, a button will pop up for you to add your copy to your cart. If no button pops up, then I'm sorry, you weren't in time and they all sold out.

This lets them know that they will be buying something at the end of this video or sales letter and that if they see an order button they better hurry up and take action.

I've used this many times and it works rather well.

B. Narrowing Their Focus

This is really crafty if you do it right and in split testing has added more than a 10% increase in conversions in many cases.

There are a few ways to do this and the easiest is this: your sales page text has a certain width to it, let's say it's been 80% of the page width for the entire letter.

You bring your call to action text, graphics and order buttons down to 50% of the page width.

This narrows their field of view and makes them concentrate and focus on a smaller tighter area. It forces them to concentrate on the action you want them to take.

C. Tell Them What To Do

This is the one where most people's fears come into play. People get scared of asking for the order or telling people to buy their product.

However, this is by far the most common and straight forward call to action there is. By the way, it's also the easiest.

The best way to show you this type of a call to action is to give you a few examples of it.

Example 1). You can say something like...

Now that you've seen our sales writing course we have two choices for you to choose from.

You can get the mega monster pack that has everything you need to guarantee your success and that comes with a double your money back guarantee for only \$47

Or You can start off with out starter kit designed to get your feet wet and test the waters for only \$37.

All you need to do now is choose the one you'd like to start off with today.

Just click the button for the monster pack with the double guarantee or the basic beginners pack.

Then put your corresponding buttons.

You see how choosing not to order is not an option. You never want to make NOT buying today an option.

They must buy today. In the industry we call people who say they will be back 'be backs.' Why? Because they'll never be back, that's why.

The percentage of people that will come back and buy later is insanely low. So, you need to do whatever it takes to get them to make a buying decision right now.

Example 2). You can also just lay it out on the line for them depending on the tone of the sales letter you've written.

If it's been a great conversation with them then this works really well.

Hey!

You've seen how our XYZ widget is the exact thing you need to solve your problem and you've agreed with us that it's actually the only thing that can solve your problem, right?

So, here's what I want you to do next.

Click this button to the right and get started right now because as you admitted above your problem certainly isn't going to solve itself.

So, click it right now to lock in those bonuses we spoke of that go away and will never be shown again as soon as you leave this page.

In this example you're just telling them what to do. This looks too simple, but in fact this is one of the most effective call to action types you'll ever use in your life.

You'd be surprised at just how many people are waiting for you to tell them what to do.

Yeah, I know, it sounds crazy doesn't it? But, I assure you it's true.

If your sales letter or VSL has a different tone to it, then just change the tone when you tell them what you want them to do next.

D. Fear Of Loss

This one is huge and can be used in combination with nearly any other call to action so that you can literally stack them to compound their effectiveness.

No one wants to lose anything, especially if they think it might be the missing element they need to solve their problem.

Various elements of the fear of loss technique have been utilized by sales people and marketers since selling began.

The easiest way to understand the psychology behind the fear of loss is to take a look at ***puppy dogging***.

This term refers to a sales and marketing tactic where you give something to someone and then threaten to take it away.

This concept was used brilliantly by a particular water filter company (whose name we won't mention) back in the 80's.

Their tactic was very straight forward. They would tell you all the things the water was doing to you and your family. They would hook up the water filter to your kitchen sink and have you taste test it. You'd see that the water tasted amazing and be tempted to buy it.

They would tell you to not make a decision now, but to instead try it for a week. Then they would be back to take it away from you and your family if you really didn't want it.

Well, if I give your family a new, cute little puppy for a week and you play with it and become attached to it. When I come back in a week you're not going to want to give it back.

Same with the water filter. You don't want to start poisoning your family all over again. Plus, while I'm there I have you drink some of the filtered water then your tap water right after it and it tastes like a swimming pool.

Your spouse and kids say, 'ugh gross', you agree that it's poison and you pay me to let you keep your new addition to your household.

I used this example to illustrate the fear of loss.

The examples below may or may not use that tactic, but you get how it works. No one wants to have anything of value taken from them.

Only 99 Copies Will Be Sold – This call to action put's the fear of loss in them by thinking they will miss out.

No one wants to miss getting their exclusive copy.

The number of copies is up to you, 99 is just the example number, you can use as many or few as you like.

Be sure that if you say this that it's true or they won't trust you in the future. Plus, there is no honor in that.

Early Bird Bonus – You can email people letting them know you're launching a new product and only those that buy in the first hour get the extra bonus.

You can make the time frame whatever length you want. Instead of an hour make it 4 hours.

You can create a never-ending launch where everyone coming into your funnel has the countdown timer start for them. Once it's over that bonus disappears for them.

Swift Action Takers Bonus – Very similar to the early bird bonus but can be used for people that take action today versus a generally shorter window for the early bird.

Only Today Bonuses – These work for the first day, any day you want to make a push or even the last day of the sale, launch or the email series.

These work really well if someone else is in control of them. Such as:

I got with Mr. A and coaxed him into giving you his huge course that normally sells for \$97 all day long (see the sales page right here).

But, for today only you get this as a bonus when you pick up your XYZ widget right now!

Unadvertised Bonus – These work really well. You can use them on the sales page, in an alternate VSL that you put up for a limited time or in the email sending them to the page.

The work something like this.

Hey! I've got a super cool surprise for you that will blow your socks off.

Today only I have an amazing unadvertised bonus that no one else even knows about, that I'm going to give you when you pick up your copy of XYZ widget right now.

This bonus does this and this and this and even that too, isn't that amazing.

Click the button right now because there are only 99 of these bonuses available and this is something you certainly don't want to miss out on.

So, take action now and I'll add it to your cart when you check out. But, don't tell anyone because there are only ~~99~~ 43 left and I don't need them being upset because you got one and they didn't.

Just click the button and you'll be on your way.

Here we used the unadvertised bonus in combination with the limited quantity along with the 'can you keep a secret' strategy to really fuel that desire.

E. Graphics And Decorations

Most people don't think that their graphics or decorations have anything to do with a call to action and this is absolute nonsense.

They sure do, and here are just a few of their uses.

Buttons – Arguably the single biggest call to action graphic on the planet.

As far as button color, split test the Amazon® gold button color for any of your physical item purchases and split test fire engine red for your digital sales products against whatever other button colors you'd like.

Those two are solid performers and Amazon® literally spent millions testing the best button color for physical products and now people are conditioned to see it and know to click it.

Your button color says a lot. People are attracted to red, want to possess gold and go on green just like at a stop light.

You should do a series of A/B split tests to determine which is working best for your audience, but those will point you in the right direction.

Your choice of button text is also insanely important.

After testing button texts for years our go to button text is: Add To Cart

When you use the words 'Buy Now' it scares people because BUY NOW means give you my money. Add To Cart is much softer and typically has a higher level of compliance.

Your software will then take them to their cart to check out, so the actions are the same. But, in our testing it has had a greater click through rate than any other text.

But please, split test this against any and all other ideas. The way to make a sales page great is through testing.

Bolding – Don't bold every darn word in your call to action just because you want it to stand out.

Really select the words you want to emphasize and bold **them**. Bolding everything doesn't make anything stand out and it's just messy looking.

Font Choice – There are a number of fonts that work well for call to actions and here you'll have to go with the tone of your letter. If your selling to women IMPACT is not likely to make any friends, it's a little too in your face.

Then, while Tahoma is one of our preferred top headline fonts it's not the best as a call to action font.

In several split tests Calibri (Body) has performed really well. Give it a shot and split test it against your other choices and see how it does for your audience.

If you're selling to the mixed martial arts crowd then IMPACT works great. If you're selling cookie recipes to grandma's, you'll likely scare the pants off of them with it.

2 - Video Sales Letters (VSLs)

In your VSL's you can use all of the tactics we spoke of above in the sales letters sections. So, if you haven't read that yet go back up to that section and read that first.

Calls to action that we are going to talk about in this section pretty much apply to video sales letters only. Although you could use some of them on your opt in pages if you incorporate videos into them.

Most of these can even be used in your YouTube videos or other videos you have on your site.

A. Arrows

Arrows can work magic in getting people to take action. Seriously, they can add 20% or more to conversions in some cases if used properly.

Here are a couple of ways to use them.

Pointing To A Link – If you're making a video and you want them to click a link below the video then two red arrows pointing down towards the link centered and spaced about 1/3rd of the page apart between them can work really well.

If you're wanting them to click on a link in your text just making the character arrow like this => works really well to let them know this is the link. You can use a decorative arrow, but, surprisingly this character arrow works just as well if not better in most cases.

Pointing To A Button – Don't make your arrows flash or animate. This irritates people beyond belief.

However, having arrows pointing to a button you want them to click works, just don't be obnoxious with it. We've found that subtle arrows work best here. Ones that the mind picks up in the background and takes direction from, but not arrows that are in your face.

B. Button Appearance Timing

You've likely seen a VSL where there is no order button when you start the video, but one appears when you've consumed a certain amount of the content. These are timed buttons.

From testing we've found that these buttons work best when you introduce the price.

This is to say that, at the point in your VSL where you introduce and reveal the price, then have the button pop up.

The reason being is the same that many text sales letters are putting the price above the fold or near the top of the letter. Because people will scroll all the way to the bottom to see the price before even reading your letter.

Having the button appear after the price is announced follows the same logic, so that people don't just click the button to go to the checkout page to see the price.

You really don't want them to see the price before they see the value, or many will simply leave without even knowing what you're selling or what it can do for them.

3 - Order Buttons

There are a couple of points that apply to order buttons that you should know about.

A. Price On The Button

In a VSL there is no reason to put the price in the order button of a timed button that displays after the price has already been revealed. The exception would be if the price is far less than your competition and is one of your major USP's.

Otherwise it just serves as a deterrent to clicking it.

B. Flat Buttons

Yes, we know that flat graphics have become an 'in' thing for many sites. But, never make your buttons flat.

Many who look at a flat button can't tell it's a button at all. If they don't think it's a button, they won't click it, if they don't click it you lose sales.

Button Text. We will be discussing this below in the email subscription section and so there is no need to cover it twice. So, be sure and read that as it has some great button information in it.

4 - Email Subscription Forms

Here we see people making the same mistakes they do on sales letters. There are also some things about the opt in forms that are unique, and we will go over them here.

A. Tell Them To Subscribe

Yes, we discussed this above, but it's so prevalent in opt in forms that we have to mention it.

Ask or tell them to subscribe!!!

So many opt in forms just assume people know what to do. Never do that, tell them what to do instead. If you're shy, at least ask them to do it in an assertive manner.

B. Populate The GUI Field

You need to use every bit of real estate (space) that you can on your page.


The Graphical User Interface fields are the open areas where you can place your cursor to put in your name and email or just email.


When you populate the name field be sure to write 'First Name' or some people will put in their last name because they just don't know what to do.

In the email GUI say: Best Email Address.


The reason for this is many people use disposable or junk email addresses and this prompts them to use their real one.

Enter Your First Name and Primary Email Address
Below for Instant Access...





Claim Your Free Copy Now!

 We value your privacy and would never spam you

That is a typical email subscription form I use. Pre-populating the GUI is pretty easy if you know what you're doing, but if not, WordPress plugins such as OptimizePress take care of this for you. If you don't already use OptimizePress, I highly recommend it.

C. Testimonials

If you have them and if your style of page can use them, be sure to add testimonials.

Testimonials to an opt in page?

Yes.

Do your squeeze page (opt in page) as you normally would.

Then, below your call to action put a few testimonials with the people's photos. Below this place your second call to action and set of GUI fields.

Always use testimonials with photos when you can, as they are far more credible than those without.

Testimonials are a call to action element in this instance because they use our herd instinct. If everyone else is doing it, then I had better do it too.

Yes, they add social proof as well. But, here they do both and they are a powerful call to action element.

D. Button Text

Button text is the text you see ON the actual button itself.

The best button text that we've ever tested for digital items, books, music or anything else where this could fit is: Claim Your Copy Now!

As you can see this button text contains a direct call to action telling them to perform an action.

Yes, we discussed another button text above. You can split test this with your sales items too if you wish and see what performs best.

For selling products, this button text has worked for physical products as well with slight modifications.

A couple of examples are: Claim Your Killer Black Pumps Now!

Or: Claim Your Supply Now!

Or: Claim Your Supply of Super Fat Burning Pills Now!

As you can see, this can be modified to fit many scenarios.

The main gist of this is to be sure to direct them to perform the desired action or they won't.

5 - YouTube Videos

Judging by how many people we see that aren't using the right types of calls to action on their YouTube videos we just had to tell you about this, because it can make the difference between no clicks or lots of clicks.

A. Arrows

Yes, we discussed this above, so this is just a reminder to use them. Arrows work really well to visually direct people (a call to action) to do something.

Below we will discuss a method of using them that has worked quite well for us.

B. Add More Time

This works like a champ.

You see, people need time to click on your link that we will discuss below. And YouTube is busy sending them off to the next video.

So, after you've given them their direct call to action by telling them to click the link and pointing down with arrows, let the video play for 7 more seconds.

Yes, just repeat your last frame with no sound and the arrows pointing down for 7 seconds.

This gives them the time to click on your link before YouTube takes them away from your video and on to someone else's.

C. The Link Itself

Make sure you put your link at the very top of your description so that people don't have to click to read more to see it. Your link is right there for them to click without any extra effort.

You won't believe how many more clicks you get using the 3 CTA strategies and optimizers above.

6 - Emails

When you send people links in your emails you need people to click on them.

In your emails you really need to use a variety of tactics and get creative. People see your emails daily or at least once per week.

They will get a sort of blindness to you using the same tactics over and over. This means that changing things up is very important to your email marketing success.

A. Text Arrows

Use a text arrow like we spoke of earlier. If your email is text and for now they should be so that as many people get them as possible, then text arrows work well.

If you want them to click on a link do this: Click Here => XYZWidget.com

You see how that draws your eyes and makes you want to click it.

B. Colors

Using colors along with the above arrow example can be very powerful.

This also allows you to give them variety. Here are a couple of examples.

Click Here => [XYZWidget.com](#)

Click Here => [XYZWidget.com](#)

Click Here => [XYZWidget.com](#)

By varying the colors, bolding and italicizing we can draw attention to our desired action. By getting creative it allows you to overcome what people in the advertising business call ad blindness.

When you're so used to seeing ads all over the pages of a site, pretty soon you just tune them out and don't really see them anymore.

Your prospects will do that very thing with your emails if you don't continuously change it up and disrupt their blindness.

C. Link Placement

After testing this extensively, be sure to put your first link above the fold in your email.

This means you need an intro and a call to action right away. Get that link in there where they don't have to scroll to see it.

Then go into the bulk of your email with your persuasion copy and put your last link below that with another call to action.

D. Call To Action

There really isn't anything different in an email call to action versus a sales letter call to action.

You need to follow the tone of the email and direct them to do whatever it is you want them to do.

E. Curiosity

In your emails, you should have the bulk of them be really straight forward.

Here's what I've got, here's what it will do for you and here's what I want you to do next.

But have one out of ten or so, build curiosity. Don't tell them exactly what it is you've got for them, let them wonder.

Then tell them to go find out for themselves.

Don't do this too often or you'll piss people off.

But about 1 out of 10 works really well.

The reason this is a call to action is; the level of curiosity is driving them to take a particular action.

Here's an example that you can think of as one of your MANY templates. Remember, don't do the same thing all the time, even if it is just 1 of 10 emails.

Hi,

I've got something really special for you today.

Remember Mr. A I told you about, well he's done it, and I can't tell you what it is in an open email.

Sorry for all the secrecy, but I had to sign a waiver just to be able to let you see it.

Go here to see for yourself => [Click here, but don't share this!](#)

You see how that makes you insanely curious as to what the heck could be so secretive?

If you're on my list, you'll have a hard time not clicking that link.

So, curiosity becomes a call to action element.

7 - Content Marketing

Content marketing can be really tough sometimes.

You want the traffic and the link from this great site that's in your niche, but they have all these rules.

It is their site, so they can run it how they want. But, it does make it challenging getting people to click your link, so you get that nice juicy traffic.

Here are a couple of Pre CTA's you can use to help that.

Pre CTA's

These are a call to action that you do in the actual text itself that doesn't seem like a CTA but plants the seed in the readers mind that they will be performing that action later.

Example 1: They make you put your name and link in an author box below the content.

One way to get people to put their eyeballs on it is to write something like this.

As their mystery guest expert writing this for XYZ site many people really wonder who I am. No worries, all will be revealed in the author box below the article. But for now, just sit back, relax, get comfortable and let's do this.

You can literally come up with a thousand variations of this, but you get the idea.

Example 2: In the text somewhere, you mention that you have a site. Something like this can work.

The reason that I know so much about XYZ is that's what my entire site's about, so I write about this every single day.

Now people will look in your author box to find out who you are or what your site is.

Negative And Positive Words

Now let's go into a seldom discussed topic of listing out words and phrases that you should not use in any of your CTA's. Then we'll do words and phrases that you should use in them as well.

If you really look, you could find fault with a lot of words or phrases, but we will cover some that we feel are the most important.

Below we will go over the top 10 for each.

First the negative words & phrases and why.

Negative

1. Buy – When you say buy now or buy it, etc. People freeze up because this means you intend to have them part with their money.
2. Trust Me – yeah right, just you saying it makes me question you.
3. Honestly – See number 2 above, same thing.
4. Objections – well, I really didn't think that I had any until you brought it up. But, now that you did, yeah, I've got a list.

There is no need to tell them you've overcome their objections, just do it instead.

5. Contract – People hear this and run. If you have to say something to denote an arrangement, then say something like agreement.
6. Sorry To Bother You – Ok, so then why are you bothering me. And if what you have is going to bother me, why do I want it?
7. This Is So Easy To Understand – What you just said is, if you don't understand this for any reason you're a moron.
You might not think that's what you said, but in the prospects mind that's what you just said.
8. Cheap – Never say your product is cheap, inexpensive maybe, a great value yes, but cheap - never.
9. Everyone Can Afford This – Most of the time this will be on phrases like: this is so cheap anyone can afford this.

You said cheap which is a no-no. But you have also told anyone who doesn't think it's inexpensive that they are a broke loser.

10. Expensive – used in a sentence like: this is really not that expensive. The prospect may be saying in their mind, 'oh yes it is.' If that happens you'll have an uphill battle to get the sale.

Now on to the positive words and phrases.

Positive

1. Their Name – There is nothing more powerful in sales than when you are addressed by name. If you're software or email program knows their name use it!

2. opportunity – This is a great word because you can take them from their problem and give them the opportunity to resolve it or solve it.

3. Imagine – When you use this properly, you can get your prospect to see themselves using your product or solving their problem in their mind. Once you do that, sales are easy.

4. Value – When things are valuable we naturally want to possess them. When your prospect feels this, it's that much easier to get them to trade for it.

Because, they are trading their money for it. Your job is to convince them that your widget is more valuable to them than the money you're charging for it.

5. You – when I say YOU it personalizes it. It directs it to you. This is one of the more powerful words if used correctly.

6. Free – Everyone wants free stuff. Here's an example. Test this and you'll see what I mean.

Split test two prices.

1. The first price is \$1.99 and \$8.00 shipping and handling.

2. The second price is \$9.99 and free shipping.

The prices are the same. But, you'll sell far more with the free shipping than without.

7. Advantage – everyone wants to get an advantage over the other guy.

8. Save – People will drive across town to save .50 cents on a pack of butter, all while spending \$1.00 on gas and \$10 worth of their time.

The word save is powerful.

9. We – Use this to join sides with your customer so that now you are united. Make them think that, we are together in this and now I'm going to help you throw rocks at the enemy.

Joining forces with them is powerful. Do it whenever you can.

10. Last Chance, Running Out and Now – Each of these bring about a sense of urgency, such as:

- Last Chance – No one wants to miss their last chance to get in on the deal and not miss out.
- Running Out – This means to them that they had better secure their widget now before they are all gone.
- Now – Now is a powerful word when used as a directive, such as: click here now.

The Importance Of CTA's

From everything that we have discussed above I know that you've seen just how important a great call to action can be.

As a matter of fact, without one you'd actually find it rather hard to make any sales at all.

People do what they are told, directed to do or suggested to do. If you're thinking that the masses will take the action of buying your product without you giving them a call to action, then you need to read this again starting from the top.

Ok, maybe 1/4% or 1/2% will do it, but the vast majority will not.

This means that if you want sales, you need to become great at using calls to action and call to action elements.



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