

much ado
about *you!*

100+ CALL TO
ACTION (CTA) IDEAS:
MOTIVATE YOUR
SITE VISITORS TO
TAKE THE NEXT
STEP



100+ CTA Ideas: Motivate Your Site Visitors to Take the Next Step

NOTHING BOTHERS ME MORE THAN SEEING A BUTTON OR LINK LABELED "CLICK HERE..."

For starters, "clicking" only happens on a computer. Folks on cell phones or tablets are tapping - and they're at least half of the viewing market these days.

It's always best to include a verb in your CTA: tell your reader what action is in store for them.

Sure, clicking is an action, yet... it doesn't say what's coming up.

Writing robust, action-based CTAs is about being persuasive. Start with a verb that predicts what happens next.

Common CTA verbs include:

- Ecommerce: Buy, Shop, Order, Reserve, Save, Add to Cart, Pick, View.
- Free trial: Try, Get started, Subscribe, Sign up.
- Nonprofit: Donate, Commit, Volunteer, Adopt, Give, Support.
- Newsletter or Community: Subscribe, Join, Sign up, Refer.
- Free giveaway: Download, Get, Grab, Claim, Take advantage of.
- General direction to more information: Learn more, See more, See how, Start, Find out, Check out.

The best CTAs:

- Help with decision fatigue.
- Give meaning to your content.
- Provide direction so your reader knows what to do next.
- Encourage potential customers to stay engaged on your site.
- Create a sense of urgency (emphasize that it's going away soon).
- Create a sense of scarcity (remind them that there aren't many available)
- Create a sense of exclusivity (make them feel like they're part of something special)

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WHEN YOU WANT THEM TO CONTACT YOU FOR MORE INFORMATION OR TO BOOK AN APPOINTMENT

[[LINK TO CONTACT PAGE OR APPOINTMENT BOOKING SYSTEM](#)]

- Make an appointment for a no-pressure chat
- Contact me {us} for a free consultation
- Contact me {us} for a free, no-obligation estimate
- Ask how we can partner on your next project
- Let's discuss how we can work together
- Let's start a new project together
- Let's start something together, contact me for a quote!
- Contact me {us} today for a complimentary call {session, assessment...}
- Not sure what you need? Let's chat

When you can get specific about what you offer in that free call/session:

- Find your dream home today
- Lose weight in just a few weeks
- Start that business you've always dreamed about
- Land your perfect job
- Find out how much your home is worth
- Discover your perfect vacation destination
- Learn what your case is worth
- Get confidential help with a free consultation
- Get your questions answered
- Find out how to get the lowest price
- Publish your book once and for all
- Wanna hit your marketing goals faster?
- Stop chasing empty promises that don't work
- Ready to understand how _____ helps you bring in more clients?
- Want more _____? I've got you, let's talk

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WHEN YOU WANT THEM TO SIGN UP FOR YOUR NEWSLETTER OR MAILING LIST

[LINK TO SIGN-UP FORM]

- Sign up for daily {weekly, monthly} goodies
- Don't miss another issue of my {our} newsletter
- Hints, tips, and hacks you won't get anywhere else
- Get our action-inspiring newsletter every day {week, month}
- Look forward to actionable advice you can use
- Get free tips in your mailbox and become a better {manager, leader, boss, gardener, baker...}
- Let's take this to your inbox
- Enter to win a free _____ when you sign up
- I love freebies, start sending 'em!
- Need more tips like these? Stay ahead with our newsletter
- Get first dibs on the latest deals and more!
- Sign up for behind-the-scenes content
- Join our list for super-top-secret deals!
- Order in the court! Get 15% off your first order!

WHEN YOU WANT THEM TO SIGN UP FOR SOMETHING FREE (TEMPLATE, CHECKLIST, GUIDE, SWIPE FILE...)

[LINK TO SIGN-UP FORM]

- Download my {our} free guide to _____
- Get my {our} winning list of _____
- Get my {our} highly actionable 10-step guide to _____
- Claim your free _____
- Download this free _____ and never worry about _____ again!
- For the love of _____, snag your copy now!
- Grab your free _____ now!
- Yes, I want to learn more about {topic}
- I want that 10-step guide!
- Yes, I need that _____
- I am soooooo ready to _____
- Sure, give me that PDF!

100+ CTA Ideas: Motivate Your Site Visitors to Take the Next Step

WHEN YOU WANT THEM TO ATTEND A FREE EVENT (CLASS, SEMINAR, WEBINAR, WORKSHOP, PROGRAM...)

[LINK TO SIGN-UP PAGE]

- Register for my/our free {class, seminar, webinar, event, program}
- Join the free {title} challenge
- Join my {our} free {title} challenge
- Don't delay, save your seat today
- Let's go - sign me up!
- Registration is open!
- Reserve your spot in the {class, seminar, webinar, workshop, program...}
- Yes, I want to learn more about _____
- Yes, I'm ready to do this!
- Yes, I'm ready to take the plunge!
- Yes, I want in!
- Yes, I want to reserve my spot before they're gone!
- Join us to get started with _____
- Seats are limited, grab your spot!

WHEN YOU WANT THEM TO ATTEND A PAID EVENT (CLASS, SEMINAR, WEBINAR, WORKSHOP, PROGRAM...)

[LINK TO SIGN-UP PAGE]

- Register for my {our} _____
- Join the _____ before it's too late
- Reserve your spot in the _____
- Let's go - sign me up!
- Registration is open!
- Yes, I want to _____
- Yes, I want to learn more about _____
- Yes, I'm anxious to do this!
- Yes, I'm ready to take the plunge!
- It's time to get started

100+ CTA Ideas: Motivate Your Site Visitors to Take the Next Step

WHEN YOU WANT THEM TO LEARN ABOUT YOUR SERVICES

[LINK TO SERVICES PAGE OR WORK WITH ME PAGE]

- Check out my {our} portfolio of favorite client results
- Learn more about how I {we} can help you
- Find out more about working with me {us}
- Let's create solutions that work for you
- Learn about my {our} unique approach
- Let's get your website {book, course, weight loss journey...} started
- Find the customized solution that's right for you
- A _____ in just _____? Learn how it works
- Learn more about how _____ can change your life
- Understand why _____ is the best way to build your business
- Get the scoop on _____
- Find out what makes a good _____ great

WHEN YOU WANT THEM TO LEARN MORE ABOUT YOU

[LINK TO ABOUT PAGE]

- Meet {your name}
- Get to know me {us, your name} a little bit better
- Learn more about what got me to this point
- Read my {our, your name's} surprising story
- Meet the team at {company name}
- Discover the {company name} difference

WHEN YOU WANT THEM TO SEE TESTIMONIALS OR EVIDENCE WHY OTHERS THINK YOU'RE GOOD

[LINK TO WHY CHOOSE ME PAGE OR TESTIMONIALS PAGE]

- Check out what others have said
- What others are saying
- What others say to make me blush
- Hear it straight from my {our} clients
- More from clients...
- Learn why others trust their projects to {your name or company name}

100+ CTA Ideas: Motivate Your Site Visitors to Take the Next Step

WHEN YOU WANT THEM TO BUY NOW

[LINK TO PURCHASE OR ADD SOMETHING TO THEIR CART]

- No time like the present: purchase now
- Treat yourself – you're worth it!
- Get that perfect gift today
- Get yours now
- Get some right now
- Buy now – 30-day money-back guarantee

When something is out of stock:

- Sign up now to be notified when we have more
- Be first to find out when they're back in stock

Add numbers:

- Purchase now to save \$10
- Buy now and get 20% off
- Need another reason to shop? Here's a coupon for 25% off your first purchase
- 30% off? Yes, please!

Appeal to their FOMO (Fear Of Missing Out):

- Buy now while supplies last
- Hurry! Offer ends tonight at midnight
- Limited-time offer: get free shipping
- Limited edition: get it before it's gone
- Don't miss out, they're going fast!
- Don't delay; only 5 left in stock
- Get it now, we're not restocking once these are sold

THERE YOU GO...

100+ (117, to be exact) ideas to get you started on crafting the perfect CTAs to encourage your visitors to keep engaging.

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NOW WHAT?

When you're ready to quickly and confidently write web content that turns prospects into buyers... without overwhelm, confusion, or self-doubt:

Check out my do-it-yourself mini-course at
GetToTheBulletPoint.com

get to the
bullet point

GET TO THE POINT AND QUICKLY TELL YOUR TASTY TALE

EVEN WHEN YOU ARE:

- **Confused** about the minimum set of website content you need.
- At a **dead end** finding the right words to describe your results, successes, and accomplishments.
- **Concerned** your writing skills are not up to par.
- Feeling **awkward** showcasing your accomplishments.
- **Clueless** about how to brag without sounding obnoxious.
- **Overwhelmed** and don't have time to write web content.

EVERYTHING YOU NEED TO WRITE YOUR BASIC WEBSITE

HERE'S WHAT YOU GET:

- A **comprehensive workbook** with step-by-step instructions to gather the specific, bite-sized, easy-to-digest ingredients that provide value on every page.
- Plenty of **detailed examples** you can use to model your own content.
- My **kitchen-tested recipes** to quickly and effortlessly write your website content using bullet lists.
- **Bonus modules** to help you Brag Your Butt Off... Without Being a Pain in the A**.
- A **bonus recipe** to craft your LinkedIn About section.

Learn more at GetToTheBulletPoint.com

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HI, I'M LISA STAMBAUGH

- Zealous wordsmith baking delicious content for time-crunched professionals.
- My approach: premium ingredients + first-rate writing recipes = savory success.
- Web Diva® with a 700+ site portfolio, concocted over 2 decades.
- Author of a book + dozens of articles illuminating the processes of the web-o-sphere.
- Fanatic about teaching folks how to Brag Your Butt Off... Without Being a Pain in the A**.
- When I'm not wrangling words and websites, you'll find me wallowing in yarn, fabric, sequins + glitter, while singing along to Broadway soundtracks, and listening for the timer signaling cookies ready to exit the oven.



much ado
about **you!**

**WHEN YOU'RE READY TO TAKE CREDIT WITH CONFIDENCE...
I'M HERE WAITING FOR YOU IN THE CONTENT KITCHEN**

Learn how I can help you tell your sweet story at
MuchAdoAboutYou.com