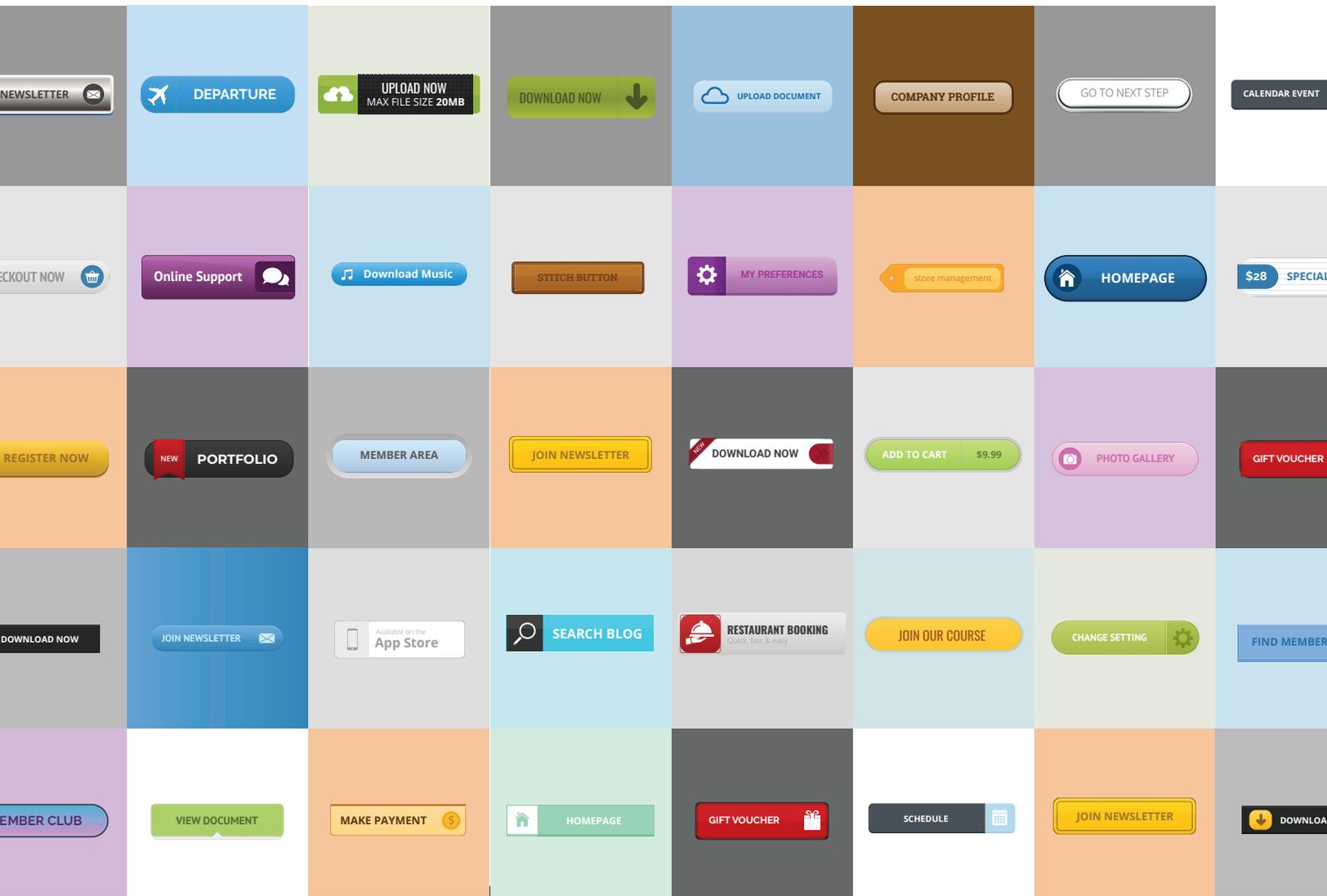


# 73 CALL-TO-ACTION PHRASES

THAT WILL CREATE MORE SALES  
THAN THE ONES YOU MAY BE USING NOW



**GUIDEMKTG**  
*Your Marketing Directors*

# A BORING CALL TO ACTION IS COSTING YOU MONEY

The last time you were on someone's Website, did you get really excited about "Learn More"? Did that dull gray button make you think you'd finally found the solution to your problem? Did it inspire you to do anything at all?

When you replace "Learn More" (and all of its bland cousins, like "Contact Us," "Download" and "Schedule") with clear, active phrases, people will respond. Your potential customers are much more likely to actually *do the thing* you want them to do.

**If you want people to click, then replace your boring buttons with better ones.**

Try these alternatives instead:

## BETTER THAN "LEARN MORE"

Am I a Good Fit?	See if You Qualify	Stay Informed
Get Started	See if You're a Fit	Get Updates
Request Information	Stay Up to Date	Start Training

## BETTER THAN "CONTACT US"

Call Now	Let's Talk	Book Your Next Adventure
Call Today	Get a Quote	Reach Out
Talk to an Expert	Get a Free Quote	Hire Us
Talk to Our Team	Get an Estimate	Hire Our Team
Talk With Us	Inquire About Openings	Work With Us
Talk With <First Name>	Start Your Project	



## BETTER THAN “SCHEDULE”

Schedule a Consult	Schedule a Breakthrough Call	Request a Consultation
Schedule a Meeting	Schedule a No-Pressure Call	Request an Appointment
Schedule a Call	Schedule a Conversation	Request a Call Back
Schedule a Walk-Through	Start Your Project	Book Your Free Mini-Session
Schedule a Non-Sales Call	Meet With Us	Book Now
Schedule Your Discovery Session	Meet Up With <First Name>	Talk With <First Name>
Schedule Your Strategy Session	Reserve Your Spot	Talk With an Expert
		Connect With an Expert

## BETTER THAN “REGISTER”

Reserve Your Spot	Get Your Ticket	Sign Up
Reserve Your Seat	Join the Wait List	I’m Ready
Save Me a Seat	Enroll Now	I Want In!

## BETTER THAN “DOWNLOAD”

Download Now	Give Me the Goods	I Want That!
Get Your Free Guide	Get Free, Immediate Access	Give it to Me!
Get the FREE PDF		Send it to Me



## ARE YOU READY FOR SOMETHING WITH EVEN MORE PERSONALITY?

Just make sure you're not sacrificing clarity when choosing a casual or "sassy" phrase. The rest of your copy must clearly tell your visitors *why* they're clicking the button and *what* will happen next.

These often work best for a transitional call to action.

Team Up Today	Change a Life	OMG, I Need This
Join the <Company Name> Family	Hit Me!	Yes, I Need This
Do It!	Start the Handoff	Yes, I'm Ready to <Success>

## BONUS TIPS:

**COLOR:** Make all of the Call-to-Action buttons on your website the same noticeable color. Keep it consistent with your brand, but make the button stand out visually.

**PLACEMENT:** Put one of your Call-to-Action buttons in the upper right-hand corner of your website. Put one in each major section of your homepage. Put one in the footer. You might have 4-7 Call-to-Action buttons on your homepage. That's a good thing. If you're skeptical and want to talk about this (or any other marketing question), [schedule a free 30-minute call](#).

**CONSISTENCY:** Those 4-7 buttons you're going to put on your homepage... they need to be the same. Limit your homepage Call to Action to **one** thing (with the exception of your transitional call to action). Your button should be whatever the first step is for a potential customer to engage with you. That's the only thing you want them to do, so it's the only button you have.

**EMAILS:** Apply these principles your emails. Use clear, active language when you ask people to respond. And only ask them to do one thing — one "action" per email.



**We use marketing to help you achieve your business goals.**

Small business owners are overwhelmed by marketing decisions — afraid they're wasting money and missing out on customers. We use a proven framework and prevent "random acts of marketing." This gives leaders like you more confidence, more time, and more leads.

Let's have a non-sales-y conversation about your Call to Action, your company message, or marketing in general.

**CLICK HERE TO SCHEDULE YOUR  
FREE, 30-MINUTE CALL**

*Josh Becky*

Josh Cowen & Becky Martin

*Your Marketing Directors*

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