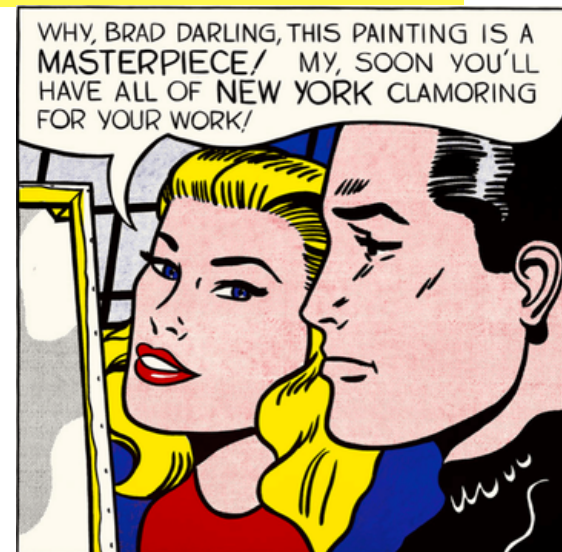


from
Vivien

6 CTA's that are better than "Click Here" or "Subscribe"



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STRATEGIC WRITING

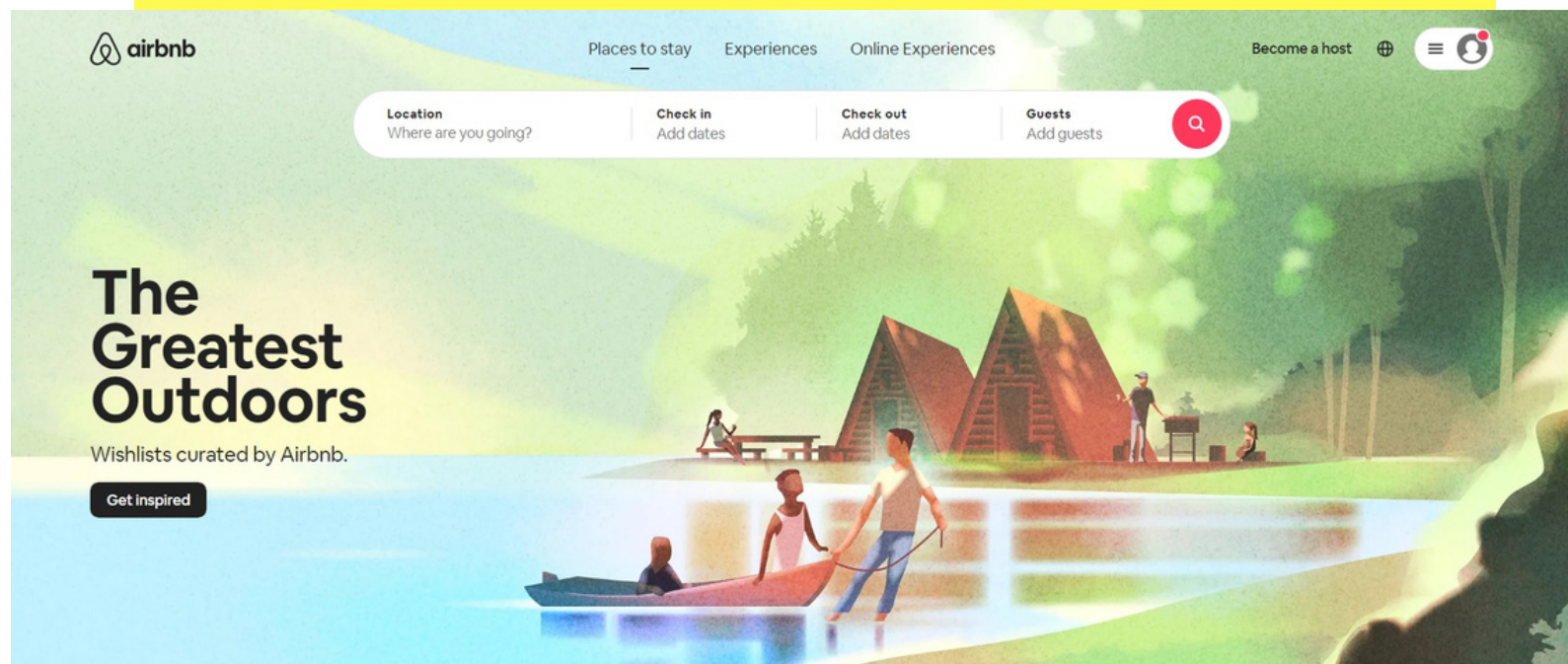
FROM-VIVIEN.COM

Your CTA is an invitation for
your visitors to take the next
step

Use the following CTAs and
get more clicks

1. Destination words:

Show the value of your service by highlighting the outcome and transformation. What happens when they click the button



2 .Write in the first-person:

Put your product
in your
customers lives

audiense:



[Analysis] Political Audiences: environmental concerns, affinities and realities

Edward Bass is back with a new analysis for our blog! Using GWI, Audiense and other sources of data he dissected the social conversation around environmental concerns and assessed how both the left and right supporters in the UK and US responded to such issues.

SHOW ME THE FINDINGS

3. Provoke emotion or enthusiasm

Get your
reader to say:
"I really need
this"



Hulu

Sponsored

Is your mind playing tricks on you? Check out the new Hulu Original horror film False Positive. Now streaming.

A hulu ORIGINAL FILM
FALSE POSITIVE

TRY FREE FOR 30 DAYS

Plans start at \$5.99/month

hulu
Terms apply.

4 .Keep it short and simple

Be selective with the number of words you use in your CTA and how many calls-to-action on a web page so your message doesn't get lost



Let's Change Beauty

Beauty. One little word – that we're on a mission to redefine, realign and make beautiful. Let's change beauty.

[Join us](#)

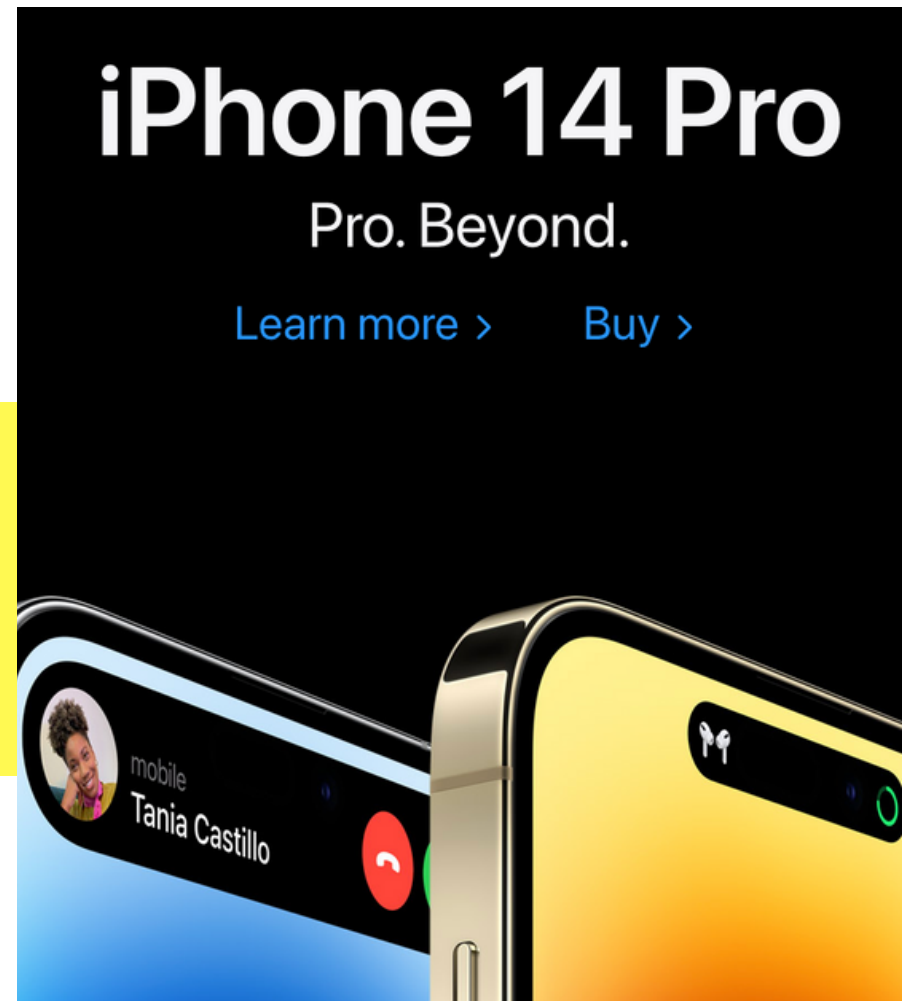
Every body is beautiful

from
Vivien

5 .Know what your audience wants

Anticipate your audience's "lead temperature" and readiness to influence their choice. Do they want to "Buy now," or do they need more information?

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6 .Make your CTAs easy to find:

Use contrasting colors, sizes that make your CTA pop

Get some Headspace

Start your free trial

Meditate

Sleep

Move

Focus

Wake Up

95% of marketing is about clear, compelling communication.

Strategic writing creates the perfect communication storm that pulls your clients in with your written content and keeps you top of your customers' mind, so when your clients are ready to buy -- they'll buy from you.

If you like this quick read you'll love my Sunday Strategic Writing Newsletter

Come and Join over 800+ subscribers getting 1 refreshing, actionable copywriting tip fuelled by human psychology and ditch the boring, blah writing that no one reads.

[Sign up here](#)

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9.S : Check out my FULL Swipe Files in my premium shop

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