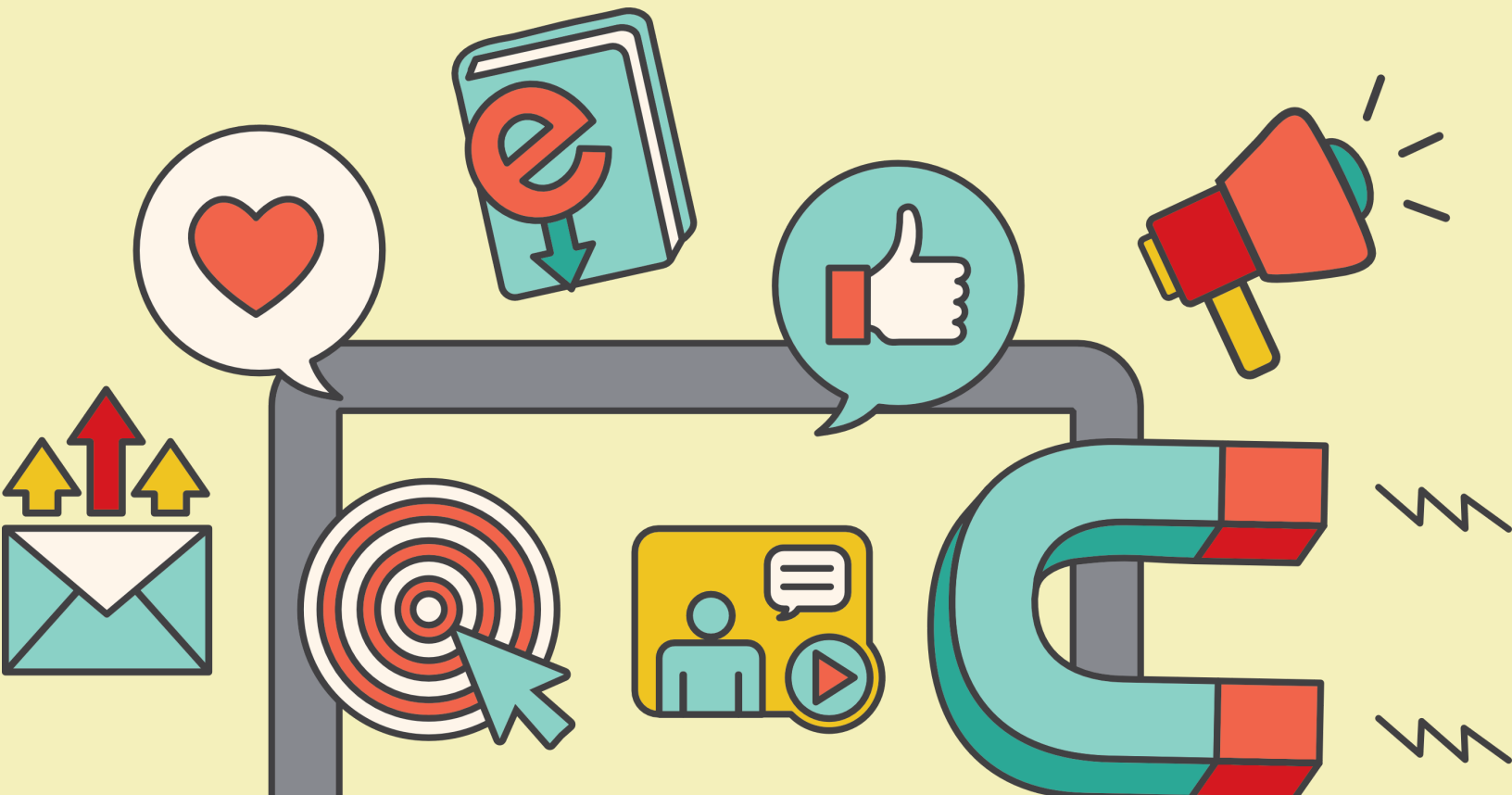




OptinMonster Presents

HOW TO CREATE THE PERFECT CALL TO ACTION



Here's how to write a high-converting call to action:

- 1. Decide on a single action you want people to take. That's your **conversion goal**.
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- 2. Identify the **key benefit** your leads will get.
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- 3. Use **action words** to specify the action they need to perform.
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- 4. Be human. Address visitors directly as "you" or **use the first person** so they feel included.
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- 5. **Keep it short**, but be sure to get all the important details out there.
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- 6. **Remove barriers** to taking action.
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- 7. Provide an **incentive**.
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- 8. Encourage rapid response by using **urgency and scarcity**.
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- 9. Craft the rest of your **content** to support your CTA.
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- 10. Put your CTA in a noticeable place, and **TEST IT!**