

Word Styler.

Call To Actions for your Digital Assets

Create the Connection to your Content.

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Call To Action

What is a Call To Action?

CTA is not a Sales Pitch.

'I have a checklist can I give it to your listeners.'

More value to the listeners with a free gift.

Why - Build your brand recognition, get leads, see an ROI on your business, embedded marketing strategy.

Deliver awesome content, give them an opportunity to follow you and stay connected to listeners who may one day be potential customers.

There are several types of Call to Actions.

Informational, Invitational, Engagement, Share, Nurture, Promotion

- 1) Lead Generation.
- 2) Form Submission.
- 3) "Read More" Button.
- 4) Product or Service Discovery.
- 5) Social Sharing.
- 6) Lead Nurturing.
- 7) Closing the Sale.
- 8) Event Promotion.

Follow Me

Click Here

Sale On Now

Download

Read More

Get Tickets Here

Share

The Most Effective Strategy is to choose One Clear Thing for the listener to do - so they can make a a conscious choice. Use one of your digital assets to create the link.

1. Invitation to Event
2. **Sign up** for this free webinar
3. **DYI** Assessment, Audit or Analysis....
4. **Check out** my Website
5. **Join** this Facebook Group
6. **Follow** me on Instagram
7. **Download** this Check list
8. **Get this** this Guide
9. **Follow** this Roadmap
10. **Gift** a Downloadable Worksheet
11. **Take** A Quiz
12. **Subscribe** to my email list
13. **Take** a seven day challenge
14. **Listen** to other Podcasts in this series. Podcast title and where to listen - Spotify, Apple,
15. **Check out** this podcast for more
16. Engage the Text Message CTA - Call Loop text marketing
17. **Grab** my ebook

Your Task is to Leverage your reach through digital assets you already own.

Put the systems in place so when listeners do that one action they move into your strategy funnel and have an ability to explore your other options.

Give More Value and build on what you spoke about - in the interview you give 3 ideas and then tell them but I actually have a list of 10 on the checklist, guide

Head to www.wordstyler.com to download the **List of Verbs (Doing Words)** to help you *create the connection to your connect.*