

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

# Tool #8 - The Call To Action Swipe File 10 CTAs You Can Copy And Paste

The vast majority of emails you send will include a call to action (CTA).

Sometimes you'll simply encourage subscribers to take action on the information they just learned. At other times, you'll encourage them to do something specific such as purchase a product, download a free resource, register for a webinar, or similar.

Here you'll find 10 call-to-action templates that you can copy, tweak, and use in your own email campaigns. Plus I've even included examples for some of these CTAs so you know how to use the templates. Check them out...

## 1. Visit a Sales Page

If you've ever wanted to [get some great benefit], then you're going to want to check out [Name of Product]. It's the best way I know to [get a great outcome], so click here now to learn more: [LINK]

### Example:

*If you've ever wanted to learn how to craft better content faster and easier, then you're going to want to check out Content Creation U. It's the best way I know to create more effective content, so click here to learn more: [www.contentcreationu.com](http://www.contentcreationu.com).*

## 2. Download a Free Resource

The first few times you [try to do some big task], it can be a little overwhelming or confusing. That's why you'll want to use the [Name of Resource], which will help you [complete a task or achieve a goal].

Click here to download it now for free: [LINK]

**Example:**

*The first few times you try to set up a website, it can be a little overwhelming or confusing. That's why you'll want use the "WordPress Made Easy Checklist," which will help you get your site up and running fast. Click here to download it now for free: [LINK]*

### **3. Register for a Webinar**

Do you ever struggle to [get some good result]? If so, you may be making one of five common [types of] mistakes. Join us on [date and time] for a free webinar, where [you or another expert] will cover the top five [type of] mistakes you'll want to avoid, plus you'll also discover [some extra bit of information, tip, etc.].

The webinar is free, but seating is limited. Click here to register now and claim your seat before they're all gone: [LINK]

**Example:**

*Do you ever struggle to stay on your homeschool schedule and feel like your child is falling behind? If so, you may be making one of five common home education mistakes. Join us on June 29th at 2PM CST for a free webinar where Paula Brown will cover the top five home education mistakes you'll want to avoid, plus you'll also discover her best tips from homeschooling her own son from K-12.*

*The webinar is free, but seating is limited. Click here to register now and claim your seat before they're all gone: [LINK]*

### **4. Watch a Video**

The best way to learn how to [do something specific] is to watch someone else do it. Now you can discover the easiest way to [get some benefit] by watching this demo video. Click here to watch it now – it will only take about [time frame, such as "two minutes"], but it will shorten your learning curve by hours!

**Example:**

*The best way to learn how to train loose-leash walking with a dog is to watch someone else do it. Now you can discover the easiest way to get your dog walking nicely by watching this demo video. Click here to watch it now – it will only take about three minutes, but it will shorten your learning curve by hours!*

## **5. Follow You on Social Media**

Hey, are you following me on [social media page] yet? If not, you'll want to do so ASAP, because [insert reason]. Click here and let's connect [LINK]

### **Example:**

*Hey, are you following our travel vlog on YouTube yet? If not, you'll want to do so ASAP, because not only will you get to see some amazing scenery and food, you'll get a lot of ideas for your own travels. Click here and let's connect [LINK]*

## **6. Share a Piece of Content**

If you liked [this piece of content], just imagine how much your friends will love it. Be their hero and share it with them right now by clicking here [link to social media button or an email share button]

### **Example:**

*If you liked this marathon fueling cheat sheet, just imagine how much your friends will love it. Be their hero and share it with them right now by clicking here [link to social media button or an email share button]*

## **7. Join a Contest**

Who else wants to win [some fabulous prize]? All you have to do to enter for your chance to win is send your name and the email address where you'd like us to send the list of winners. It's fast, easy and free, so join now [LINK]. Hurry and enter, as the contest ends [date]

### **Example:**

*Who else wants to get a year's worth of movie tickets? All you have to do to enter for your chance to win is send your name and the email address where you'd like us to send the list of winners. It's fast, easy and free, so join now [LINK]. Hurry and enter, as the contest ends [date]*

## **8. Fill Out a Form**

If you're looking for someone who can help you [get some great benefit], then look no further. Click the link below so you can fill out our no-obligation free quote form. It just takes a few seconds. We'll get back to you [in time frame] to show you what all we can do to help you [get a benefit]. Click here now to get started for free [LINK]

### **Example:**

*If you're looking for someone who can help you shed the fat and keep it off, then look no further. Click the link below so you can fill out our no-obligation free quote form. It just takes a few seconds. We'll get back to you in about one business day to show you what all we can do to help you eat better, stay motivated, and get you back into your favorite pair of jeans! Click here now to get started for free [LINK]*

## **9. Submit a Testimonial**

I'd love to hear what you think about [product or service]. Would you do me a favor and send me your feedback or testimonial? It takes about a minute, but it would really help me out. Click here now to send your thoughts [LINK]

### **Example:**

*I'd love to hear what you think about Content Creation U. Would you do me a favor and send me your feedback or testimonial? It takes about a minute, but it would really help me out. Click here now to send your thoughts [LINK]*

## **10. Take Advantage of a Sale / Special Offer**

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This is our biggest sale of the year, and I don't want you to miss it. Click here now to save [amount or percent off] on [specific product or types of products]: [LINK]

### **Example:**

*This is our biggest sale of the year, and I don't want you to miss it. Click here now to save 50% on all our top-selling productivity apps and guides: [LINK]*

### **Conclusion**

You just received a list of ten of the most common calls to action for a variety of occasions. Be sure to put these templates to use the next time you send an email.