**How to Write an Effective Call to Action**

**What is a Call to Action?**

A “Call to Action” is a short phrase that tells the reader what action you want them to take and how to take it. These should be 1 -5 words with a hyperlink or clickable button.

Calls to Actions should be included in almost all Social Media Posts because a reader usually will not take action unless they are asked. There is a lot of noise and reader move on to the next thing rather quickly. In order to get them to stop and take the action you want them to take you need to ask them.

**Use the FAB Model**

As with all copywriting on social media make sure a post the accompanies a Call to Action has the FAB included. Features, Advantages and Benefits.

Here is an example

“Optimize your Facebook Ads as Easily as Making your Morning Coffee”

Discover Why Here

Feature – “Optimize your Facebook Ads”
Advantage – “as Easily”
Benefit – “as Making your Morning Coffee”

**Create a Reason to Take Action**

Tell your audience what is in it for them by tying in your value proposition. Provide Incentives that motivate the audience. Introduce benefits and incentives to take action, instead of just the instructions.

You want to be really specific with the action words you choose and the instructions that follow them.

**Template for Posts with CTA**

Help us \_\_\_\_\_\_\_\_\_\_\_\_\_by\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Discover Why Here

Donate to our \_\_\_\_\_\_\_\_\_\_\_\_\_\_to help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Learn More

Tired of not getting \_\_\_\_\_\_\_\_\_\_try\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Get Started

**Examples of Common Calls to Action**

**Try**

**Watch**

**Get Started**

**Learn More**

**Discover More**

**Other Words to Use When Writing Calls to Actions and Posts on Social Media**

**Most persuasive words in the English Language**

Instantly

More

Because

Free

How To

You

**Persuasive Words that appeal toward what someone values**

Ultimate

Discover

Announcing

Latest

**Persuasive Words that represent giving someone an advantage**

Premium

Standout

Limited

Exclusive

**Persuasive Words that reassure**

Lifetime

Certified

Powerful

Secure

Proven

Results

Easy

Now

Today

Find Better