

# **Calls To Action**

## **About:**

You need to tell your audience what to do after they read, listen or view your content.

Serve them by leading them a step closer to enrolling for your program.

Make sure you always add a call to action to your content.

Express them in different ways to keep things fresh.

(Use AI to rewrite then do a minor edit to sound like your voice.)

## **Social Media**

Do not tell people to click on your link because the system wants to keep people on their platform.

Replace [word] with a word of your choice. Make it unique yet easy to simple and easy to spell.

Replace [free resource] with your freebie. It can be a cheat sheet, webinar or email updates.

Prioritize DMs over engagement because conversations lead to conversions.

### **On Your Profile: DM**

- DM [word] to access the [free resource].
- DM [word] to claim your [free resource].
- DM [word] to book a call.

### **On Your Posts: DM**

- DM [word] to access the [free resource].
- DM [word] to claim your [free resource].
- DM [word] to book a call.

### **On Your Posts: Engagement**

- Comment [word] to get [free resource].
- What do you think? Drop a comment.
- Save this post for your reference.
- Share this post with a friend.
- Follow my profile for more.

### **Words Selection: How To Choose The Words For Your DMs or Comments**

- Use seven letters or fewer when possible.
- Choose words instead of phrases.
- Make it easy to spell.
- Stick to the exact words related to your offer or program.
- Avoid special symbols and emojis.
- Consider common misspellings or auto-correct words and add them in your settings.

## Content

Tell your readers to book a call or check out your services.

**Free Resource:** (This can be a PDF, a document or a spreadsheet.)

- If you want to work with me, go to [the call booking page] to book a discovery call.
- If you like to learn more about our service, go to the services page.

## Blog

Tell your readers to subscribe to your emails, book a call or check out your services.

**Blog Post:**

- Subscribe to the email updates and get access to new content.
- If you want to work with me, go to [the call booking page] to book a discovery call.
- If you like to learn more about our service, go to the services page.

## Email

Getting replies can help you start conversations with potential clients.

At the end of your first welcome email, ask a question.

Getting subscribers to click on links is also good.

Make sure your links look obvious to people.

**Getting Replies:**

- What's your most pressing health symptom? Hit reply.
- Are you interested in solving [this problem]? Just reply, yes.
- Would you like more details about [this resource]? Just reply, yes.
- When signed up to get my emails, what did you hope to achieve? Reply and let me know.

**Getting Clicks:**

- Click here to [get this benefit].
- Click here to book a [discovery call].
- Click here to check out the services page.
- Click here to access the [blog / podcast / video].

## Podcast & Video

Do one call to action per segment.

You can rotate your call to actions as you wish.

Read out the URL. Choose a short and simple one.

Show your URL on video and add it to the video description.

### Introduction:

- Go to the website to download the [free resource].
- Subscribe to the email updates and get notified when a new episode is ready.

### Middle:

- If you like to get more of such content, subscribe to [the podcast or the video channel].
- Go to the website to download the [free resource].
- Subscribe to the email updates and get notified when a new episode is ready.
- If you want to work with me, go to [the call booking page] to book a discovery call.

### Ending:

- If you like to get more of such content, subscribe to [the podcast or the video channel].
- Go to the website to download the [free resource].
- Subscribe to the email updates and get notified when a new episode is ready.
- If you want to work with me, go to [the call booking page] to book a discovery call.
- If you like to learn more about our service, go to the services page.

*Samuel Ng*

**Health & Wellness Copywriter:**

Creator of [Client Enrollment System](#) ➞ Click Here To Find Out More