

# CTA Best Practices Guide



Foundational guidance to help you choose the right call-to-action (CTA) and get more replies, clicks, and booked calls — without sounding salesy.

## What a CTA is (in this program)

A CTA is the single, clear next step you want the recipient to take after they see the gift page. In the Partner Gift Program, the best CTAs feel like helpful options — not pressure.

## The 7 Golden Rules of High-Response CTAs

1. **Choose ONE primary CTA:** One action. One link. One decision.
2. **Match the commitment to the trust level:** Cold audiences = low friction. Warm audiences = higher commitment offers.
3. **Make the outcome explicit:** Name the benefit: clarity, plan, fix, next step — not just “book a call.”
4. **Make the time cost explicit:** 10–15 minutes beats “let’s connect sometime.”
5. **Use low-pressure language:** Invite. Don’t corner. “If you’d like” is your friend.
6. **Reduce the ‘thinking tax’:** Use simple verbs: claim, reply, pick, choose, send.
7. **Make it easy to say yes:** Offer a binary choice or a one-word reply.

## The CTA Ladder (pick the right rung)

Use this ladder to match CTA intensity to how well they know you:

- **Rung 1** — Click / Claim (lowest friction): Best for cold or broad audiences. Goal: claim the gift and build goodwill.
- **Rung 2** — Reply (low friction): Best when you want a conversation without forcing a calendar step.
- **Rung 3** — Micro-commitment (medium): A short call or a simple submission (one link/file) with a small deliverable.
- **Rung 4** — Book a call (higher): Best for warm leads, referrals, or when you’ve already earned attention.

## CTA Copy Formulas (plug-and-play)

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- **Claim CTA:** "If you want it, claim your gifted copy here → [LINK]"
- **Reply CTA:** "If you'd like help applying it, reply 'YES' and I'll send 2–3 tailored suggestions."
- **Binary Choice CTA:** "Quick question: are you more focused on (A) more leads or (B) smoother operations right now? Reply A or B."
- **Micro-Outcome Call CTA:** "If you want, we can do a quick 15-minute check. You'll leave with a 1-page next-step plan."
- **Async Review CTA:** "Send me your [landing page / pipeline screenshot / org chart] and I'll reply with 3 fixes within 48 hours."

## Common CTA Mistakes (and fixes)

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- **Too many CTAs** — Fix: Pick one primary CTA + one optional (clearly labeled) at most.
- **Vague CTAs** — Fix: Replace "Let's connect" with "15-minute \_\_\_ check."
- **High friction too soon** — Fix: Use a reply CTA before a calendar CTA for colder audiences.
- **Self-focused wording** — Fix: Replace "I'd love to tell you..." with "You'll leave with..."
- **No timeframe or deliverable** — Fix: Add "15 minutes" + "1-page plan / 3 fixes / scorecard."

## CTA Quality Checklist (final pass)

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- Is there ONE primary next step?
- Is the benefit explicit (what they get)?
- Is the time/effort explicit (what it costs them)?
- Is the language low-pressure?
- Is it easy to respond (one click or one-word reply)?
- Does it match the audience trust level?

*Pro tip: If it feels like a pitch, lower the friction. If it feels like a helpful invitation, you nailed it.*