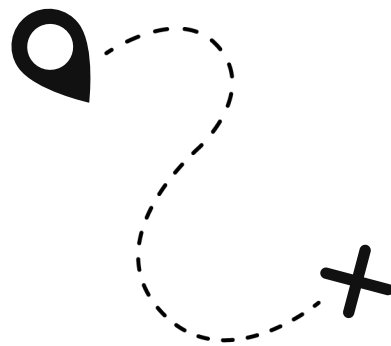




# Content Nitro

## the calls to action **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

Creating compelling calls to action is easier than you think.

It just takes a little practice!

The call to action (CTA) is an important element of marketing strategies and sales copy. The purpose of the call to action is to motivate your readers to take the specific action you suggest.

The action frequently helps your target readers solve a problem, as well as gets them into your conversion or sales funnel. However, they must click your call to action link, first.

To convince and compel the reader to act, the words in your copy and your call to action must be effective. The most effective words vary from niche to niche and even among audience segments within a niche.

This is because the reader's motivation is a major factor.

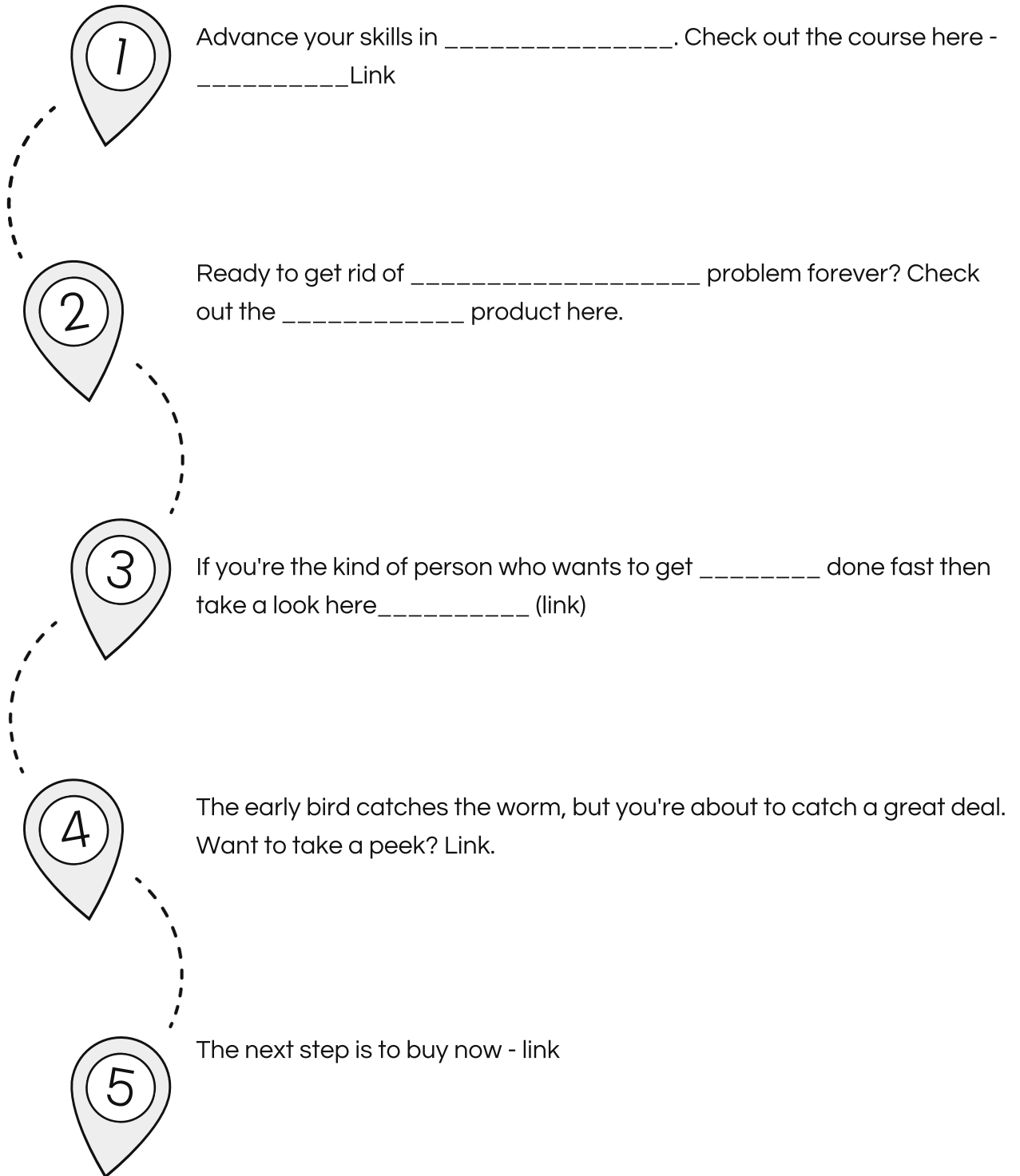
But, effective calls to action include specific words, phrases, and/or images that grab attention, evoke a strong emotion, create a sense of urgency, persuade them to try something, remove or reduce risk (build trust), empower or inspire the reader, etc. In addition, effective calls to action are easily viewed; appear multiple times, are highly relative and motivational. Above all, they clearly and specifically state the action you want the reader to take.

Here are a few calls to action you can use as-is or customize for your specific needs.

*Kevin & Sarah*



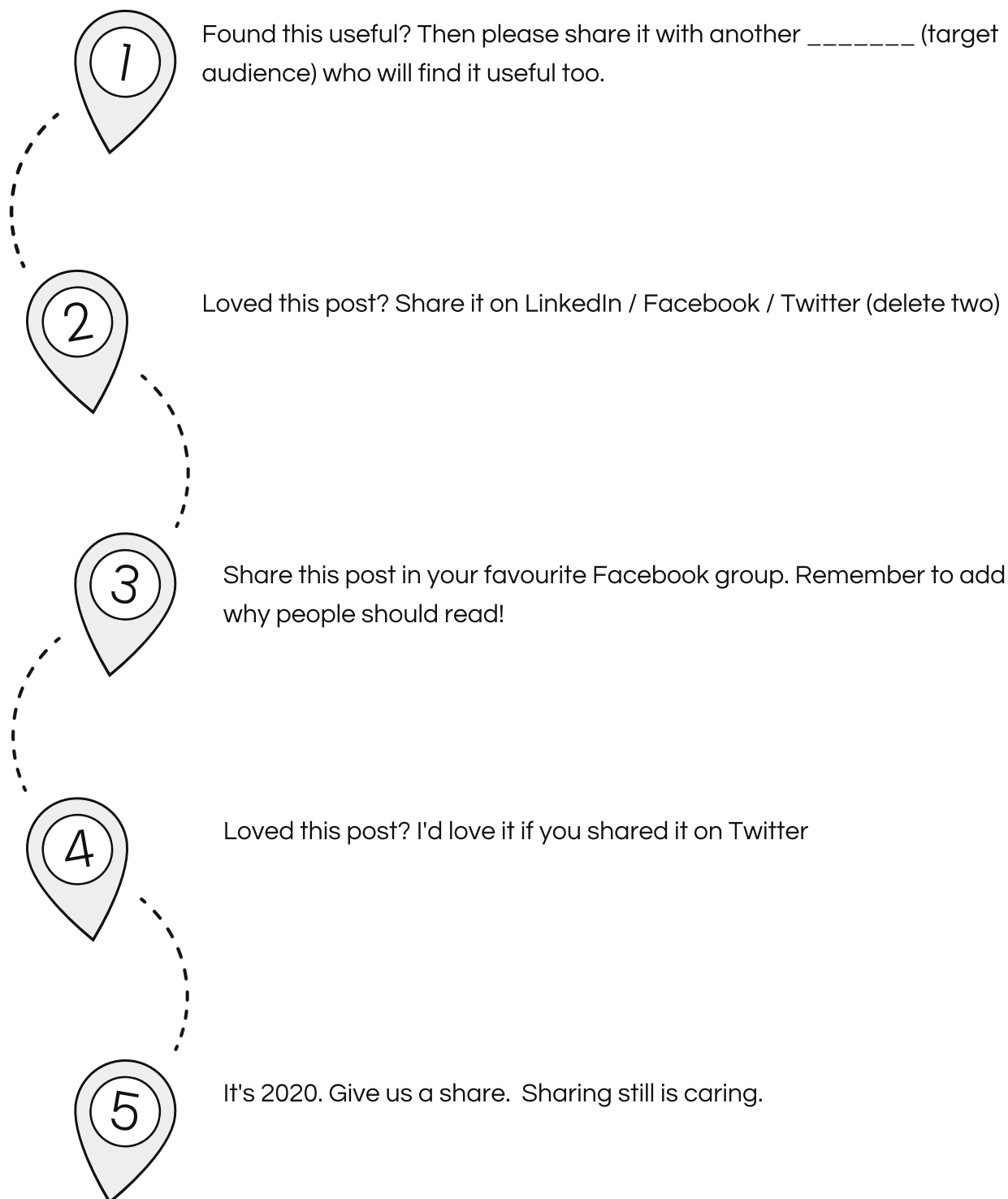
# Calls to Action – Sales



# Calls to Action - Listbuilding



# Calls to Action – Traffic



# Calls to Action – Community



# three quick tips



**one**

No call to action is set in stone! If you don't like the one that you've chosen or it's not working - change it!

You can have multiple calls to action in a blog post. You can ask for a social share underneath your image, and a social share at the end of a post.



**two**

If in doubt as to where to guide your reader ask for a social share.



**three**



# two key resources



## Resource number one

Thrive Architect enables you to create call to action areas in your blog posts. Visually appealing these will help you get more clicks... Which leads to sales

Show me

## Resource number two

Calls to action can be visuals! Create an image in Canva and link it to the sales page/community etc

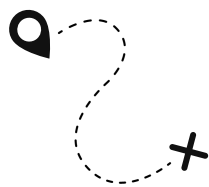
Show me





READY TO LEVEL UP?

# next step here



**Yay! You finished the roadmap.**

Ready to put your content under the  
"microscope"

Book an hour with Sarah and Kevin here for  
£99. You can go over any aspect of content and  
get expert advice on how to put it right!

**YES PLEASE!**



Online Visibility  
**ACADEMY**