

Call-To-Action Examples

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Here are some copy suggestions that you can tailor to your CTA needs and examples of what to avoid.

Remember, your CTA is dependent on your landing page goal and product, some of these suggestions are just to show what you can try.

CTA Examples

- Start My Free Trial
- Try Out XX For 30 Days (XX= your product)
- Get Your 30 Day Free Trial
- Test XX Out (XX= your product)
- Register for Free Today
- Sign Up For Free
- Try Free
- Add To Cart (& Save 20%)
- Save 25% Now
- Find My Savings
- Get XX Now (XX= your product)
- Book XX Now (XX= your trip, an appointment, etc)
- Make An Appointment
- Get a Free Consultation
- Get Started
- Download my XX now (XX= ebook, white paper, templates, etc)
- Download XX (XX=product)
- Get Free Content
- Click for Instant Download
- Add Your Content
- Get Free Updates
- Subscribe To The XX (XX= blog, newsletter)
- Book a Demo
- Notify Me (When XX is Live)
- Send Me More Info
- Join The Open Beta
- Join Us / Join Our Community
- What Clients Say
- Let's Work Together
- Play Our Video
- Watch a Demo
- View New Features
- Live Chat Now
- Tweet This Stat
- See Pricing
- Enroll in Course
- Create (Free) Account
- Redeem Offer
- Continue to Pricing
- Talk To Us
- Let's Do It
- Get My Report
- Coach My Clients
- Grow My Audience/Traffic

COMPANY SPECIFIC

- Get My Loan
- Start Raising Money
- Build My Yoga Retreat
- Lead A Yoga Retreat
- Show Me My Heatmap
- Build a Manpack
- Send a GiftRocket
- Give Basecamp A Try - It's Free For 60 Days
- Create My Resume

How to Make CTAs Better

- Download Now (Explain what the download is)
- Sign Up (Say what the viewer is signing up for)
- Read Now (State what their reading)
- Learn more (Explain what their learning)
- View (Say what the audience is going to view)
- Buy Now (Says what you have to do, not get; try add to cart, save 20%)
- Send (You can come up with something better)
- Submit (This one too)