

The very best CTA's (Call To Action)

CTA's are super important.

When writing an instagram post it is NOT just about writing the content & ending it with that post; you want to continue the customer journey to another platform, your website or an email signup, as examples.

Here is a list of some of my FAV CTA's, that you can mix up & use. Your CTA does NOT have to always be different for each post, but it does need to be thought out, & have a strategy.

Some questions to ask yourself when thinking of a CTA -

- ▼ What is my GOAL with this post?
- ▼ What ACTION do i want my dream audience to take?
- ▼ Where can i DIRECT my dream audience so that they CONTINUE their journey?



Exciting words to start with

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Exclusivity to make your dream audience feel SPECIAL



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Subscribers only
Pre register
Now closed
Limited spots
Only a few left
Featured
Exclusive
Last offer
Special offer
Limited supply
Secret
Request an
Invitation
Risk free
Guarantee

Urgency, to entice them to act now

Last chance
Expires tomorrow
Urgent
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