

HONED INSIGHT STEP-BY-STEP CTA GUIDELINES

1. What are your audience's pain points that you want to focus on with this CTA? List the 1 to 3 most powerful pain points.

2. What style of writing will your audience be more drawn to? Insert this into your offer.

3. Create a CTA offer, using your answers to the two questions above and the 8 options below.

- VALUABLE (have an Immediate Benefit/Pain relief/Usability)**
- EFFORTLESS/RISK FREE**
- FOCUSED/SPECIFIC**
- PERSONALIZED/RELEVANT**
- PSYCHOLOGICALLY STIMULATING (Emotion/Vivid Imagery/Prior Success)**
- AUTHORITATIVE**
- MINDFUL OF TIMING**
- TIME SENSITIVE/SCARCE (FOMO)**

4. Use the different CTA structures below to give yourself different options with your CTA. You could conduct a survey within your department to select the best one or use them for A/B testing.

- QUESTION**
- CHOICE**
- ACTION WORDS/COMMAND**
- LIST**
- HEADLINE STYLE**

- STORY**
- FACTOID/STATEMENT**
- ALTERNATIVE**
- US VS. THEM (GROUP)**

5. Is your CTA crystal clear? Ask people to react to it if you are not sure.

6. Does the payoff match the burden you are putting on your audience. Readjust your offer, messaging, structure, and/or what you are asking for if you are not providing enough value for what you are asking.

7. Improve other aspects of your CRO or lifecycle marketing strategy.