

# THE 36 BEST CALL TO ACTION PHRASES EVER & *Why They Work*

LOCALiQ



# YOUR JOURNEY STARTS HERE:

## Intro

The secret to getting  
your audience to act is  
to be...

03

## Straight- forward

Tell it like it is.

05

## Bold

Show 'em how confident  
you are!

12

## Relatable

Keep it real.

07

## Subtle

But smart.

17

## Clever

But smart.

21

## Different

Juuust enough to  
stand out.

27

## Funny

They'll cackle, then click!

24

## Let's talk

Speaking of calls to  
action...

32



# INTRODUCTION

Calls to action are the keys to conversion (that feels like a proverb or something), but they don't exist in a vacuum. For any [quality] piece of content you see online, you'll never just see a CTA button on an island with no context. Either the button or link itself has clear copy, or the content around it gives the proper context.

SEE FOR YOURSELF

*See for yourself...that a CTA without surrounding phrases is useless.*

And the best part is, marketers are getting more and more creative with their calls to action each year. So, we're going to share with you the best CTA phrases we've collected across the web this year, in the following seven categories:

1. Straightforward
2. Relatable
3. Bold
4. Subtle but smart
5. Clever
6. Funny
7. Different

So let's take a look at these effective call to action phrases that we can learn from and laugh at.

You'll never just  
see a CTA button  
on an island with  
no context.

# SOME KEY TAKEAWAYS

Here are the tips and takeaways to keep in mind as you browse through these examples.

- 1 Experiment with parenthesis to make a particular word stand out or to sound relatable.
- 2 Write like you or your audience would speak.
- 3 Try being super blunt or so obviously rude in a way that makes it playful.
- 4 Check out puns, rhymes, or plays on words (there's a way to do it without being cheesy!).
- 5 Use the call to no action to encourage the yes or to reinforce the value of the offer.
- 6 Make your “boring” calls to action super-specific—they’ll be more compelling than you’d think.
- 7 Call readers to take a small step rather than a big leap.
- 8 Try out speedy words like “grab.”



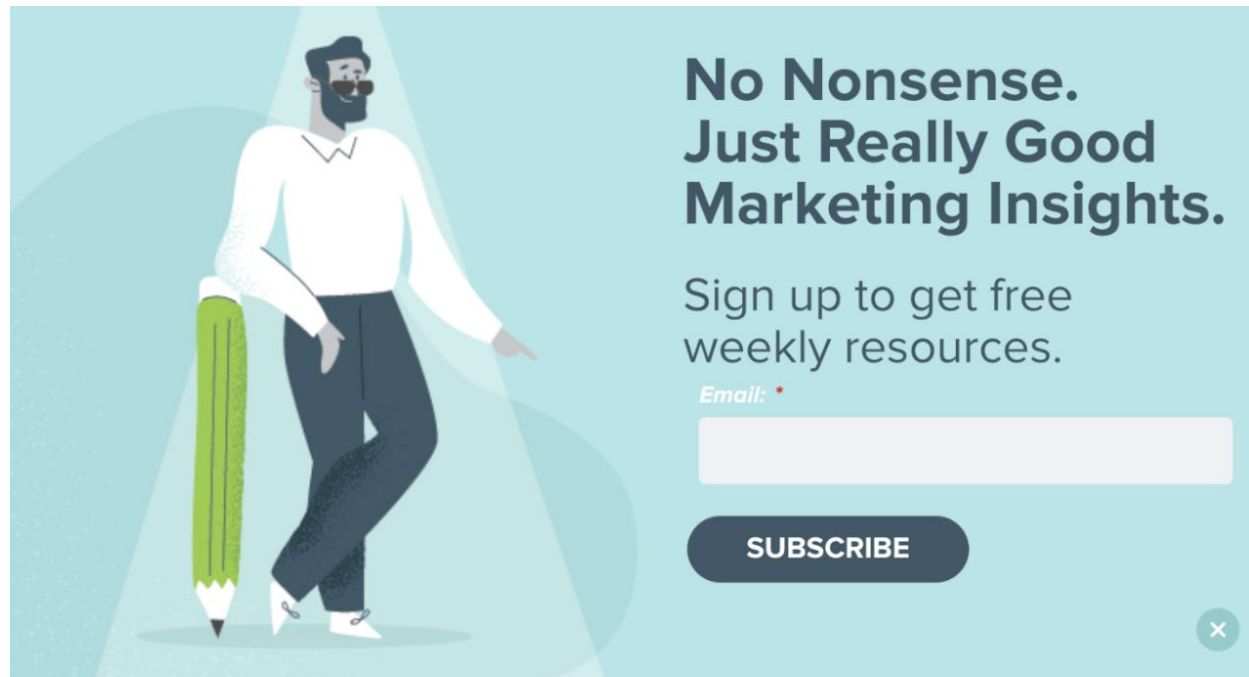
# STRAIGHTFORWARD CALL TO ACTION PHRASE EXAMPLES

In the name of being forthright, let's start with the blunt examples.



## 1. No nonsense. Just really good marketing insights

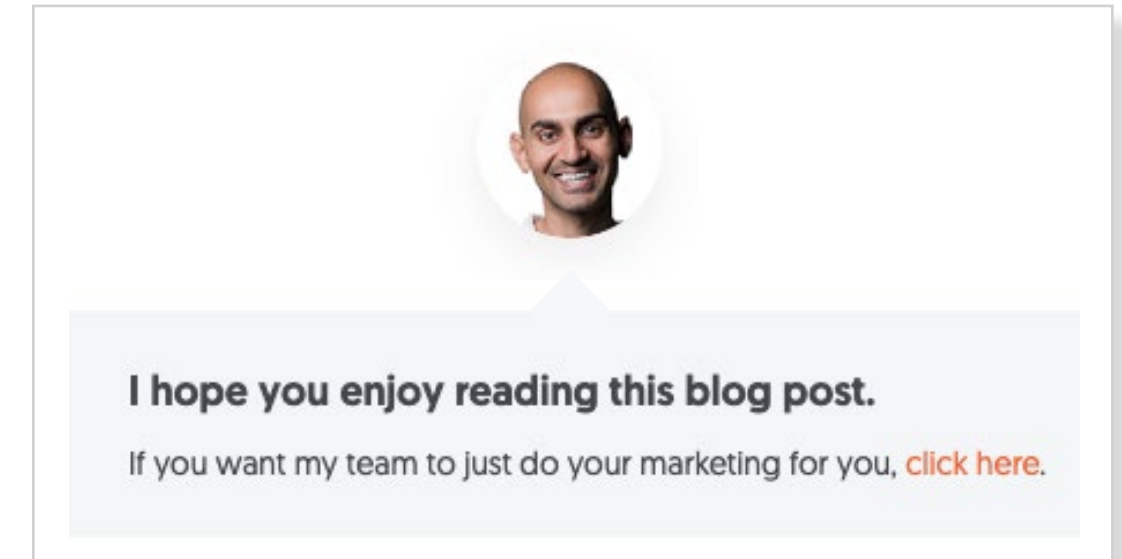
Brafton's approach here is plain and simple. No fancy words, super easy to read. This popup for no nonsense content uses no nonsense copy. Success.



*What better way to prove you'll provide no-nonsense info than with a no-nonsense CTA?*

## 2. If you want my team to just do your marketing for you, click here

Another no-nonsense approach. And very transparent.



*Simple, transparent, true. Good stuff.*

**Sometimes the plainest language can really stand out.**



# RELATABLE CALL TO ACTION PHRASES

Sometimes, reliability is all you need for [compelling copywriting](#). Try out using call to action phrases that take the words right out of your readers' heads (or mouths).



### 3. No, I get enough unwanted parenting advice

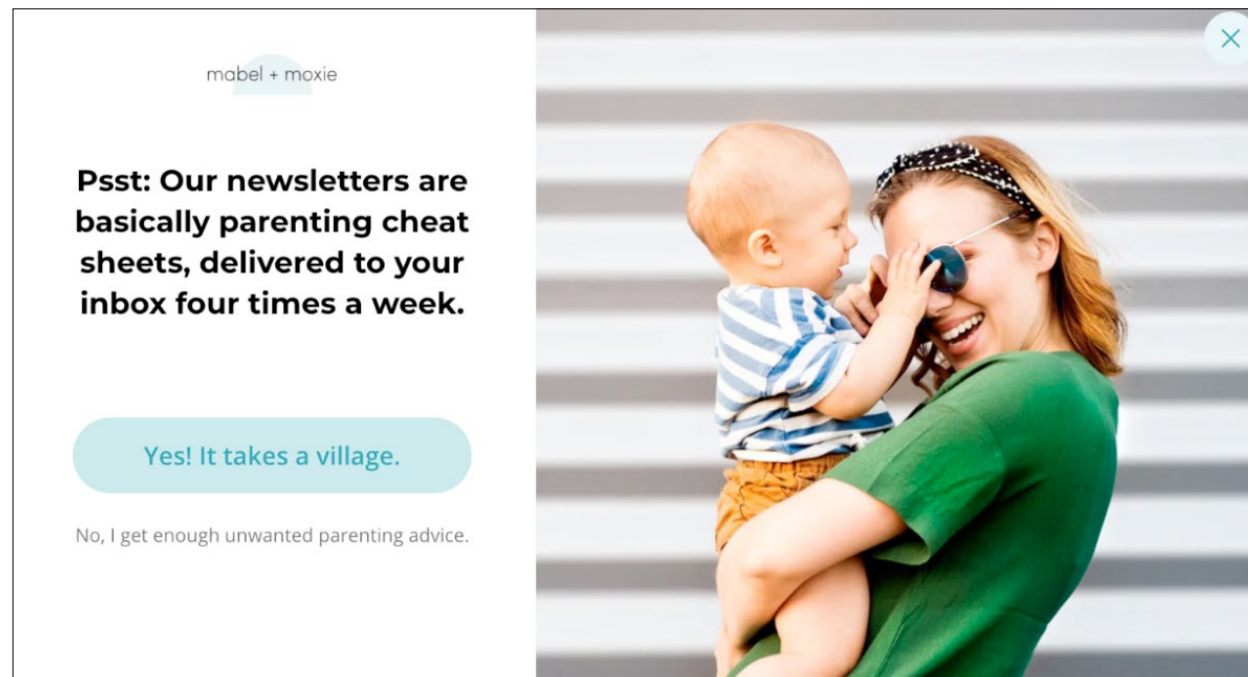
First off, this popup has that blunt approach:

*“Our newsletters are basically parenting cheat sheets, delivered to your inbox four times a week.”*

We also like the button copy of *“Yes! It takes a village.”*

But the “no” copy here is what makes you want to click on the CTA button above it:

*“No, I get enough unwanted parenting advice.”*

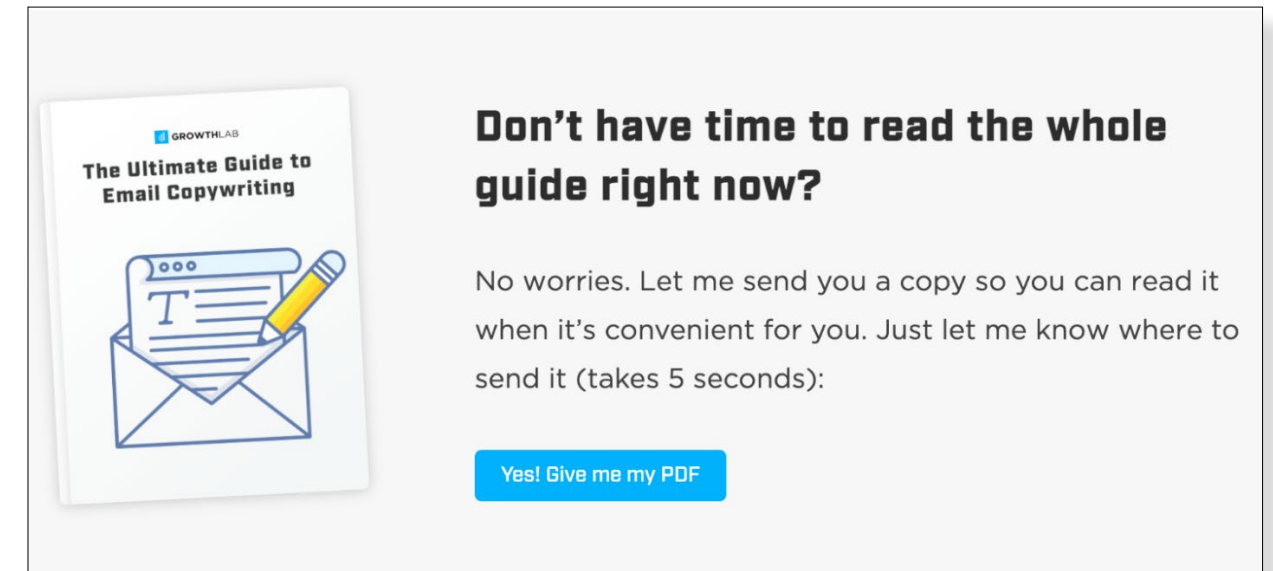


*Parent or not, you can appreciate the “no” copy enough to want to click yes.*

### 4. (takes 5 seconds)

In this example, GrowthLab is promoting its [email copywriting](#) guide. It reads:

*“Don’t have time to read the whole guide right now? No worries. Let me send you a copy so you can read it when it’s convenient for you. Just let me know where to send it (takes 5 seconds).”*



The “takes 5 seconds” helps reassure the reader this is a friction-free ask, and the parentheses and casual speak makes it feel like someone’s talking to you.



## 5. I have a few questions first!

Here, OptinMonster is trying to get you to get started with their software. The “yes” call to action button reads “Get Started with OptinMonster,” but the “no” button isn’t “no thanks.” Instead, it says “I have a few questions first!” which takes you to a contact page.

It’s generally a rule of thumb to only have one CTA, but it all depends on how important the offer is and where it’s being shown.

If your [conversion rates are low](#), your offer might be too bottom-funnel for the audience of this piece of content. You may want to change the offer to something of a lower commitment. Or try adding an alternative option with a second, less prominent but “safer” call to action phrase like OptinMonster does.

OptinMonster uses this approach elsewhere on their site, such as in the example below with a “Get Started” and a “See All Features” call to action placed next to one another.

**A lower-friction button instead of a “no” button works in some cases.**

**Ouch - That's Abandonment!**

Over 70% of your visitors do just that and **never return.**

OptinMonster's powerful software converts your abandoning visitors into subscribers and customers. Experience the full power of OptinMonster on your website today!

**Get Started with OptinMonster**

I have a few questions first!

Get real growth results in as little as one day

Industry leading customer satisfaction

Trusted by 1,000,000+ websites

300+ 5-star reviews

*Don't rush me! I have a few questions first!*



Join 1,213,437+ using OptinMonster to **get more subscribers and customers.**

**Get Started**

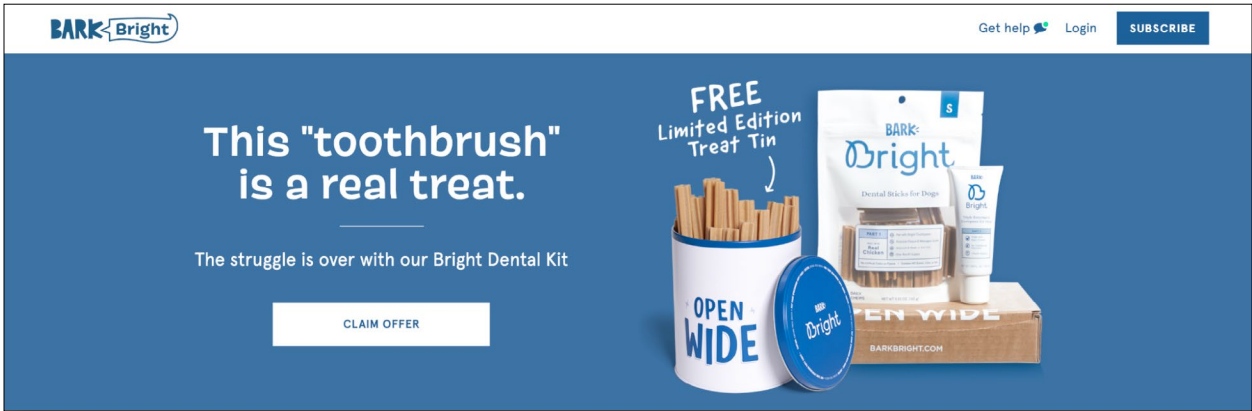
**See All Features**

6. The struggle is over

Who hasn't said "struggle is real"? It's wildly overused and yet it somehow is still funny when someone says it (most of the time—depends on the person).

Anyway, "struggle" is such a relatable term and "The struggle is over" is a great call to action phrase for that [pain point marketing](#).

Another option would be to have the call to action button say "End the struggle now."



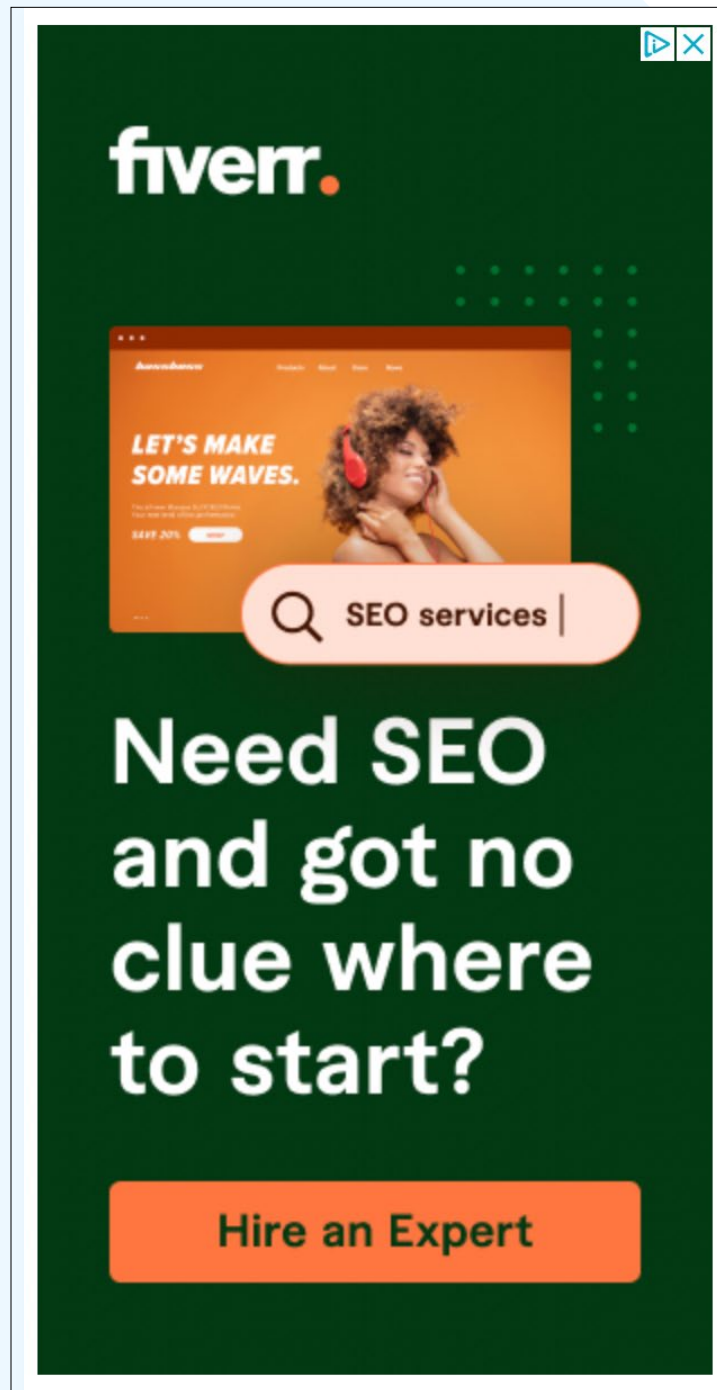
The struggle is [not real]. It's over.

7. Unlock (not provided)

Sometimes when Google Analytics can't (or doesn't want to...) give you [data on a keyword](#), you'll see "(not provided)". It's v. frustrating. Keyword Hero uses jargon in their call to action phrase, which will attract only its qualified users.



All in all, it's a creative headline, but "Free Account" could use some more action and specificity to make this a [conversion-boosting pop-up](#).



## 8. Got no clue where to start?

This display ad by Fiverr is simple.

“Need SEO and got no clue where to start? Hire an expert.”

*How many times have you said  
“I have no clue where to start”  
when seeking help?*



# BOLD CALL TO ACTION PHRASE EXAMPLES

Bold copywriting is a surefire way to [market with emotion](#)—just make sure it's on-brand.





## 9. Convince people you know what a DSP is

We love this one. If you don't know what a DSP is, this is precisely why you should sign up for DigiDay's newsletter.



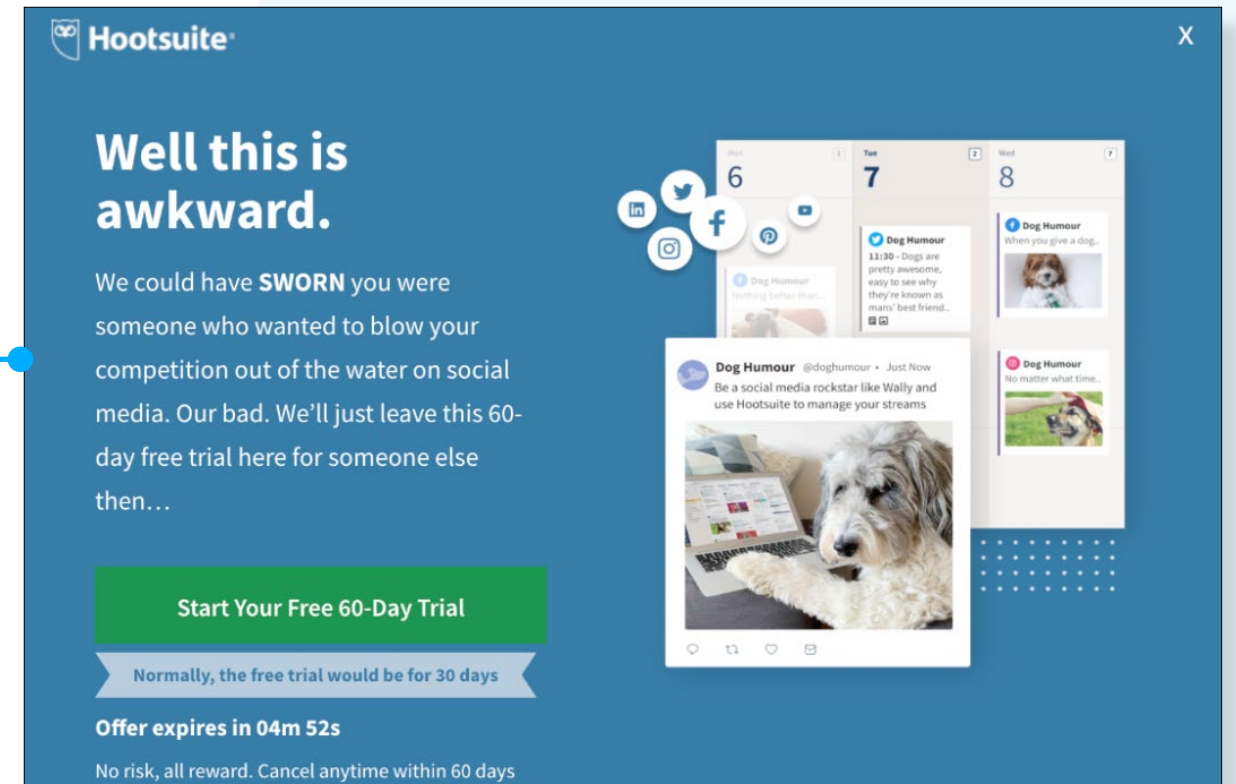
## 10. We could have sworn you were someone who...

"Awkward" is right up there with "struggle" in terms of relatable words. But it's the boldness of this call to action that stands out. In its free trial pop-up offer, Hootsuite says:

*"Well this is awkward."*

*We could have SWORN you were someone who wanted to blow your competition out of the water on social media. Our bad. We'll just leave this 60-day free trial here for someone else then..."*

Challenging someone's decision-making or their commitment to their job? Bold.

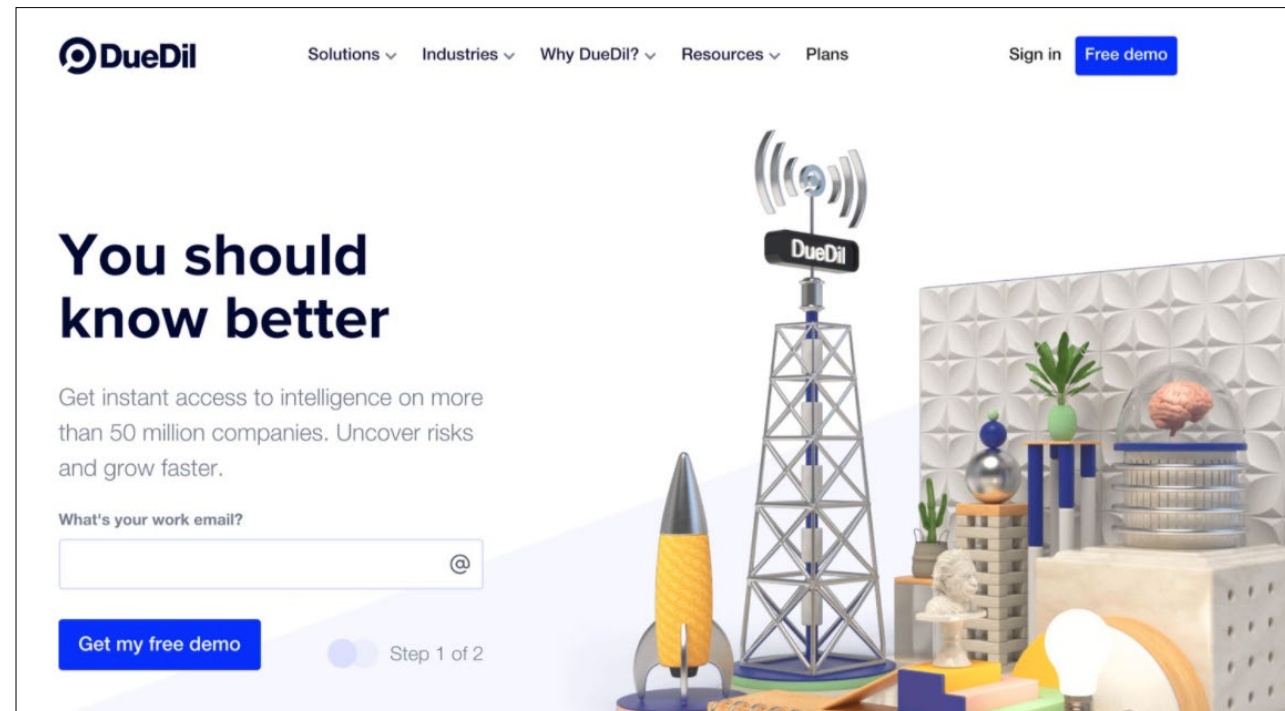


*Our bad, we thought you wanted to be good at your job...*

## 11. You should know better

This is a clever little play on words, since DueDil (fun name) is an intelligence platform, but this is still a great call to action [copywriting tip](#).

You could leave it at that (You should know better.) or try out a little relief in the end (You should know better...we never charge full price!).

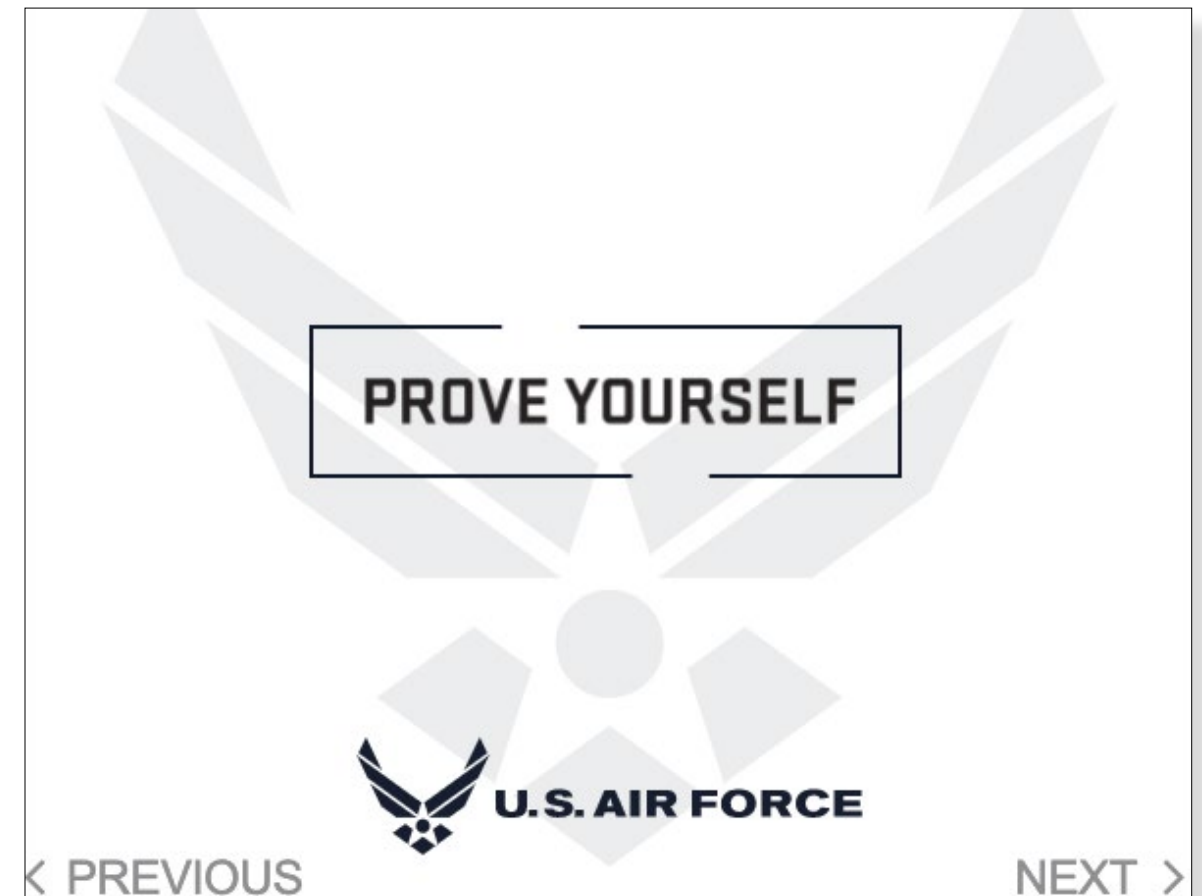


*Both a play on words and a bold phrase. Nice!*

## 12. Prove yourself

Doesn't get much bolder'nat.

But you don't have to be the U.S Air Force to use this call to action phrase. Maybe your buyer persona is a young professional in a cutthroat industry. Maybe they're athletes or fitness fanatics. With some visual or textual context, this could be a [great call to action](#) button or phrase.



*Talk about a motivating call to action.*



## 13. See for yourself

Nothing revolutionary here. A solid show of confidence with a bold touch.



*“See for yourself” may not be creative, but it’s classic and effective.*

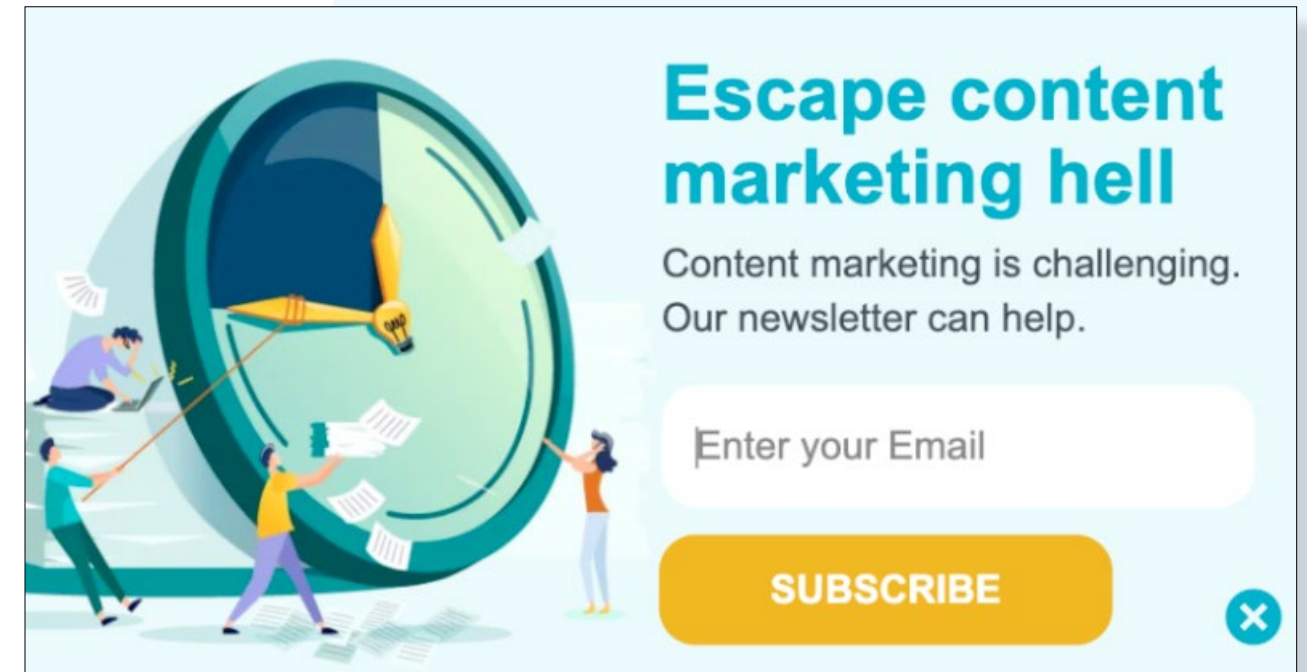
Similar or supplementing phrases might include

- Don’t believe us?
- What do you have to lose?
- Don’t take our word for it...
- See why

Wirecutter names Slack the best team messaging app. [See why](#) →

## 14. Escape content marketing hell

The nature of this call to action phrase isn’t really bold, but it’s a bold move to use this copy in your call to action.



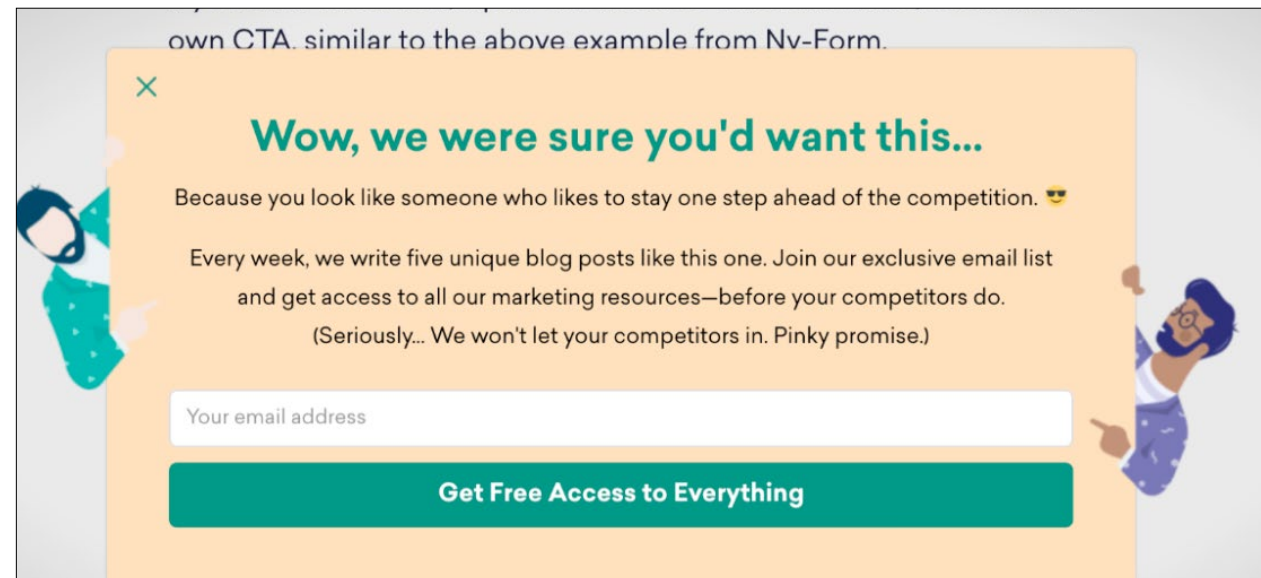
*[Pain point](#) targeting taken to the next level.*

## 15. Wow, we were sure you'd want this

Another bold approach, this time by Sleeknote.

*“Wow, we were sure you'd want this...”*

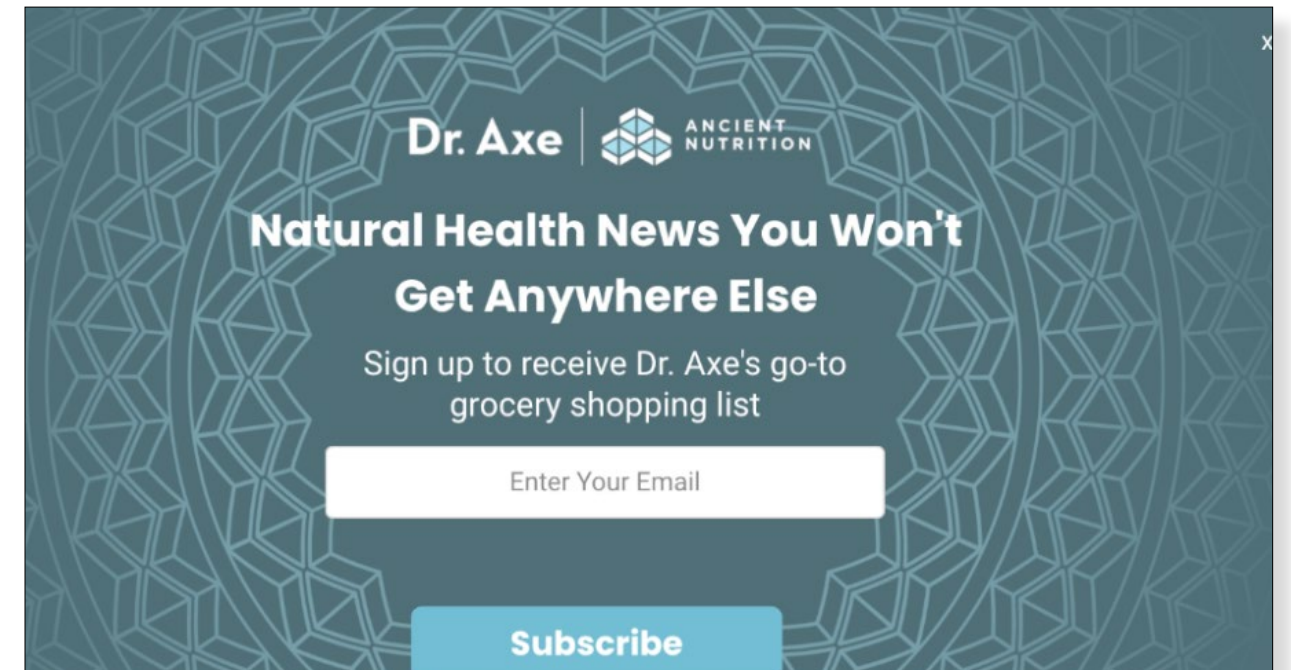
*Because you look like someone who likes to stay one step ahead of the competition.”*



*Trivialize something about your reader but make it so completely obvious that it's playful.*

## 16. You won't get anywhere else

Providing something that your audience won't get anywhere else gives the offer added appeal, but be selective with this phrase. Deliver on your promise.



*“You won't get anywhere else” is strong...just deliver on your promise!*



# SUBTLE BUT SMART CALL TO ACTION PHRASES

Confession: these call to action phrases aren't outwardly entertaining, but they're simple tweaks that stuck out to us that we can learn from.





## 17. Get your first lesson now

Instead of [potentially] intimidating or [scaring users away with CTA button text](#), make things more simple. In the example below, instead of asking the user to start the entire course, this CTA invites the user to just start with the first lesson, which feels much easier.

### How to use Search Insight. A beginner's course.

The team that built [answerthepublic.com](#) have written a short free course on how to use Search data insight to really understand your customers. Add your details below to get the first lesson.

Get your first lesson now

*“Take a bite” is a lot more doable than “consume the entire meal,” no matter how delicious.*

And this can work for any type of long-form content you are promoting—such as with “Start the first chapter,” or “Watch the first video.”

## 18. More info and register here

While “register” wouldn’t be our first pick for words here (we’d go for something a little more friendly like “sign up,” there’s something about this call to action phrase that we appreciate. The “more info” kind of lets you know that you’re not locked into anything. Plus, there’s a slight curiosity factor. What more info is there to know?

Plus, it keeps the [popup](#) clean and attractive.

X

### Unlock your digital advertising ROI with a clear view of your data

Join us on June 23rd at 12pm ET | 5pm BST for this free webinar

MORE INFO AND REGISTER HERE

*Thank you for not cramming every detail about the webinar into a three-inch box.*

## 19. Check availability

This is a really smart option when you’re offering any sort of [free assessment](#), consultation, or audit.

There’s nothing wrong with “book now” or “schedule now,” but what does that mean? If you click on it, are you submitting your contact information and then someone will be reaching out to you within 24 hours? Will you be given a number or email address to contact in order to schedule it?

“Check availability” tells you that you can reserve a spot online (convenient), and without actually having to interact with anyone just yet.

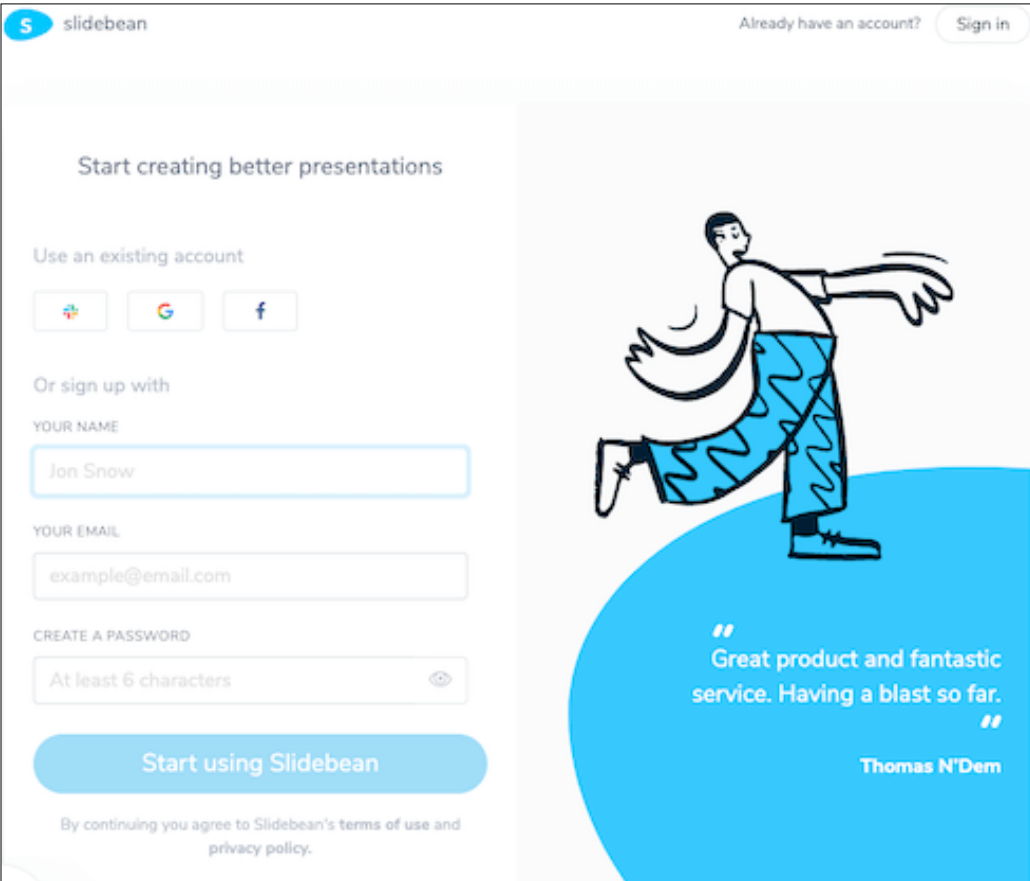
If you want us to help you create an effective marketing plan that works, or to review your existing strategy, we offer a free AUDIT to find the frictions that hold you back from growth.

[Check availability for setting your free Marketing Audit >>>](#)

Note: We think this site means to say “scheduling” instead of setting. Either way, “check availability” gives a lot more information than “book now.”

## 20. Start using Slidebean

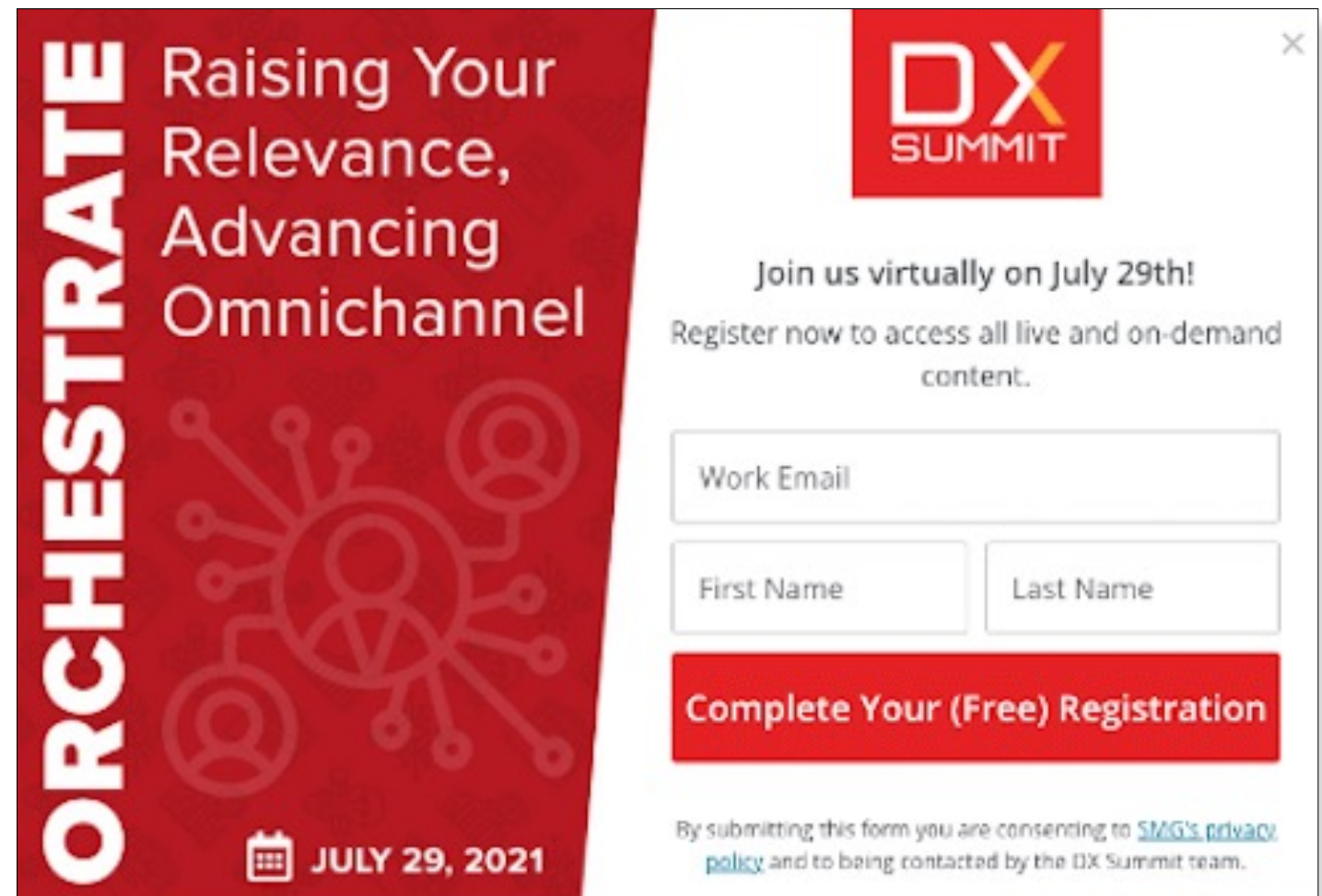
You can create a free account on Slidebean. Signup is easy, but what we like about this [call to action example](#) is that it adds a touch of actionability as well as convenience. Instead of asking you to “Submit,” it’s asking you to “Start using Slidebean,” which could make a difference! It also implies you’ll be able to get started right away.



Thank you for not cramming every detail about the webinar into a three-inch box.

## 21. Complete your (free) registration

Sometimes, plastering “FREE” all over your call to action copy sounds loud and pushy. We kind of like how DX Summit saves it for the [call to action button](#). Parentheses are powerful in copywriting, and this simple addition makes “Free” pretty front and center if you ask us.

A registration form for the DX Summit. The form is divided into two main sections. The left section has a red background with white text. It says "ORCHESTRATE" vertically on the left, "Raising Your Relevance, Advancing Omnichannel" in the center, and "JULY 29, 2021" at the bottom right with a calendar icon. The right section has a white background. It features the DX Summit logo at the top right, followed by the text "Join us virtually on July 29th! Register now to access all live and on-demand content." Below this are three input fields: "Work Email", "First Name", and "Last Name". At the bottom of the right section is a red button with white text that says "Complete Your (Free) Registration". Below the button is a small line of text: "By submitting this form you are consenting to [SMG's privacy policy](#) and to being contacted by the DX Summit team."

*Sometimes, a gentle “(free)” speaks louder than “FREE WEBINAR!” all up in your face.*



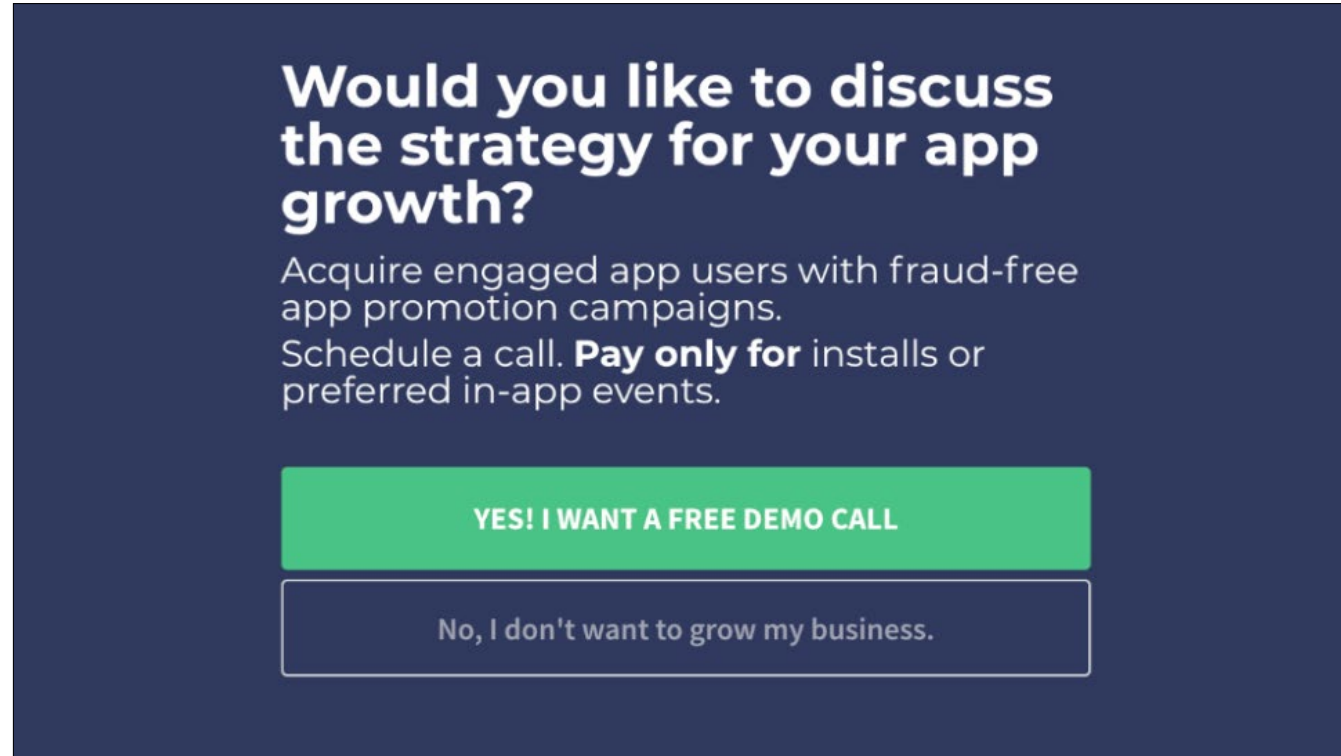
# CLEVER CALL TO ACTION PHRASES

Sometimes it's the no button that prompts a user to click on the yes button...



## 22. No, I don't want to grow my business

This “no” call to action button is pretty standard. “No, I don't want to grow my business” is a good way to imply the value of the offer.



**Would you like to discuss the strategy for your app growth?**

Acquire engaged app users with fraud-free app promotion campaigns.  
Schedule a call. **Pay only for** installs or preferred in-app events.

**YES! I WANT A FREE DEMO CALL**

No, I don't want to grow my business.

## 23. No thanks, I'll figure it out myself

This call to (no) action phrase is a bit more effective, reminding the reader that they're putting more work on themselves if they don't seize this opportunity.



**WANT TO GET INSIDE YOUR PROSPECTS' MINDS AND SELL MORE?**

Download our **FREE**, expert eBook to unravel the mysteries of high converting copy

**YES! TEACH ME YOUR SECRETS!**

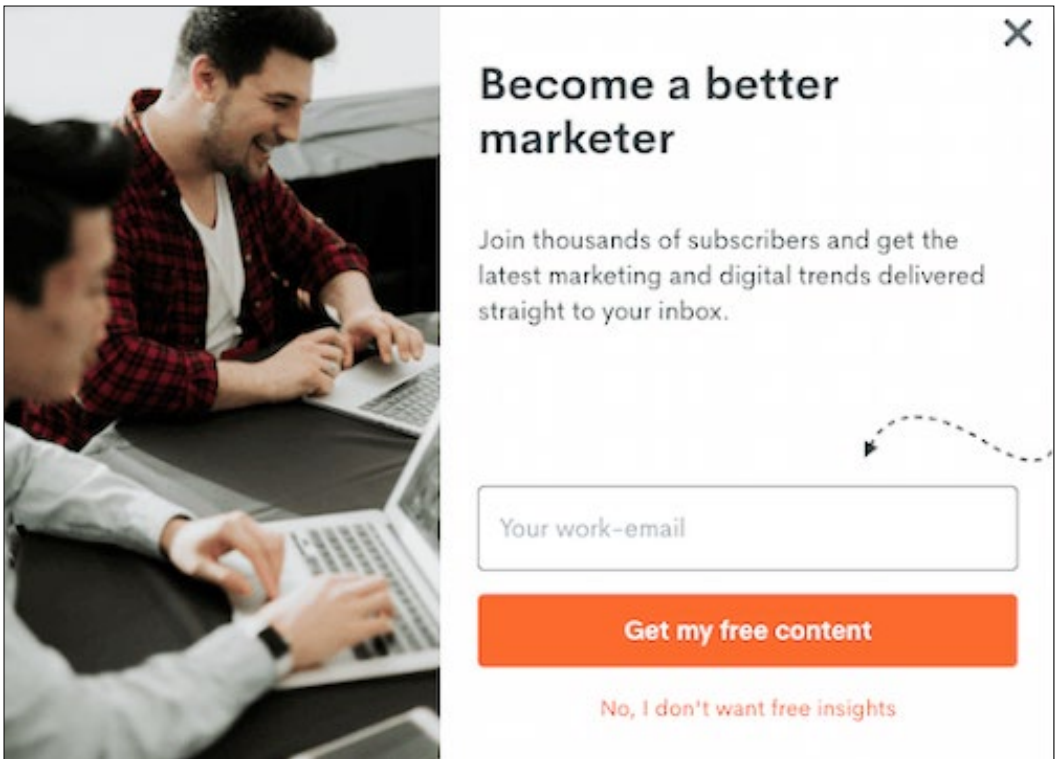
No thanks, I'll figure it out myself.

**25 CUSTOMER-CONVERTING COPYWRITING SECRETS**  
How to Make 'em an Offer They Simply Can't Refuse  
**FREE EBOOK**



## 24. No, I don't want free insights

Another [creative call to action example for newsletter signup](#). The “no” is used to describe the value of the core value (free insights) of the newsletter—and a reminder that you’re a fool to pass up something free.

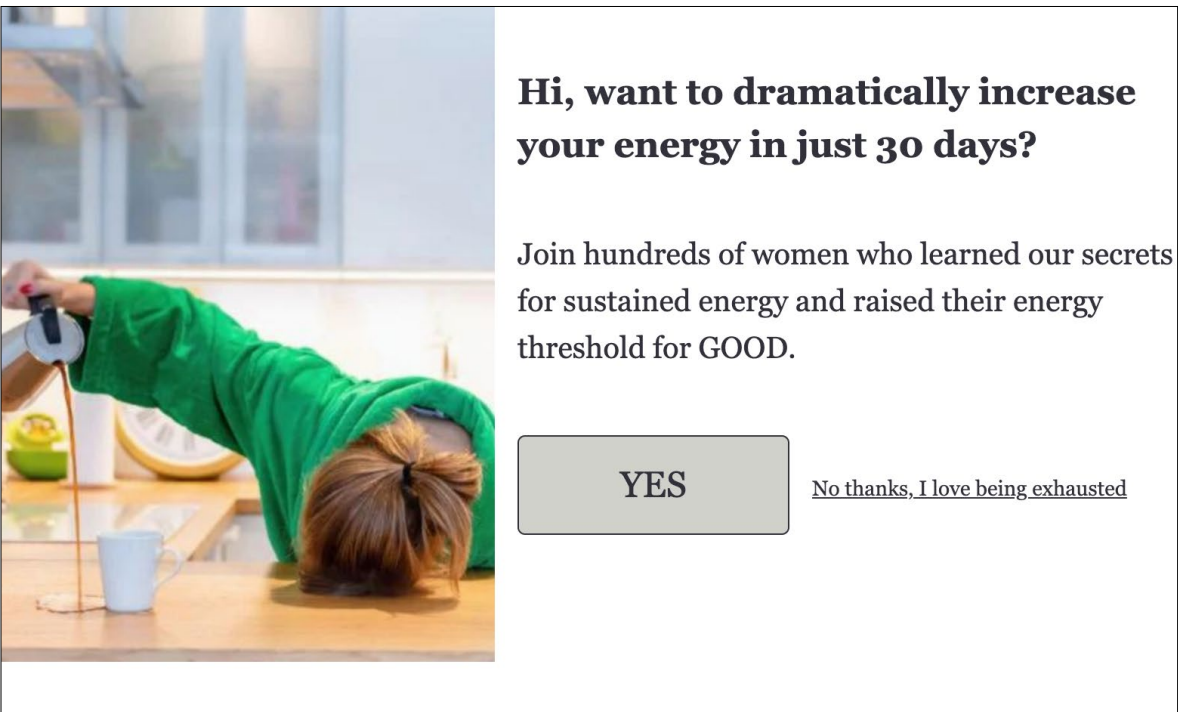


Putting into words that your reader is passing up free insights can have an effect.

## 25. No thanks, I love being exhausted

We like this one because instead of saying “I don’t want” something, it’s taking it to the opposite extreme, saying that you desire the pain point.

This pop-up is promoting a 30-day health program for women, promising to improve energy levels. You have a YES button or a “No thanks, I love being exhausted.”



“I love being exhausted” has more tang than “I don’t want to increase my energy.”



# FUNNY CALL TO ACTION PHRASES

These aren't necessarily call to action phrases you'll want to steal, but they can give you inspiration for coming up with your own funny ones.

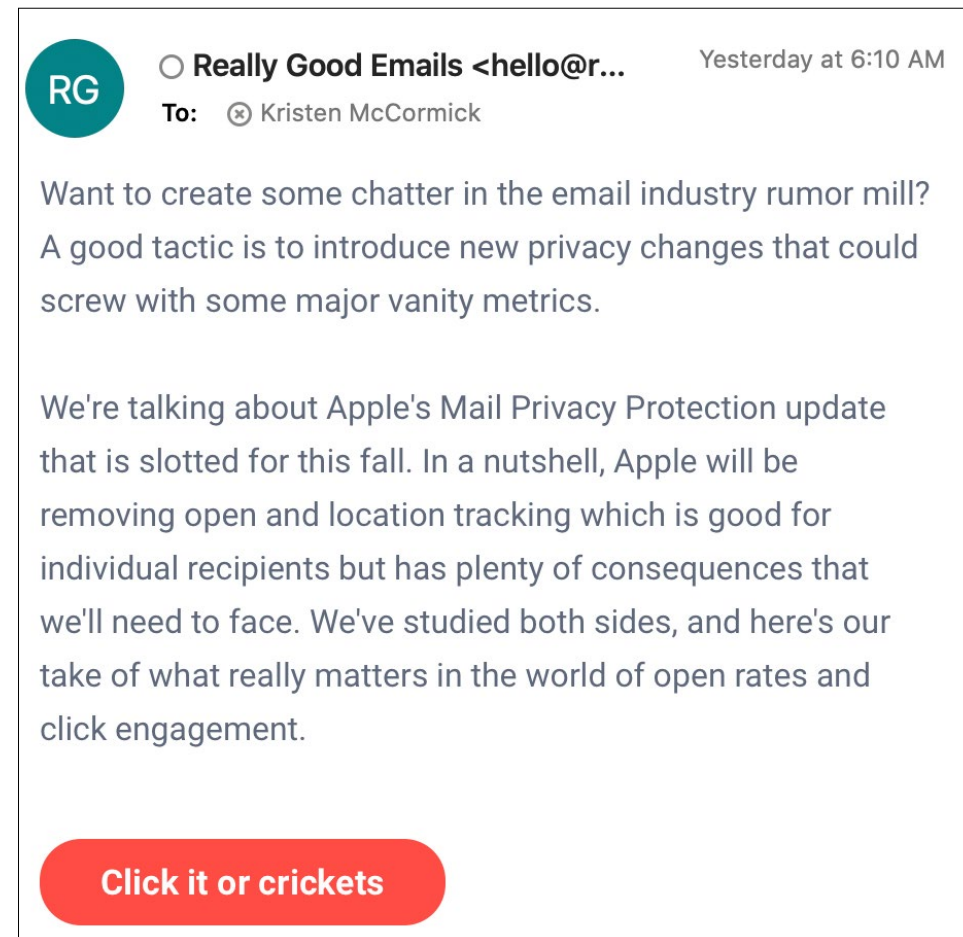




## 26. Click it or crickets

Really Good Emails sends out a [creative newsletter](#) and for their additional reading, their button for “read more” says “click it or crickets.”

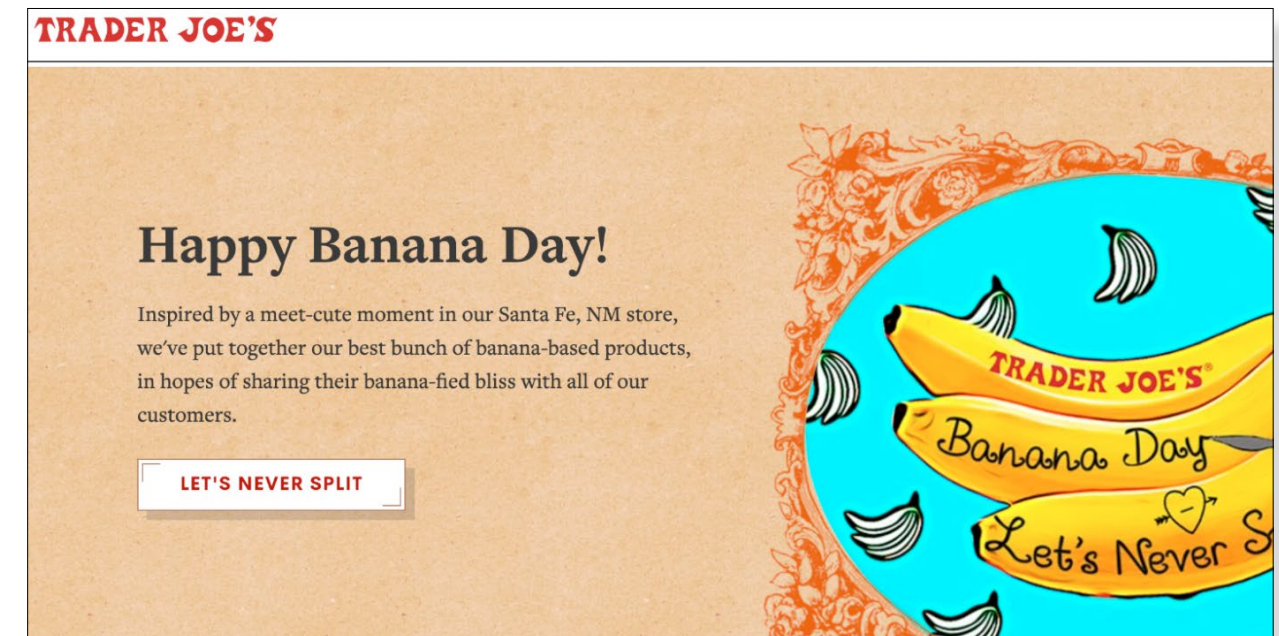
It’s fun, rolls off the tongue, but it also kind of has a different feel to it. Like they’re giving us the power to reject them. But they don’t really care if we do.



*Take it or leave it. Either way, we rock.*

## 27. Let's never split

This call to action phrase doesn't exactly scream conversion rate optimization, but that's not what Trader Joe's is going for here. They picked a fun national day to celebrate and then created a call to action button with a punny phrase. Very on-brand.



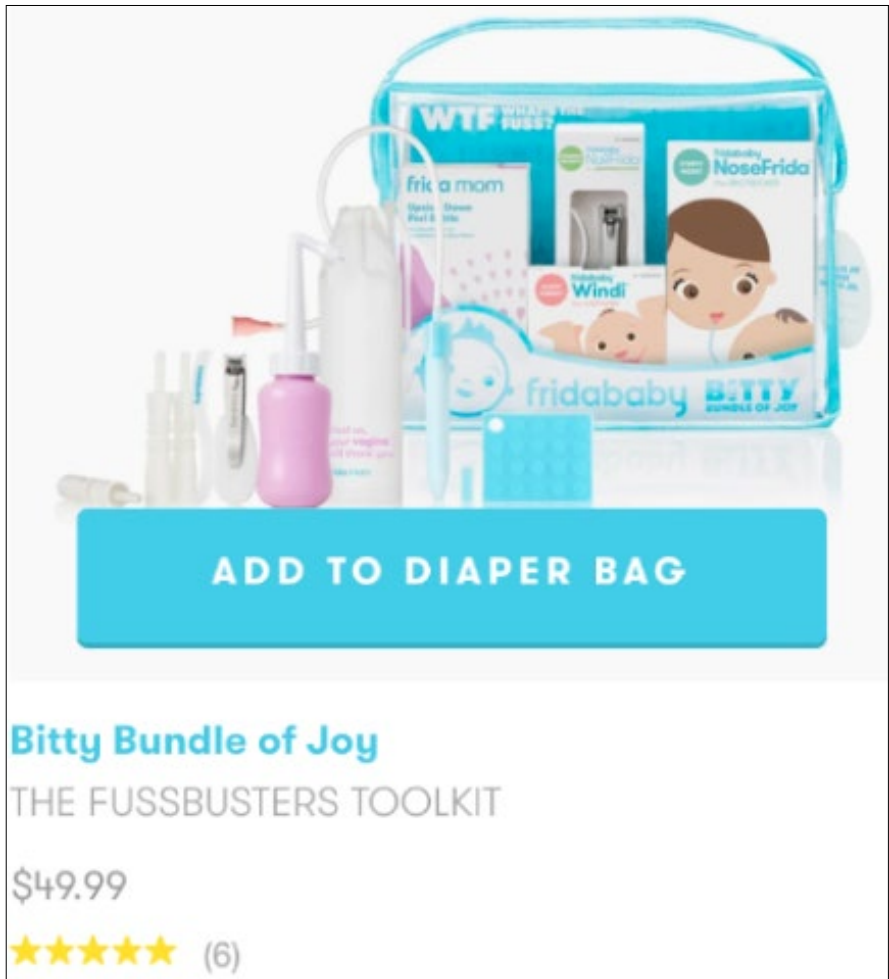
*Pun usage, of course, all depends on your brand voice.*



**Banana Day is just one of many national days in April.**  
**Get all of them in our [April marketing ideas post](#)!**

## 28. Add to diaper bag

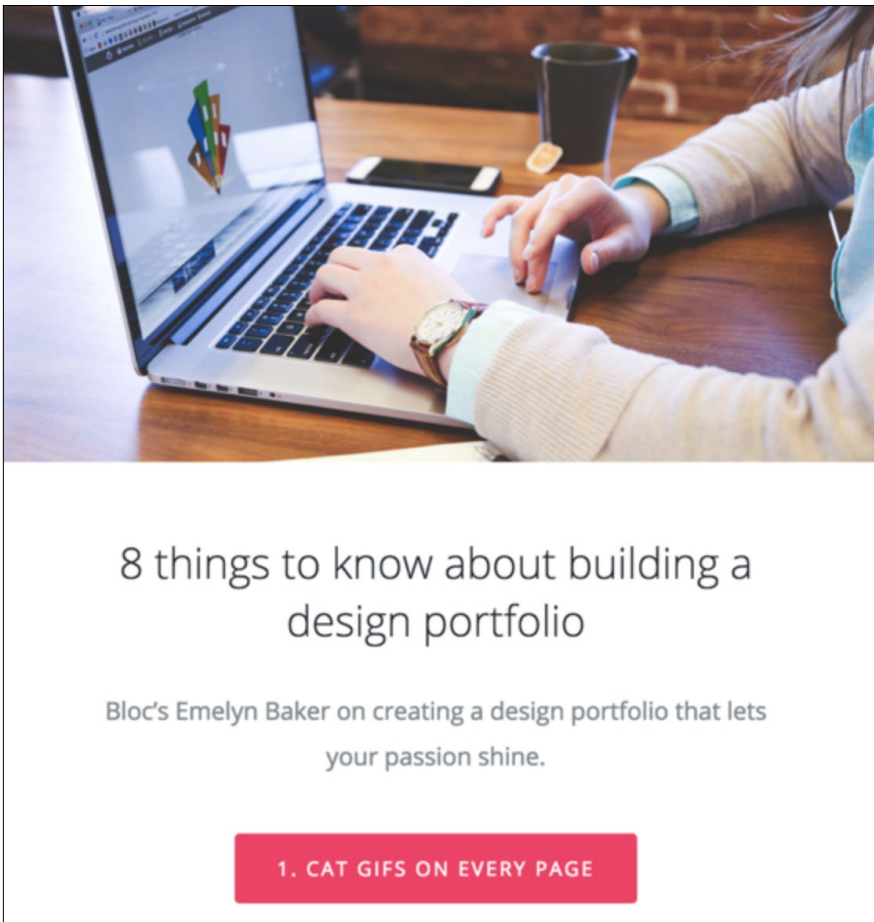
“Add to diaper bag” is not the most versatile call to action phrase in the world, but it does spark ideas for fun alternatives to “add to cart.”



What can you replace diaper bag with? Suitcase? Briefcase? Must-do list?

## 29. Cat gifs on every page

This popup—for “8 things to know about building a design portfolio”—needs some clarification. We don’t know if this is an ebook, webinar, blog post, or what. And “cat GIFs on every page” feels better suited for an “8 reasons” title—but we still appreciate the creativity.



Make your CTA phrase the first (funny, or clearly not true but funny nonetheless) reason to get the offer.



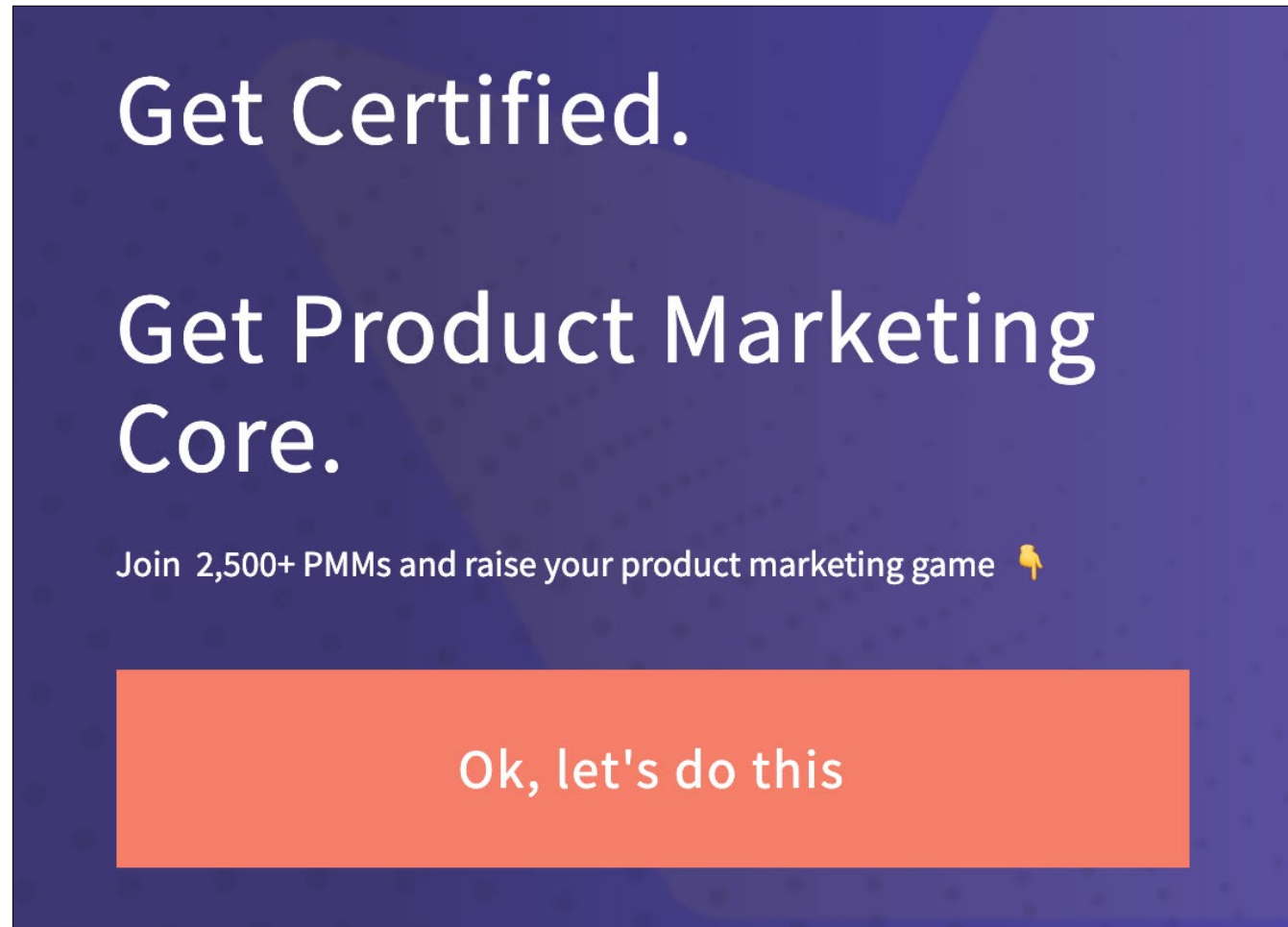
# DIFFERENT CALL TO ACTION PHRASES

The rest of these call to action phrases and examples aren't exactly entertaining or super-unique, but still just different enough to be noticeable.



### 30. Ok, let's do this

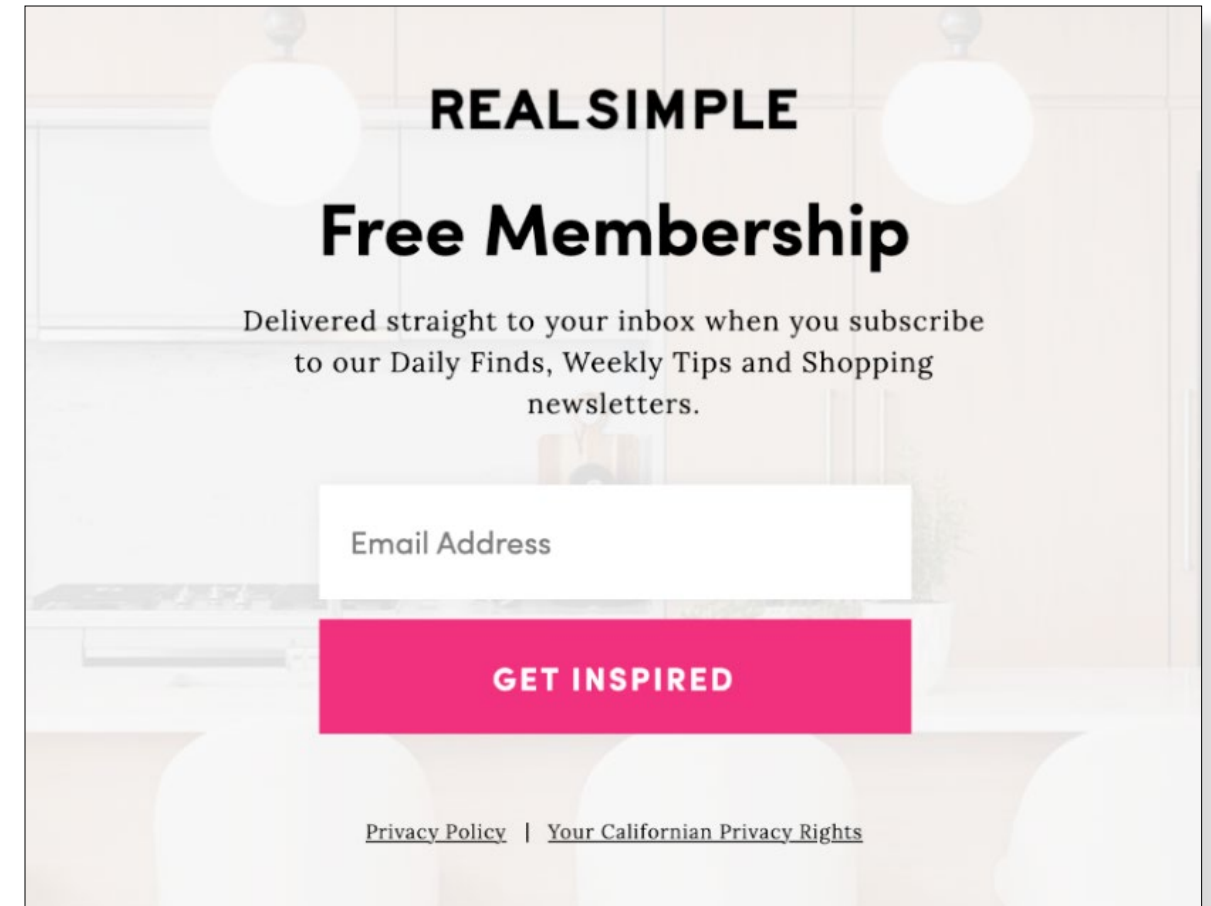
This is for a certification course for product marketing managers. It calls you to “Join 2,500+ PMMs and raise your product marketing game.” The copy has an authoritative encouraging feel to it, making “Ok, let’s do this,” a



*Nice emoji use here too.*

### 31. Get inspired

There’s a lot going on here in this [popup](#). “Free membership” is referring to their daily, weekly, and other newsletters so that’s confusing. BUT we do like the switch-up to “Get inspired” instead of “Sign up” or “Subscribe.”



*A nice alternative to “sign up.”*

## 32. Improve your writing

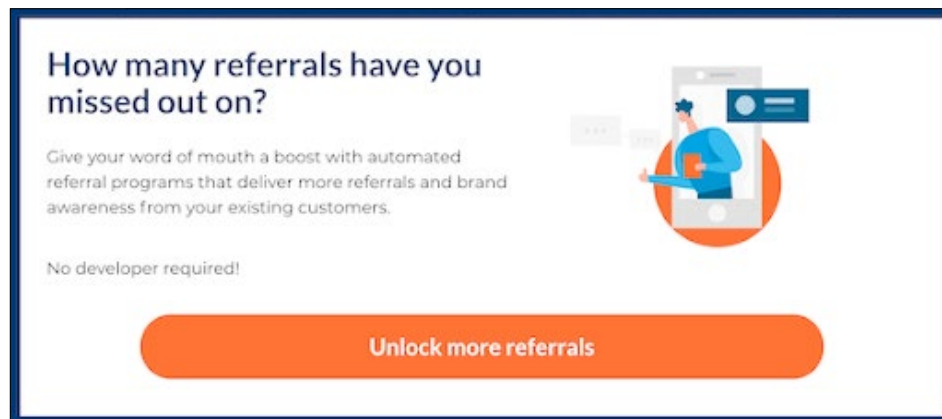
Being concise and specific is one of my many tips on how to write copy that sells. “Improve your writing” has more action and conveys more value than “Start now” or “Get started today.”



Convey the value of the action right in the CTA.

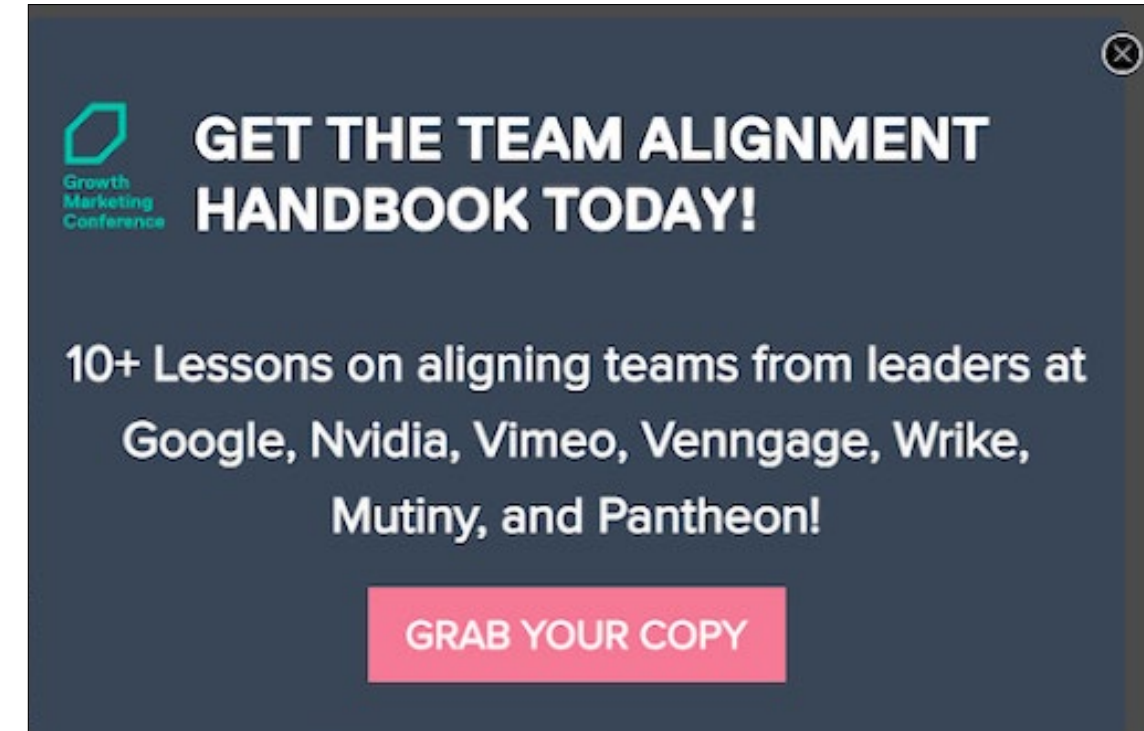
## 33. Unlock more referrals

Another example of indicating the value of the offer right in the CTA button. Also a little FOMO.



## 34. Grab your copy

“Grab your copy” feels quicker than “Download the handbook.”




Grab = fast.

Two things people love: specificity and speed.



### 35. Get invite link

This isn't anything super creative but it's something that we appreciate. The button could say "refer friend" but instead, it says "get invite link." Even though the process is outlined clearly above (an [excellent use of psychology in copywriting](#)), the button copy at the end reassures them that clicking on it doesn't send anything to anyone.



**Refer your friends, get \$10 off orders over \$30!**

Give your friends \$10 off orders over \$30. When your friends buy from your invite link, you get \$10 off orders over \$30! You'll be helping more families and kids experience the magic of growing food at home. We can't wait to see more windowsills turning into organic gardens.

Your Email  
Referral info and updates will be sent to your email

Your Name (optional)  
Invite link will be personalized


Get Invite Link

A nice little reminder that clicking this button doesn't send anything to anyone.

### 36. Past 'casts

Just a fun example of a call to action button using rhyming. In this case, the button isn't conversion-critical, but more of a way to express Trader Joe's brand voice.


Podcast



Episode 37

**Trader Joe's Spices Up Your Shopping...**

26 min 25 sec



PAST 'CASTS

A nice alternative to "sign up."

# GET YOUR AUDIENCE TO TAKE THE LEAP

No matter how great your offers are, at the end of the day, you're still asking your target audience to make an effort. And you're one of hundreds of brands asking them to do this every day.

So it's not that they're uninterested or stubborn. They just need an idea of what's on the other side of that click and a little extra confidence to take the leap.

A clear, conversational, and creative call to action provides just that, so use these examples and start getting more clicks now!





# YOUR BUSINESS GROWTH IS OUR GOAL

WordStream by LOCALiQ is your source for data and insights that make sense of digital marketing. And when you need more help to meet your goals, the LOCALiQ platform can empower you to find, convert and keep new customers so your business grows and thrives.

LET'S TALK



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