

# Ep #178: The Painless Way to Write CTAs

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

[Joyful Marketing](#) with Simone Grace Seol

## Ep #178: The Painless Way to Write CTAs

Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Hey friends. Today I've got something fun for you. I'm delighted to bring you some blasts from this podcast's past. This podcast, if you can believe it, is over two and a half years old. And there are some serious gems from the early part of its history that you'll have to scroll down and down and down and down to find.

Back in the day, I used to record these episodes on my phone, on my iPhone. Back then I didn't even have a podcast producer and it was just me, my iPhone, and the graphics that I created with my questionable Canva skills.

But you know what? You know what was first rate? You know what was genius and wildly useful? The content. They really were. I'm bringing you some of the best episodes from the earlier part of my podcast's history that changed so many businesses.

And I got to tell you, unlike the first six seasons of *Sex and The City*, they aged extremely well. So much more like fine wine and cheese. They're even better with age.

If you've never listened to them before, prepare to have your mind blown. And if you're already listened to them once before back in the day, prepare to also have your mind blown because I guarantee you, you'll hear and learn things that you've never even registered before and it'll be exactly what you needed to hear this week. Alright my friends, let's go. Enjoy this episode.

—

I get lots of questions from my students about how to add a CTA to their posts, emails, whatever, while not having it be awkward, while having it feel

## Ep #178: The Painless Way to Write CTAs

natural. And literally, I get this question all of the time and I always have the same thought about it, which is, “Wait, why is this complicated?”

If you don't know what I'm talking about, if you're new to marketing jargon, which is in no way a bad thing, you could have so much success in business while being acquainted with no jargon, while following nobody else's success formula.

And so if you don't know all that much jargon, you are missing absolutely nothing because a lot of what I teach my clients is to unlearn all the jargon and clear their brain of all the things that they think they should do, all the things that experts say are the correct formula to follow.

I just teach them how to undo all of that from their minds so they can really be themselves and create an original formula that is uncopyable and super memorable and compelling to their ideal clients. So that is all to say a CTA stands for, in marketing jargon, it stands for call to action.

And it's the kind of thing where on websites and emails, it's like, click here, buy now, reply to this email, comment below, send a direct message. These things that tell you what to do. I mean, it's pretty self-explanatory, right? Call to action. You call somebody to take action.

And I obviously teach all of my students and clients to market themselves on social media, to talk about what they do, who they are, and how they can help people. And it's really important to make the offers to call people to take action, so it's not just, oh, here's a super inspirational story.

But also, here's how I can help. Here's how to take me up on my offer, here's how you can buy this product, here's how you can schedule a consultation call, here is how you can receive a sample in the mail, here's how you can receive a freebie, here's how you can sign up to my email list, et cetera.

So if you don't tell people what to do, if you don't call people to action, they will never take it. People are not mind readers. We should be as clear in

## Ep #178: The Painless Way to Write CTAs

asking people to take action as possible so that it doesn't leave them guessing. It's the kindest thing to do to be very clear about the next steps.

Think about it like you go on a great date and you're like, you had so many great conversations over a candlelit dinner, or whatever your preferred first date course is. and then you all gaze into each other's eyes, it's all romantic, there's all these sparks flying, and then they kiss you goodnight. And then they're like, okay, bye, and you're like, wait, hold on, what just happened? Are you going to call me? Do we have another date? What is going on?

So imagine when you give your people all this wonderful stuff, all this wonderful content, stories, tips, you show them the beauty of your product and all these things, without a call to action, it's kind of like leaving them after an amazing date just stranded like, okay, bye, see you later.

Imagine that versus you have a great date, you give them a beautiful kiss, and then you're like, I'll call you tomorrow at three, or meet me on Friday at the cafe at six o'clock and I'll take you to dinner. It's like, thank you, now I know what to expect. Now I know what to do to keep this relationship going because I want to find out more.

It's not like I'm trying to marry you. It's just I want to know what the next step is and how I can show up for it. It's terrible to leave somebody stranded. Don't leave your people stranded.

I don't know how this already turned into a rant. But this is the importance of calls to action. But then the fact that I get so many questions about how to weave in CTAs to posts and emails and their copy, it lets me know that people are thinking about it in a way that leaves them kind of confused.

And I have never been confused about how to call people to action. So I started thinking, why are people confused? How are they thinking about it in a way that leaves them confused and leaving them feeling like this is hard and complicated when it's quite simple and easy to me?

## Ep #178: The Painless Way to Write CTAs

So my guess is that if you are thinking that including a CTA is somehow hard or complicated, it's probably because you are having the thought that a CTA is about getting someone else to do something for you. "I got to get them to sign up for my email list, I got to get them to ask me for a consult call, I got to get them to buy this, I got to get them to buy into this."

And you think that that means I have to convince or cajole, I have to awkwardly present something that they're not interested in, intrude into their space and shove something in their face, and hopefully, talk them into being interested in it. No, thank you. None of that sounds simple or fun.

So I think of CTAs as the opposite of that. What if all that's happening is that you're just giving people a way to connect to what they already want to say yes to? What if we stopped calling it a CTA because I think the jargoniness of the word CTA might be part of what's freaking a lot of people out?

So call to action, okay, what action? So think of it more like - one of the foundational principles that I teach in social media marketing is that everything that you do, your social media presence, your email list, your Facebook presence, your group, whatever you have, whatever orbit of business you have going on is a party.

So what if instead of a CTA, you called it inviting people to your party? The acronym would be IPYP. That's really hilarious when I say that out loud. IPYP. Inviting people to your party. And I think that's funny because I have the sense of humor of a seven year old.

So whether it's working one on one with you, buying your product, joining an email list, or inviting people to follow you on Instagram, it's all a party. I think of one-on-one coaching as a party of two people. There's amazing parties that could be had with just two people. Trust me, I know.

And I think of sending emails as its own kind of intimate party where I'm inviting people into the beautiful experience of reading my emails, or my Facebook group, which is most definitely the most - it's one of those parties with a really sexy beat thumping and people are mingling and having drinks and enjoying each other's company and playing games. It's super fun.

## Ep #178: The Painless Way to Write CTAs

So what if every call to action is just you inviting somebody to a party? Your Instagram, what kind of party is your Instagram presence? Why would somebody want to follow you there? They would want to follow you for the same reasons that they would want to go to any party. Because there's something fun there, there's something there for them.

And right now, if you're thinking, "My Instagram presence does not feel like a party," or, "My social media presence does not feel like a party," well, guess what? It's never too late to start turning it into a party, to infuse more of the positive, vivacious qualities, fun qualities that you want into your social media presence, into your orbit.

Because why would you - if you're not having fun, if you're not feeling like your space is set up in a way that's inviting to people, of course you don't want to invite people. So turn your presence into a party and then any time you invite somebody else to come, it's just a no brainer. Like, anybody would want to come to your party.

I mean, the right people anyway. You don't need to beg. Just hey, just remind them why they might want to join in. There's great music, there's one-of-a-kind appetizers, party favors that they're actually going to want to keep, whatever the reason, just remind them. And they'll be like, "Oh yeah, of course I would want to do that."

And instead of calling it a CTA calling to action, what if you thought of it as inspiring someone to take action? When I say inspire, there's a quality of being pulled towards something. I'm inspired to go out into the garden, I'm inspired to sing this song, I'm inspired to kiss this person.

There is a pull. So you're creating that natural pull for somebody. And remember, every single offer of yours helps people to have more of what they already want. If you're a weight loss coach, people want healthy, vibrant relationships with their bodies, and they want to feel great and fun and ease-filled, whether they go to a restaurant, whether they go to a holiday party, whatever.



## Ep #178: The Painless Way to Write CTAs

And you making them an offer helps them to get closer to what they want, that version of themselves, the version of their lives that they want. Any call to action from you that they feel inspired towards, when they take that one step towards your business, towards your offer, they go one step closer towards what they desire, what they choose to include in their future, what they wish to invoke into their future.

So when you think about your offer, whatever the offer is, as connecting people to what they want in their future, and all you have to do is remind them how that is true and why they might want to - what they are saying yes to and why they want to say yes, you're just reminding them. You're not convincing.

Then a call to action is easy. It's simple. Provided that you know why your offer is something that people want. Not everybody. Not everybody's going to want your offer because not everybody has the same needs. But for the right people, all you have to do is remind them of what they want and how your offer is the natural bridge that is just right for them.

So I hope that that helps to take some drama out of adding CTAs. Just thinking about how to word them. When you think of it as an invitation, when you think of it as just inspiring people to do something, to take action towards what they want, easy peasy lemon squeeze.

—

As I said in the first part, I get lots of questions about how to write CTAs and people get all kinds of twisted and anxious about how to word it in a way that feels natural, non-graspy, non-grabby, non-salesy. And they want to be able to write it in a way that feels easy and really inviting to the person reading or listening.

So here's one question to ask that will really, really help with this. When you make a call to action, when you ask them to do something, whether it's to buy, or to schedule a call with you, or to click on a link, or to join your email list, ask yourself if they do what you ask them to do, what's in it for them?

## Ep #178: The Painless Way to Write CTAs

If you find it difficult to answer this question, that's probably exactly why it's hard for you to write a clear and compelling CTA that feels good to you. When you think that you have to convince them to do something because it's not even clear to you how this benefits them.

I would take out a pen and a piece of paper or type it on your phone or on your computer, whatever. Exactly what's in it for them when they, for example, join your email list, when they schedule a call with you? And see if your answer is - so first of all, if your answer to that is, oh, I don't know what's in it for them, then okay, great.

Don't worry, that's an okay place to be. It just means you haven't taken the time to think about it deliberately. You just haven't taken the time to really be concrete about the value that your offer provides. And there is value. I know it.

So just take time to think about it. And if you find that your answer is vague, like, oh, you'll get some helpful tips, or I'll help you to think about your problems in a new way, or you are going to get some useful things, if you find your own answer is vague, then that's a great opportunity to practice thinking in more specific, concrete ways about how the benefits would manifest in the person's life in particular, specific, contained, everyday scenarios.

So maybe if somebody signs up for your email list, they will find something in their inbox that makes them laugh every Sunday. That's something that somebody could get out of it. We all like laughing. Or maybe if they sign up for your email list, they get exclusive discount coupons. That's something that they get out of it that they would want.

If they get on a call with you, just think about, again, what's in it for them? If you feel like there's nothing in it for them and it's just for you, you'll get all twisted thinking about how to talk them into getting on this call with you.

But if you're clear about how it serves them, you're going to solve a problem that you have that seemed - you're going to solve this very specific problem that you've been stuck on for a long time and I will help you to



## Ep #178: The Painless Way to Write CTAs

solve it in one hour. And when you're actually writing your CTA, I invite you to be more specific than a problem. What exactly? What kind of problem?

Or I'll help you put together a meal plan that you can execute easily and affordably in an hour. I just made that up. But the more specific you can be, the more concrete you can be answering the question of what's in it for them, the more of a no brainer it'll be for you to write the call to action.

If they click on this link, what's in it for them? You will download this wonderful freebie, which will enable you to... which will give you all the great tips on...

One of the most useful questions that you could have for marketing is what's in it for them? If they come to my website, what's in it for them? If they listen to my podcast, what's in it for them? If they follow me on Instagram, what's in it for them?

If you force yourself to answer this question often, then it'll become easier and easier to pitch yourself as a business and pitch your own services and products because it'll become clearer to your brain that your business exists to benefit people, exists to serve others in a way that's greater than just pursuing your self-interest. And that is a beautiful place to be selling from.

So I hope you spend some time with this question of what's in it for them. And taking it one step even further, if you spend even more time, if you spend even more energy trying to answer the question of how can I make it even higher value for them, how can I make it so that what's in it for them is even more valuable, even more enticing, even more groundbreaking and exactly what they want, life-changing, transformative, beautiful, unique. Constantly trying to upgrade whatever's in it for them, you're going to have such an easier time selling.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to

## Ep #178: The Painless Way to Write CTAs

work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.