



ACTION CALL THEM TO ACTION

10
WORKSHEET

What Is Deeply Meaningful To Your Audience?

WHAT IS A CALL TO ACTION (CTA)?

Have Worksheets 1-4 ready to review. Answer the questions below. A call to action is a simple request you ask your Target Audience to take. If you have built their trust and transitioned smoothly, they will be inclined to take you up on your call to action.

Ask Point Blank:

Don't beat around the bush. You have already won them over. If you are speaking, make a direct request. If the CTA is in written form, use a strong command statement.

Q1: What do you ultimately want your target audience to do?

A: _____

Incentivize: Nobody wants to join your email list. Give them an additional reason to take action right now. See below:

Example: "Click now to get unlimited access to Pastor _____'s online video sermons."

Q2: What could you give away to make your call to action more appealing?

A: _____

Urgency: Nobody wants to miss out and a strong, honest deadline will push them to action. "Only 48 hours left to sign up for the biggest event of the year!"

How could you make CTAs more urgent?

IDENTIFY YOUR CALL TO ACTION

Scarcity: Only God is infinite. If something could run out, let them know. We see this on Amazon all the time, "Only 2 left in stock!"

Q3: What's running out?

A: _____

Always Have One: It's important you always have a call to action. One of the biggest reasons visitors don't come back to church is because they aren't personally invited.

Example: "Call right now and get not one, but two Sham-wow's for only \$xx.xx!!"

Example: If you sign up for the event before you leave church today we'll give you 25% off. But that's only good for today!

Write three Call To Actions based on the information you have provided in Questions 1-3.

1) _____

2) _____

3) _____
