



# ALL ABOUT CTA'S



What even is a CTA and how  
the heck do I use it?

**CTA STANDS FOR  
CALL TO ACTION.**

YOU CAN USE A CTA PRETTY MUCH ANYWHERE.  
USE THEM ON YOUR WEBSITE, DURING YOUR  
LIVESTREAMS, IN YOUR POSTS, ON YOUR  
YOUTUBE VIDEOS, IN YOUR IG STORIES, ON YOUR  
FB STORIES, IN YOUR BLOG, ON YOUR SALES  
PAGES, THE LIST LITERALLY COULD GO ON AND  
ON LOL

CHECK OUT THE NEXT PAGE FOR A LIST OF CTA'S  
YOU CAN USE & YOU CAN MAKE YOUR OWN!

# Thrive THROUGH Facebook Live

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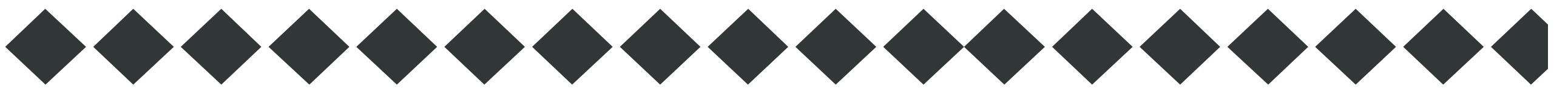


**HERE'S A SEMI EXHAUSTIVE LIST OF DIFFERENT  
CTA'S YOU COULD USE:**

1. JOIN MY FREE FACEBOOK GROUP!
2. FOLLOW ME ON IG (PROVIDE HANDLE)!
3. LIKE MY BIZ PAGE (PROVIDE HANDLE)!
4. TAP THE "TURN ON" BUTTON SO YOU ALWAYS GET NOTIFICATIONS WHEN I'M LIVE!
5. THROW DOWN A HEART EMOJI BELOW!
6. GIVE ME SOME LIKES/HEARTS/REACTIONS!
7. CHECK OUT MY NEWEST BLOG POST!
8. CHECK OUT MY LATEST LIVE STREAM!
9. SEND ME A DM IF YOU WANT MORE INFO!
10. VISIT ME AT MY WEBSITE!
11. SIGN UP FOR A FREE CONSULTATION!
12. REGISTER FOR MY NEW CHALLENGE!

TAKE ON THE CHALLENGE WITH  
HEATHER HARTMAN

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## LIST OF CTA'S CONT'D:

13. DOWNLOAD MY FREE GUIDE!
14. SUBSCRIBE TO MY YOUTUBE CHANNEL!
15. FIND ME ON PINTEREST (PROVIDE HANDLE)!
16. SIGN UP FOR MY MAILING LIST!
17. CONNECT WITH ME ON LINKEDIN!
18. SHARE THIS LIVE VIDEO!
19. INVITE YOUR FRIENDS TO MY GROUP!
20. SHARE MY BLOG POST

THESE ARE JUST A HANDFUL OF CTA'S YOU CAN USE IN YOUR MARKETING! THE POINT IS YOU'RE CALLING YOUR PEOPLE TO A SPECIFIC ACTION!

AND IF IT'S CLEAR AND CONCISE, THEY'RE MORE LIKELY TO TAKE THE ACTION!