



Thrive
THROUGH
Facebook Live

TAKE ON THE CHALLENGE WITH
HEATHER HARTMAN

ALL ABOUT CTA'S



WHAT THE HELL 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!

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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 COMMENT 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!

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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!