



Ineffective CTAs are a MAJOR setback in your cold outreach.

When you meet someone interesting at a party, do you immediately ask them to be your best friend? Of course not. You'd likely strike up a conversation, find common interests, and gradually build a connection over time. This gradual approach is similar to effective outreach in marketing.

1. **What is a Call-to-Action?**
2. **Why Call-to-Actions Matter?**
3. **Understanding Consciousness Levels**
4. **Understanding Commitment Levels**
5. **Placing Your Call-to-Action**

Using these strategies helps ensure that your CTAs are not only seen but are also compelling enough to encourage the desired action, effectively nurturing the relationship with your audience at each step.



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In this video, I discuss how having ineffective call-to-actions is killing your outreach. 1) What is a Call-to-Actio...

1) What is a Call-to-Action?

call to action

noun

1. an exhortation or stimulus to do something in order to achieve an aim or deal with a problem.

"he ended his speech with a call to action"

*Marketing (in advertising material) a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive (e.g. *buy now* or *click here*).

"all spam has some call to action that typically urges the user to visit a website"

A call-to-action (CTA) is a crucial element in any piece of marketing content, whether it's a landing page, video sales letter, advertisement, email, or any other medium.

The CTA is what directs the reader or viewer on what to do next, preventing them from wondering about their next steps after engaging with your content.

In outreach activities such as cold emailing or advertising, the effectiveness of your CTA can directly influence the success of your campaign. Today, I'll be teaching the art of crafting compelling CTAs that have proven successful in generating significant responses for our clients.

2) Why Call-to-Actions Matter?

Its purpose is clear: to guide the audience toward a specific action you want them to take. This could be booking a consultation, signing up for a newsletter, or making a purchase. It answers the question of what do you want to prospect to do next.

Effective CTAs are more than just buttons on a page; they are the culmination of your marketing efforts. Without a clear CTA, even the most captivating and well-written content can fail to achieve its goal of converting the audience into taking action.

They help to clarify the next steps for the audience, making it easier for them to understand how to engage with your brand further.

3) Understanding the 5 Levels of Consciousness

Consciousness levels are critical in copywriting and marketing, as they guide how you should communicate with potential customers. Depending on their level of consciousness about your product or service, you'll need to tailor your call-to-action (CTA) accordingly.

For example, imagine you are launching a cold email campaign aimed at new prospects. It wouldn't be appropriate to immediately suggest they purchase an expensive coaching program since they are not yet familiar with you. However, for a warmed-up audience who knows you and has been nurtured, such a CTA might be quite effective. (Ex. Iman Gadhzi)

The Five Levels of Consciousness:

1. **Not conscious:** These individuals are not even aware that they have a problem that needs addressing.
2. **Problem Conscious:** These people recognize they have a problem but are unaware that solutions exist.
3. **Solution Conscious:** These people know about potential solutions but haven't taken any action yet.
4. **Product Conscious:** These prospects are aware of what you offer but haven't been persuaded to make a purchase.
5. **Fully Conscious:** These are highly informed prospects who understand the problem, the solutions available, and your specific product; they just need a final nudge to proceed with a purchase.

Practical Application in a Marketing Context:

Let's consider an example for our lead generation campaign for a client specializing in ecommerce email marketing for luxury watch retailers generating over \$100K a month. We manage both Facebook and Email marketing campaigns for this client, and here's the strategic approach we take:

1. **Problem Conscious:** The retailers we engage are already prosperous, indicating seasoned experience in ecommerce. They fully recognize the significance of email marketing and are conscious that optimizing their strategies could further enhance their results.
2. **Product Conscious:** While these retailers are aware of the benefits of email marketing, they are not yet fully conscious that our client's specific services are the solution they need.
3. **Promoting the Service:** Our objective isn't just to advocate for the effectiveness of email marketing in general. Instead, we aim to demonstrate that our client's tailored approach to email marketing is superior to the competition.
4. **Strategizing Call-to-Actions:**

We use personalized loom videos as the asset, allowing prospects to visually and audibly engage with our client, fostering trust and a personal connection.

- **Buy My Service:** Not suitable since the retailers are not fully convinced of my client yet.
- **Book a Call:** Possible, but they may require more convincing.
- **Get Free Asset/Guide/Audit:** This is the most suitable CTA for this situation. This low-commitment option helps build credibility and effectively showcases my client's expertise.

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- **High Commitment CTAs:** These are effective only for prospects who are fully conscious of the problem, the solution, and the unique benefits our client offers.
 - **Low Commitment CTAs:** Best for those at an earlier stage of consciousness, providing them with valuable insights or tools with minimal initial commitment.

4) Understanding Commitment Levels

Consciousness levels and commitment levels are closely intertwined. They go hand in hand.

Consciousness levels measure **how aware a person** is of their problem and potential solutions.

Commitment levels measure **how much dedication** or effort an offer requires to fulfill.

Why do they matter? Because you can't present a high-commitment offer to a low-consciousness prospect.

For example:

Imagine someone frequently misplaces their keys and gets frustrated looking for them.

They are unaware that there are smart key finders that can help them locate their keys quickly.

These people are problem conscious (low on the consciousness scale).

They know they have a problem but don't know a solution exists.

Now, imagine someone approached them and offered a free trial of a smart key finder.

They'd probably say, "Sure, let's give it a try!"

It's a low-commitment offer to a low-consciousness prospect.

Conversely, imagine the same company approached the same prospect but instead of offering a free trial, they asked if the prospect would sign up for a three-year subscription plan.

Now, they're presenting a high-commitment offer to a low-consciousness prospect.

The odds are, that prospect won't sign up for a three-year term when they barely recognize they have a problem that needs solving.

Why is this important?

Before reaching out to any prospect, you need to consider your relationship with them.

Let's refer to the same client from before to convey the concept of commitment levels.

If I want to start a campaign, I need to choose a call-to-action (CTA) because all your copy revolves around what you want the person to do.

Here are some options for CTAs:

- **Subscribe to my service:** This is the highest commitment CTA, requiring the prospect to invest money, time, and energy.
- **Meet in person:** This is a high-commitment CTA, requiring the prospect to spend time, energy, and possibly money.
- **Zoom Call:** This is a relatively high-commitment CTA as the prospect needs to dedicate time and attention.
- **Phone Call:** This is less commitment than a Zoom call as the prospect doesn't need to dedicate full attention but still needs to spend time.
- **Watch a video:** This is a lower commitment CTA since it can be done at any time and doesn't require a response, but it does take the duration of the video to consume.
- **Read a document:** This is the lowest commitment CTA since it can be done anytime, at any pace, with minimal effort, and without spending money.

I hope it's becoming clear that when approaching a prospect, you need to consider their current consciousness level to determine the type of commitment offer you can make.

Often, our conversion process for clients involves a two-step approach.

We start with a low-commitment offer like a document or video to get the prospect to say yes and engage with the content.

Once they consume it, their consciousness level increases (as they now know my client), and their willingness to commit also rises.

At that point, we pitch a Zoom call. The prospect is now more comfortable with this higher commitment.

This strategy not only increases your booking rate but also boosts your show-up and closing rates, as these prospects are now much warmer leads.

5) Placing Your Call-to-Action

It's essential to remember that people don't buy products or services—they buy the results these products or services deliver.

For example:

- No one buys a subscription to an online course for the lessons; they buy it to gain new skills.
- No one buys a home security system for the equipment; they buy it for the peace of mind.
- No one hires a cleaning service just to have someone clean; they hire it to have a spotless home without the effort.

People are driven by the outcomes they desire, not the products or services themselves.

Apply this same principle when writing CTAs.

Imagine you're composing a cold email for a business consulting offer.

Boring CTA: Schedule a business consultation call

Engaging CTA: Want to double your revenue in just 30 days? Let's start your success journey today!

These examples are off the top of my head, and with more thought, they could be even more compelling. The key takeaway is to focus on the desired result.

Since people are interested in results, not products, leverage this in your copy.

Stop offering to "book a call" and start offering to "unlock your business potential."

Hopefully, this concept is clear.



Let us handle your cold emailing. You only pay for results.

While this guide covers a lot about CTAs, there's much more to cold email success, including:

- Crafting the right message
- Testing different approaches
- Creating and positioning offers
- Effective call-to-actions
- Understanding your audience's readiness to engage
- Building and segmenting lead lists
- Managing your personal brand beyond the first email

Working on a pay-per-qualified-call basis, we choose to partner with companies we are confident we can deliver results for. So, take advantage of this opportunity—worst-case scenario, you gain invaluable outreach insights; best-case, we drive a significant increase in your meetings.

This means you only pay us when we:

- Book a call that shows up
- The person who shows up is a decision maker
- The person who shows up is in a industry you service
- The person who shows up makes enough money to work with you

Book a call with us, and let's get started on getting you those results, all on a pay-per-qualified-call basis.



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