

THE CTA CODE

THE COMPLETE **CALL-TO-ACTION** HANDBOOK

TURN ATTENTION INTO ACTION

Learn how to guide your audience to take the next step, start conversations, build trust, and grow your business.

HOW TO USE THIS GUIDE

Browse the CTA strategies, examples, and frameworks inside.
Choose the CTAs that fit your goal, your audience,
and your content style.
Apply them consistently and watch your content
turn attention into action.

WHAT'S INSIDE

01

ENGAGEMENT
CTAS

02

CONVERSATION
CTAS

03

LEAD
GENERATION
CTAS

04

SALES
CTAS

05

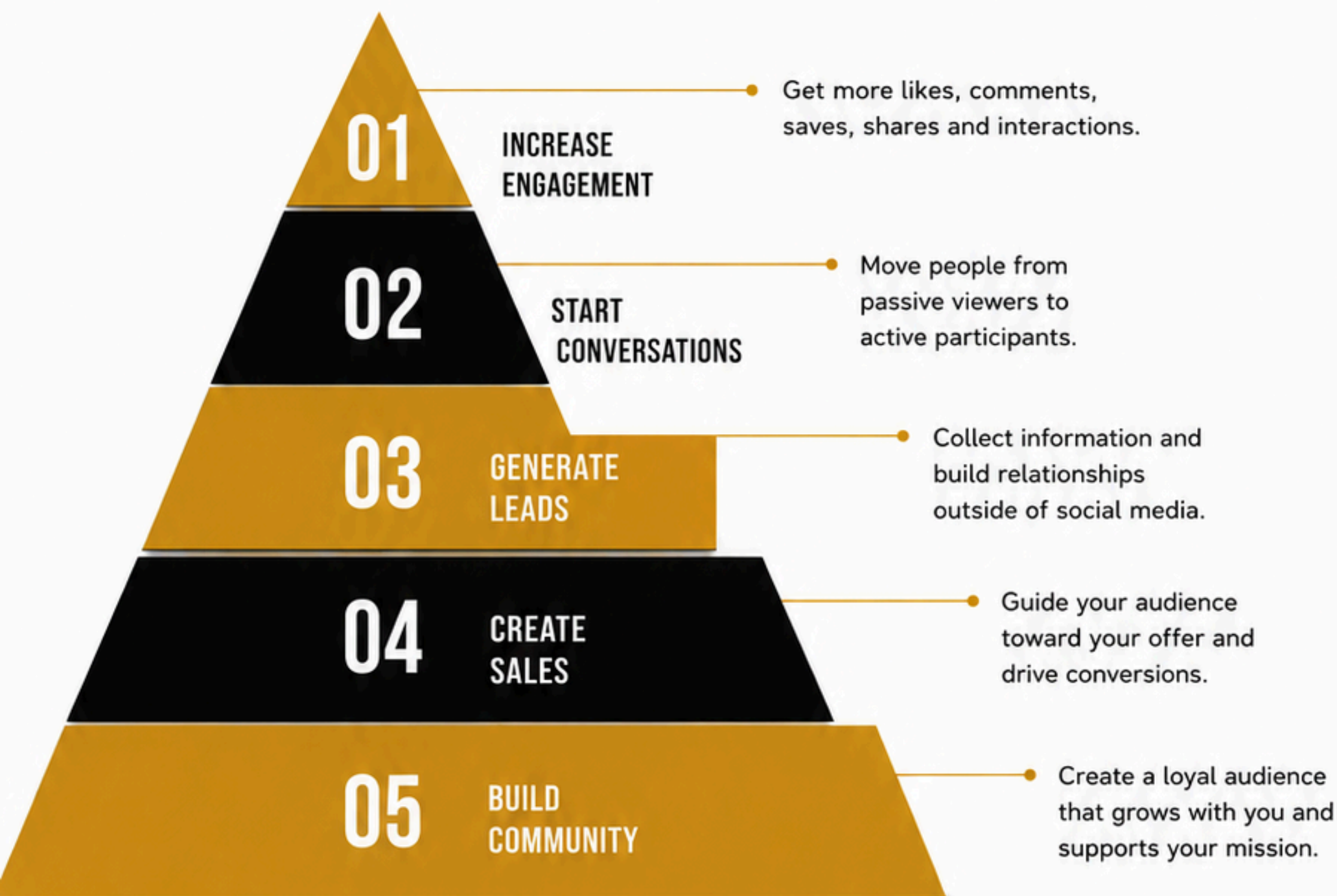
COMMUNITY
CTAS

REMEMBER:

A great CTA doesn't just ask for action.
It gives your audience a reason to take it.

THE **CTA** PYRAMID

Every CTA should accomplish ONE of five goals.
Different goals require different CTAs.



WHY THIS MATTERS

A random CTA creates random results.
A strategic CTA creates a clear next step for your audience.
When you lead with purpose, your content becomes more powerful, predictable, and profitable.

THE GOAL

CLEAR CTA

Your audience knows exactly what to do next.

OBVIOUS NEXT STEP

The easier the next step, the more likely they'll take action.

BETTER RESULTS

More engagement, more conversations, more leads, more sales, more impact.

REMEMBER:

If you don't lead, people leave.
Your CTA is the bridge between attention and action.

THE CTA CODE

ENGAGEMENT CTAs

These are designed to tell the algorithm:
“This content matters.”

EXAMPLES

- 01



Comment **YES** if you agree.
- 02



Double tap if you’ve felt this.
- 03



Save this for later.
- 04



Share this with someone who needs it.
- 05



Tag someone.
- 06



Vote below.
- 07



Tell me your biggest struggle.
- 08



Which one are you?
- 09



Finish the sentence...



BEST TIME TO USE

Educational content

Mindset content

Storytelling

Behind-the-scenes

Why it works

Engagement CTAs increase visibility,
boost reach, and signal to the algorithm
that your content is valuable.
When more people engage,
more people see it.

REMEMBER:

Engagement today builds your reach tomorrow.
The more people interact, the more impact you make.

THE CTA CODE

CONVERSATION CTAs

These move people from passive viewers...
...to active participants.

EXAMPLES

- 01



DM me **START**.
- 02



Comment **PLAN**.
- 03



Send me **GUIDE**.
- 04



Reply **HELP**.
- 05



Let's chat.
- 06



Tell me where you're stuck.
- 07



I'll send it over.
- 08



Drop **CODE**.



BEST TIME TO USE

- Personal stories
- Educational content
- Tips & strategies
- Offers & invitations

Why it works

Conversation CTAs create connection.
They start dialogue, build trust,
and move your audience closer
to taking the next step.

REMEMBER:

When you start a conversation, you start a relationship.
Relationships create loyalty. Loyalty creates sales.

THE CTA CODE

LEAD GENERATION CTAs

Move people off social media.

EXAMPLES

- 01



Grab the **WORKBOOK**.
- 02



Download the **GUIDE**.
- 03



Join the **CHALLENGE**.
- 04



Reserve your **SEAT**.
- 05



Register **BELOW**.
- 06



Access the **FREE TRAINING**.
- 07



Join the **COMMUNITY**.
- 08



Get **INSTANT ACCESS**.



BEST TIME TO USE

- Value-packed content
- End of videos or captions
- Free resources
- Challenges & events
- Webinars & trainings

Why it works

Lead generation CTAs capture interest and collect contact information. They move the conversation off social media and into a space where you can build trust, nurture relationships, and make offers.

REMEMBER:

- Your content is the hook.
- Your lead magnet is the bridge.
- Your email list is where the relationship grows.

THE CTA CODE

SALES CTAs

Without sounding salesy.

EXAMPLES

01



Ready to **START**?

02



Let's **BUILD** your business.

03



TODAY'S your day.

04



If you're **SERIOUS**...

05



This is your **NEXT STEP**.

06



JOIN us.

07



Get **ACCESS**.

08



ENROLL now.

09



START building today.



BEST TIME TO USE

End of captions
Stories & DM conversations
Live videos
After sharing value

Why it works

Sales CTAs remove guesswork.
They make the next step clear,
build momentum, and turn interest
into commitment.

REMEMBER:

You're not selling. You're inviting.
Lead with value. The right people will say yes.

THE CTA CODE

COMMUNITY CTAs

The most overlooked CTA.

EXAMPLES

01



Join our **COMMUNITY**.

02



Come **BUILD** with us.

03



See you **INSIDE**.

04



Become **PART** of...

05



Let's **GROW** together.

06



Meet us **LIVE**.

07



Join the **CONVERSATION**.



BEST TIME TO USE

- End of captions
- When inviting to events
- When building relationships
- When offering support
- When creating connection

Why it works

People crave connection.
Community CTAs build belonging,
loyalty, and long-term engagement.
A strong community turns followers
into raving fans.

REMEMBER:

You don't build a business alone.
Community creates momentum. Momentum creates movement.

THE CTA CODE

THE CTA FORMULA

01



TEACH

Give valuable insight or solve a problem.

02



INSPIRE

Connect emotionally and build belief.

03



TRANSITION

Bridge the gap to the solution.

04



CTA

Give a clear, simple next step.

EXAMPLE



"I spent years believing I needed more **followers**."



"**Turns out**..."



"I needed a better **strategy**."



"If you're ready to **stop guessing**..."



"Comment **CODE**."



WHY THIS WORKS

It builds trust.
It creates movement.
It makes action feel natural, not pushy.

Quick Tips

- Keep it simple.
- One idea per post.
- One CTA per post.
- Test different CTAs and track what works.

REMEMBER:

Your content gets attention.
Your CTA gets **results**.

THE CTA CODE

CTA MISTAKES

DON'T USE:



Follow me.



Like this.



Comment below.



Too generic.

INSTEAD...



GIVE PEOPLE A REASON.

Every CTA should have purpose, not just be a habit.



WHY SHOULD THEY COMMENT?

Give them a reason to share their thoughts.



WHY SHOULD THEY SAVE IT?

Show them how it will help them later.



WHY SHOULD THEY JOIN?

Show the value of being part of something bigger.



Always answer:

WHAT'S IN IT FOR THEM?

People take action when they see the benefit.
Make the win feel real. Make it about **them**.



COMMON MISTAKES

- Too vague
- No clear benefit
- No urgency or direction
- Copying without understanding

Quick Fix Checklist

- ✓ Is it clear?
- ✓ Is it specific?
- ✓ Does it give a reason?
- ✓ Does it show the benefit?
- ✓ Does it make the next step obvious?

REMEMBER:

A great CTA is not about you.
It's about **their transformation**.

THE CTA CODE

THE PSYCHOLOGY
OF ACTION



People don't take action because you asked.
They take action **because...**



01

THE NEXT STEP FEELS **OBVIOUS**.
When it's clear what they should do,
there's less hesitation.



02

THE **EASIER** YOU MAKE THE DECISION...
The less mental energy it takes,
the more likely they'll say yes.



03

THE **MORE LIKELY** PEOPLE ARE TO TAKE IT.
Simplicity + clarity + value
= action.

PSYCHOLOGY TRIGGERS THAT **DRIVE ACTION**



CLARITY

Clear next step.
No confusion.



SIMPLICITY

Easy to
understand.
Easy to do.



VALUE

They see the
benefit for
them.



TIMING

Right message.
Right moment.



BELONGING

People act when
they feel part of
something.



REMEMBER:

Your CTA isn't the push.
It's the invitation.
Make it feel natural,
valuable, and obvious.

Think Like Your Audience

What would make you stop scrolling?
What would make you comment,
save, DM, or join?
Build your CTA around that.



MAKE IT **OBVIOUS**. MAKE IT **EASY**. MAKE IT **WORTH IT**.



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COMMENT CTAs

100

Use these comment prompts to spark engagement,
start conversations, and boost reach.



1–50 COMMENT CTAs

- | | | | |
|----|---------------------------|----|------------------------|
| 01 | Comment YES if you agree. | 26 | Comment JOURNEY. |
| 02 | Comment AMEN. | 27 | Comment PROGRESS. |
| 03 | Comment ME. | 28 | Comment MOTIVATION. |
| 04 | Comment REAL. | 29 | Comment GRATEFUL. |
| 05 | Comment FACTS. | 30 | Comment I CLAIM THIS. |
| 06 | Comment THIS! | 31 | Comment LET’S DO THIS. |
| 07 | Comment ¹⁰⁰ | 32 | Comment I CAN. |
| 08 | Comment I’M IN. | 33 | Comment I WILL. |
| 09 | Comment READY. | 34 | Comment WATCHING. |
| 10 | Comment LET’S GO. | 35 | Comment ON IT. |
| 11 | Comment SAME. | 36 | Comment TEAM. |
| 12 | Comment HOW. | 37 | Comment HUSTLE. |
| 13 | Comment WHY. | 38 | Comment NEXT LEVEL. |
| 14 | Comment GOALS. | 38 | Comment LET’S WIN. |
| 15 | Comment WIN. | 40 | Comment I’M READY. |
| 16 | Comment DONE. | 41 | Comment SO TRUE. |
| 17 | Comment INSPIRED. | 42 | Comment I NEEDED THIS. |
| 18 | Comment CHANGE. | 43 | Comment MAKES SENSE. |
| 19 | Comment BELIEVE. | 44 | Comment BIG PLANS. |
| 20 | Comment GROWTH. | 45 | Comment LEVEL UP. |
| 21 | Comment I NEED THIS. | 46 | Comment IN PROGRESS. |
| 22 | Comment MY GOAL. | 47 | Comment YOU GOT THIS. |
| 23 | Comment TAKE ACTION. | 48 | Comment I’M EXCITED. |
| 24 | Comment PLANS. | 49 | Comment BRING IT. |
| 25 | Comment FOCUS. | 50 | Comment LEGEND. |



51–100 COMMENT CTAs

- | | | | |
|----|-----------------------------|-----|-------------------------------|
| 51 | Comment I’M READY FOR MORE. | 76 | Comment BUILDING. |
| 52 | Comment SIGN ME UP. | 77 | Comment MY FUTURE. |
| 53 | Comment LET’S GROW. | 78 | Comment NEXT STEPS. |
| 54 | Comment I’M ALL IN. | 79 | Comment I’M COMMITTED. |
| 55 | Comment MINDSET. | 80 | Comment ACCOUNTABILITY. |
| 56 | Comment UNSTOPPABLE. | 81 | Comment I’LL DO IT. |
| 57 | Comment CONSISTENCY. | 82 | Comment I’M IN IT TO WIN IT. |
| 58 | Comment DISCIPLINE. | 83 | Comment STRONGER EVERYDAY. |
| 59 | Comment KEEP GOING. | 84 | Comment FOCUS FOCUS FOCUS. |
| 60 | Comment I CHOOSE ME. | 85 | Comment ONE STEP AT A TIME. |
| 61 | Comment FREEDOM. | 86 | Comment TAKE THE LEAP. |
| 62 | Comment FINANCIAL FREEDOM. | 87 | Comment BETTER EVERYDAY. |
| 63 | Comment FAMILY TIME. | 88 | Comment I’M GROWING. |
| 64 | Comment DREAM BIG. | 89 | Comment NEVER STOP. |
| 65 | Comment WEALTH. | 90 | Comment I WON’T QUIT. |
| 66 | Comment ABUNDANCE. | 91 | Comment LET’S GOOOOO! |
| 67 | Comment NEW CHAPTER. | 92 | Comment THIS HITS HOME. |
| 68 | Comment CHANGE MY LIFE. | 93 | Comment THANK YOU FOR THIS. |
| 69 | Comment I DESERVE THIS. | 94 | Comment CAN’T WAIT. |
| 70 | Comment I’M WORTH IT. | 95 | Comment SO EXCITED. |
| 71 | Comment THANK YOU. | 96 | Comment I’M HERE FOR IT. |
| 72 | Comment SO BLESSED. | 97 | Comment THIS IS IT. |
| 73 | Comment I APPRECIATE THIS. | 98 | Comment I’M READY TO WIN. |
| 74 | Comment LIFE CHANGING. | 99 | Comment I’M CHANGING MY LIFE. |
| 75 | Comment EMPOWERED. | 100 | Comment LET’S MAKE IT HAPPEN. |



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DM CTAs

100

Use these DM prompts to start conversations,
build connections, and move people closer.



1–50 DM CTAs

- 01 DM me START.
- 02 DM me INFO.
- 03 DM me GUIDE.
- 04 DM me HELP.
- 05 DM me PLAN.
- 06 DM me CODE.
- 07 DM me READY.
- 08 DM me DETAILS.
- 09 DM me YES.
- 10 DM me GROW.
- 11 DM me ACCESS.
- 12 DM me BUILD.
- 13 DM me NEXT.
- 14 DM me WIN.
- 15 DM me STRATEGY.
- 16 DM me BLUEPRINT.
- 17 DM me TOOLS.
- 18 DM me SUPPORT.
- 19 DM me JOIN.
- 20 DM me LET’S GO.
- 21 DM me OPPORTUNITY.
- 22 DM me BREAKTHROUGH.
- 23 DM me FREEDOM.
- 24 DM me SESSION.
- 25 DM me CALL.

- 26 DM me CHALLENGE.
- 27 DM me SECRETS.
- 28 DM me INSIDE.
- 29 DM me VALUE.
- 30 DM me RESULTS.
- 31 DM me MENTOR.
- 32 DM me COACHING.
- 33 DM me PROGRAM.
- 34 DM me SPOT.
- 35 DM me DETAILS.
- 36 DM me QUESTIONS.
- 37 DM me CHAT.
- 38 DM me COMMUNITY.
- 39 DM me VIP.
- 40 DM me INVITE.
- 41 DM me INSIGHTS.
- 42 DM me TRAINING.
- 43 DM me RESOURCES.
- 44 DM me SYSTEM.
- 45 DM me SOLUTION.
- 46 DM me MORE.
- 47 DM me HOW.
- 48 DM me TODAY.
- 49 DM me NOW.
- 50 DM me LET’S DO THIS.



51–100 DM CTAs

- 51 DM me IF YOU’RE READY.
- 52 DM me AND I’LL SEND IT.
- 53 DM me FOR THE LINK.
- 54 DM me AND I’LL EXPLAIN.
- 55 DM me TO LEARN MORE.
- 56 DM me TO GET STARTED.
- 57 DM me TO SEE HOW.
- 58 DM me TO FIND OUT.
- 59 DM me TO JOIN US.
- 60 DM me FOR ACCESS.
- 61 DM me FOR THE GUIDE.
- 62 DM me FOR THE DETAILS.
- 63 DM me TO SAVE YOUR SPOT.
- 64 DM me TO GET THE PLAN.
- 65 DM me TO CHAT.
- 66 DM me TO CONNECT.
- 67 DM me TO TALK.
- 68 DM me TO SEE IF THIS IS RIGHT.
- 69 DM me TO ASK QUESTIONS.
- 70 DM me TO FIND YOUR PATH.
- 71 DM me TO GET THE BLUEPRINT.
- 72 DM me TO LEVEL UP.
- 73 DM me TO CHANGE YOUR LIFE.
- 74 DM me TO TAKE ACTION.
- 75 DM me TO MAKE IT HAPPEN.

- 76 DM me TO DISCOVER MORE.
- 77 DM me WHAT YOU NEED.
- 78 DM me FOR SUPPORT.
- 79 DM me AND I GOT YOU.
- 80 DM me TO GET THE INFO.
- 81 DM me TO GET STARTED TODAY.
- 82 DM me TO JOIN THE MOVEMENT.
- 83 DM me TO BUILD WITH US.
- 84 DM me TO SEE THE OPPORTUNITY.
- 85 DM me TO HEAR MORE.
- 86 DM me YOUR QUESTIONS.
- 87 DM me FOR YOUR NEXT STEP.
- 88 DM me TO GET CLEAR.
- 89 DM me TO GET THE TOOLS.
- 90 DM me TO UNLOCK THIS.
- 91 DM me TO FIND OUT HOW.
- 92 DM me TO GET INVOLVED.
- 93 DM me TO START YOUR JOURNEY.
- 94 DM me TO FIND YOUR PEOPLE.
- 95 DM me TO GET THE SUPPORT.
- 96 DM me TO LEVEL UP FAST.
- 97 DM me TO BUILD FREEDOM.
- 98 DM me TO SEE THE SYSTEM.
- 99 DM me TO TAKE THE FIRST STEP.
- 100 DM me TO LET’S BUILD.



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SAVE CTAs

100

Use these save prompts to provide value,
encourage action later, and increase reach.

1–50 SAVE CTAs

01 Save this.

02 Save for later.

03 Save this post.

04 Save this tip.

05 Save this.

06 Save it.

07 Save this for later.

08 Save for your goals.

09 Save this!

10 Don't lose this.

11 Save this info.

12 Save this strategy.

13 Save this guide.

14 Save this now.

15 Save this to refer back.

16 Save this for the future.

17 Save this reminder.

18 Save this breakdown.

19 Save this for clarity.

20 Save this for growth.

21 Save this for motivation.

22 Save this for when you need it.

23 Save this step.

24 Save this plan.

25 Save this post!

26 Save this value.

27 Save this content.

28 Save this checklist.

29 Save this framework.

30 Save this for success.

31 Save this tip.

32 Save this for hard days.

33 Save this for later.

34 Save this idea.

35 Save this training.

36 Save this resource.

37 Save this example.

38 Save this post.

39 Save this for progress.

40 Save this for consistency.

41 Save this for transformation.

42 Save this for your journey.

43 Save this for when you're stuck.

44 Save this to remember.

45 Save this for reference.

46 Save this for action.

47 Save this for inspiration.

48 Save this valuable.

49 Save this for you.

50 Save this today.

51–100 SAVE CTAs

51 Save this now.

52 Save this for your future.

53 Save this for your goals.

54 Save this to come back to.

55 Save this to reflect on.

56 Save this to apply later.

57 Save this for the weekend.

58 Save this for the next level.

59 Save this for discipline.

60 Save this for your business.

61 Save this for direction.

62 Save this for breakthroughs.

63 Save this for clarity.

64 Save this for the tough days.

65 Save this for your mindset.

66 Save this for focus.

67 Save this for consistency.

68 Save this for your journey.

69 Save this for accountability.

70 Save this for strategy.

71 Save this for the wins.

72 Save this for your next step.

73 Save this for learning.

74 Save this for reference.

75 Save this for everything.

76 Save this for motivation.

77 Save this for results.

78 Save this for your plan.

79 Save this for momentum.

80 Save this for action.

81 Save this for growth.

82 Save this for when you forget.

83 Save this for when you need it most.

84 Save this for alignment.

85 Save this for the big picture.

86 Save this for your future self.

87 Save this for stepping up.

88 Save this for your comeback.

89 Save this for breakthroughs.

90 Save this to stay focused.

91 Save this to keep going.

92 Save this to level up.

93 Save this for time freedom.

94 Save this for financial freedom.

95 Save this for your vision.

96 Save this for your mission.

97 Save this for your standards.

98 Save this for your non-negotiables.

99 Save this for your next chapter.

100 Save this and change your life.



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SHARE CTAs

100

Use these share prompts to expand your reach,
help others, and grow your community.



1–50 SHARE CTAs

- 01

Share this.
- 02

Share with a friend.
- 03

Share this post.
- 04

Share it with someone who needs it.
- 05

Share it.
- 06

Share the love.
- 07

Share to help someone.
- 08

Share this wisdom.
- 09

Share this resource.
- 10

Share this tip.
- 11

Share this value.
- 12

Share it with your team.
- 13

Share it with your people.
- 14

Share it with your audience.
- 15

Share it to support.
- 16

Share it to inspire.
- 17

Share it to empower.
- 18

Share it to make an impact.
- 19

Share it to spread the message.
- 20

Share it to change lives.
- 21

Share it to lift someone up.
- 22

Share it to start a conversation.
- 23

Share it if you agree.
- 24

Share it if this helped you.
- 25

Share this with your network.
- 26

Share this with your community.
- 27

Share for awareness.
- 28

Share for someone who needs this.
- 29

Share for future you.
- 30

Share and save a life.
- 31

Share this far and wide.
- 32

Share this knowledge.
- 33

Share this opportunity.
- 34

Share this mindset.
- 35

Share this motivation.
- 36

Share to save time.
- 37

Share to save money.
- 38

Share to help them grow.
- 39

Share to make their day.
- 40

Share to be the reason.
- 41

Share because it matters.
- 42

Share because you care.
- 43

Share this everywhere.
- 44

Share this now.
- 45

Share it and help others win.
- 46

Share it with the world.
- 47

Share it with your story.
- 48

Share it and tag someone.
- 49

Share and make an impact.
- 50

Share this today.



51–100 SHARE CTAs

- 51

Share this if it resonates.
- 52

Share this if you believe.
- 53

Share this to someone special.
- 54

Share this with your squad.
- 55

Share to change a mindset.
- 56

Share to unlock potential.
- 57

Share to create change.
- 58

Share this goodness.
- 59

Share this with your family.
- 60

Share this with a colleague.
- 61

Share this to inspire action.
- 62

Share this for someone's breakthrough.
- 63

Share this post with intention.
- 64

Share this to make a difference.
- 65

Share this and start a ripple.
- 66

Share this to reach the right people.
- 67

Share this to fuel their growth.
- 68

Share this to spark ideas.
- 69

Share this to spark doors.
- 70

Share this to build a better future.
- 71

Share this and be a leader.
- 72

Share this for more impact.
- 73

Share this for more exposure.
- 74

Share this and let it help.
- 75

Share this because it's worth it.
- 76

Share this because someone needs it.
- 77

Share this to give value.
- 78

Share this to spread hope.
- 79

Share this to create a movement.
- 80

Share this to make waves.
- 81

Share this with your circle.
- 82

Share this with someone who gets it.
- 83

Share this with your followers.
- 84

Share this with your world.
- 85

Share this and start a change.
- 86

Share this and empower others.
- 87

Share this to build confidence.
- 88

Share this to create opportunities.
- 89

Share this and inspire someone.
- 90

Share this and plant a seed.
- 91

Share this to make a shift.
- 92

Share this to transform lives.
- 93

Share this to reach more people.
- 94

Share this to help them succeed.
- 95

Share this and pass it forward.
- 96

Share this with purpose.
- 97

Share this and make history.
- 98

Share this and leave a legacy.
- 99

Share this because it's bigger than us.
- 100

Share this and let's grow together.



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COMMUNITY CTAs

100

Use these community prompts to build connection,
create engagement, and grow your tribe.



1–50 COMMUNITY CTAs

- 01

Join our community.
- 02

Be part of the movement.
- 03

You belong here.
- 04

Come hang out with us.
- 05

Let's grow together.
- 06

Join the conversation.
- 07

We're in this together.
- 08

Join our crew.
- 09

Your people are here.
- 10

Let's build together.
- 11

Come learn with us.
- 12

Join the challenge.
- 13

Step into the community.
- 14

Add your voice.
- 15

Let's support each other.
- 16

Join thousands of others.
- 17

This is for you.
- 18

Join and level up.
- 19

More together.
- 20

Let's win together.
- 21

Join the family.
- 22

Come grow with us.
- 23

Join the inner circle.
- 24

We save you a seat.
- 25

Join our tribe.
- 26

You're not alone.
- 27

Join and get inspired.
- 28

Real people. Real growth.
- 29

Connect with like-minded people.
- 30

Let's build a better future.
- 31

Join the discussion.
- 32

Learn, share, grow.
- 33

Join the team.
- 34

Level up with us.
- 35

Surrounded by support.
- 36

Join for free value.
- 37

Join our private group.
- 38

We grow together.
- 39

Join and take action.
- 40

Come be inspired.
- 41

Good vibes. Big goals.
- 42

Join and stay motivated.
- 43

Community over competition.
- 44

Add value. Get value.
- 45

Join for connection.
- 46

Join for accountability.
- 47

Join our support network.
- 48

Let's go further together.
- 49

Become part of something bigger.
- 50

Join and make an impact.



51–100 COMMUNITY CTAs

- 51

Join for exclusive access.
- 52

Join and get the support you need.
- 53

Learn with a community.
- 54

Join and never feel stuck again.
- 55

Join and stay consistent.
- 56

Let's reach our goals together.
- 57

Join our mission.
- 58

Join and change your life.
- 59

Join to get your questions answered.
- 60

Join and get feedback.
- 61

Share, learn, grow.
- 62

Join and get motivated.
- 63

Be part of the solution.
- 64

Join and stay accountable.
- 65

Community makes the difference.
- 66

Join the transformation.
- 67

Join and take your next step.
- 68

Join for knowledge.
- 69

Join for growth.
- 70

Join our inner circle.
- 71

Join and get real results.
- 72

Join for collaboration.
- 73

Let's build our dreams.
- 74

Join and stay inspired.
- 75

Join and be part of the change.
- 76

Join for mastermind moments.
- 77

Join and get daily motivation.
- 78

Join for resources.
- 79

Join for the challenges.
- 80

Join and unlock your potential.
- 81

We grow, we win.
- 82

Join and stay in the loop.
- 83

Join our power circle.
- 84

Learn from each other.
- 85

Join and start your journey.
- 86

Join and surround yourself with greatness.
- 87

Join and get guidance.
- 88

Join for encouragement.
- 89

Join to get inspired daily.
- 90

Join for the accountability.
- 91

Join to level up faster.
- 92

Join and take action daily.
- 93

Join and make it happen.
- 94

Join to stay on track.
- 95

Join for behind-the-scenes.
- 96

Join and get early access.
- 97

Join for the wins.
- 98

Join and build momentum.
- 99

Join and be part of the journey.
- 100

Join and let's grow together.



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SALES CTAs

100

Use these sales prompts to drive action,
overcome hesitation, and close with confidence.



1–50 SALES CTAs

- 01

This is your sign.
- 02

Ready to get started?
- 03

Take the first step.
- 04

Let's do this.
- 05

You in?
- 06

This is your moment.
- 07

Don't wait. Start now.
- 08

Take action today.
- 09

You're one decision away.
- 10

Make it happen.
- 11

Your future self will thank you.
- 12

Invest in you.
- 13

You deserve this.
- 14

Stop watching. Start doing.
- 15

Spots are limited.
- 16

Grab your spot.
- 17

Don't miss out.
- 18

This won't last forever.
- 19

Lock in your spot.
- 20

Claim your access.
- 21

Get started now.
- 22

It's time.
- 23

Let's make it official.
- 24

Say yes to your future.
- 25

You won't regret this.
- 26

Take the leap.
- 27

Change starts here.
- 28

This is your opportunity.
- 29

Step into the next level.
- 30

Don't think, just do.
- 31

You're ready.
- 32

This is your time.
- 33

Make the move.
- 34

Bet on yourself.
- 35

Choose your future.
- 36

Let's get you started.
- 37

The time is now.
- 38

Don't overthink it.
- 39

You're worth it.
- 40

Take control.
- 41

Start your journey.
- 42

Elevate your life.
- 43

It's a no-brainer.
- 44

Get instant access.
- 45

Join today.
- 46

Make it count.
- 47

Be the CEO of your life.
- 48

This changes everything.
- 49

Don't miss your moment.
- 50

This is the one.



51–100 SALES CTAs

- 51

This is your next level.
- 52

Get the results you want.
- 53

Make the smart move.
- 54

Take action, see results.
- 55

This is a game changer.
- 56

Stop dreaming. Start doing.
- 57

Turn your goals into reality.
- 58

Join the movement.
- 59

Level up today.
- 60

Get access now.
- 61

Your journey starts here.
- 62

This is your advantage.
- 63

It's time to win.
- 64

Unlock your potential.
- 65

Make it yours.
- 66

Take the next step.
- 67

Start seeing changes.
- 68

This is how you win.
- 69

Secure your future.
- 70

Get in while you can.
- 71

Limited spots. Act fast.
- 72

This is the opportunity.
- 73

Change your life today.
- 74

Ready to transform?
- 75

Don't let this pass you by.
- 76

Take the challenge.
- 77

Commit to your goals.
- 78

Your future is calling.
- 79

Invest today, win tomorrow.
- 80

Start strong.
- 81

Show up for you.
- 82

Don't delay your destiny.
- 83

This is your turning point.
- 84

Everything you need is here.
- 85

You're in the right place.
- 86

Say yes to growth.
- 87

Step into success.
- 88

This is where it begins.
- 89

Choose progress.
- 90

Make your move.
- 91

Be unstoppable.
- 92

This is your blueprint.
- 93

Own your future.
- 94

This is for you.
- 95

The results start here.
- 96

Take charge of your life.
- 97

Get started. Stay focused.
- 98

This is your time to shine.
- 99

Join now and stand out.
- 100

Let's make it happen.



CTA BANK

LIVE EVENT CTAs

100

Use these live event prompts to get people to show up, engage, and take action in real time.



1–50 LIVE EVENT CTAs

- 01

Join us live.
- 02

Don't miss this.
- 03

Save your seat.
- 04

Be in the room.
- 05

Show up live.
- 06

See you there.
- 07

Let's learn together.
- 08

Come ready.
- 09

It's happening live.
- 10

Set a reminder.
- 11

Live and unfiltered.
- 12

Bring your questions.
- 13

We go live soon.
- 14

Don't be late.
- 15

Be part of it.
- 16

This is live. Be here.
- 17

Come get the info.
- 18

It's Q&A time.
- 19

Let's go live.
- 20

We're live.
- 21

Get in here.
- 22

It's starting.
- 23

Join the call.
- 24

Live training alert.
- 25

Be there live.
- 26

Mark your calendar.
- 27

Live is where it happens.
- 28

Big things live.
- 29

Pull up live.
- 30

Be in the live.
- 31

Don't just watch later.
- 32

Live value incoming.
- 33

Join our live session.
- 34

This is for you.
- 35

Step into the live.
- 36

Live coaching inside.
- 37

Real talk. Live.
- 38

Come hang out.
- 39

Live Q&A.
- 40

Be part of the conversation.
- 41

We're going live.
- 42

Can't wait to see you.
- 43

This is where we connect.
- 44

Live wins.
- 45

This is live impact.
- 46

Don't miss the message.
- 47

Get the replay? No, be there.
- 48

Live learning.
- 49

Live motivation.
- 50

Let's grow live.



51–100 LIVE EVENT CTAs

- 51

Be in the moment.
- 52

Join the live experience.
- 53

This will change things.
- 54

Your future is in this.
- 55

Real value, live.
- 56

Live and leveled up.
- 57

See you on the call.
- 58

Don't just think about it.
- 59

Take action. Join live.
- 60

Be part of the movement.
- 61

Learn live.
- 62

Hear it first.
- 63

Join the live session.
- 64

Don't miss out.
- 65

This is where it clicks.
- 66

Get live access.
- 67

We go live at...
- 68

Don't just consume. Participate.
- 69

Come for the value.
- 70

Stay for the transformation.
- 71

Get live support.
- 72

Live content. Real results.
- 73

Step in. Level up.
- 74

Let's make it happen.
- 75

We're saving you a seat.
- 76

Turn on your notifications.
- 77

Clear your schedule.
- 78

This is your sign.
- 79

Live is limited.
- 80

Show up for you.
- 81

Bring a notebook.
- 82

Come ready to grow.
- 83

Join from anywhere.
- 84

This is your opportunity.
- 85

Don't skip this one.
- 86

Live training. Live impact.
- 87

Change happens live.
- 88

Level up with us.
- 89

Live insights.
- 90

Be in the room.
- 91

Let's do this live.
- 92

Join the experience.
- 93

Make today the day.
- 94

Live connection.
- 95

Real people. Real results.
- 96

Don't miss the energy.
- 97

We can't wait to see you.
- 98

Come as you are.
- 99

Live your best life.
- 100

Let's win together. Live.



CTA BANK

AFFILIATE CTAs

100

Use these affiliate prompts to invite partners,
recruit your team, and grow together.



1–50 AFFILIATE CTAs

- | | | | |
|----|---------------------------------|----|---|
| 01 | Be part of something bigger. | 26 | You bring the why, we'll bring the how. |
| 02 | Join my team. | 27 | Build a business that fits your life. |
| 03 | Let's build together. | 28 | Let's create something amazing. |
| 04 | Partner with me. | 29 | This opportunity is for you. |
| 05 | Be your own boss. | 30 | Financial freedom is possible. |
| 06 | Earn while you learn. | 31 | You can earn doing what you love. |
| 07 | Turn your content into income. | 32 | Let's create lasting income. |
| 08 | Create freedom. | 33 | This is more than a job. |
| 09 | Build your business. | 34 | Step into your potential. |
| 10 | Work from anywhere. | 35 | I'll show you the blueprint. |
| 11 | Let's create impact and income. | 36 | Success looks good on you. |
| 12 | Start your side hustle. | 37 | You were made for more. |
| 13 | This changed my life. | 38 | Join me and let's win together. |
| 14 | Now I'm inviting you. | 39 | More impact. More income. |
| 15 | You can do this too. | 40 | You can have both. |
| 16 | Help others and get paid. | 41 | Let's change lives together. |
| 17 | Make money with purpose. | 42 | Be the example. |
| 18 | This is your time. | 43 | Start small. Dream big. |
| 19 | Your journey can start today. | 44 | This could be your turning point. |
| 20 | Let's grow together. | 45 | Let's create the life you want. |
| 21 | Join the movement. | 46 | No limits. Just possibilities. |
| 22 | Take control of your income. | 47 | You don't have to do this alone. |
| 23 | Create more for your life. | 48 | I'll guide you every step. |
| 24 | It's possible for you too. | 49 | Take the first step with me. |
| 25 | Let me show you how. | 50 | Let's build your future. |



51–100 AFFILIATE CTAs

- | | | | |
|----|----------------------------------|-----|--------------------------------|
| 51 | Join and change your life. | 76 | Together, we can do more. |
| 52 | Let's build your dream. | 77 | Be empowered. |
| 53 | This is your opportunity. | 78 | Help people. Get paid. |
| 54 | Learn. Earn. Repeat. | 79 | Create the life you deserve. |
| 55 | Be part of my mission. | 80 | Join the family. |
| 56 | This is your path to freedom. | 81 | This could change everything. |
| 57 | Let's build your legacy. | 82 | It starts with one decision. |
| 58 | You bring the passion. | 83 | Build with purpose. |
| 59 | We'll bring the plan. | 84 | The time is now. |
| 60 | Together, we're unstoppable. | 85 | Don't wait. Start. |
| 61 | Leverage your time. | 86 | Let's build your empire. |
| 62 | Earn from your influence. | 87 | You're capable of more. |
| 63 | Build a brand. Build income. | 88 | Let's turn dreams into income. |
| 64 | It's time to level up. | 89 | The future is ours to build. |
| 65 | Turn followers into freedom. | 90 | Step up and step in. |
| 66 | You can do this. | 91 | Let's rise together. |
| 67 | Join for the income. | 92 | Your freedom is calling. |
| 68 | Stay for the impact. | 93 | Say yes to more. |
| 69 | This is your sign. | 94 | This is your next chapter. |
| 70 | Let's build generational wealth. | 95 | The opportunity is here. |
| 71 | Start your journey today. | 96 | Be part of the change. |
| 72 | You don't need experience. | 97 | Let's impact more lives. |
| 73 | Just a willingness to learn. | 98 | You can have it all. |
| 74 | Create a business you love. | 99 | Let's build your business. |
| 75 | Let's make it happen. | 100 | Join me and let's grow. |



CTA BANK

ENGAGEMENT CTAs

100

Use these engagement prompts to start conversations,
get comments, and boost visibility.



1–50 ENGAGEMENT CTAs

- | | | | |
|----|--------------------------------|----|------------------------------------|
| 01 | What do you think? | 26 | What do you need help with? |
| 02 | Drop a YES if you agree. | 27 | What content do you want to see? |
| 03 | Comment “ME” if this is you. | 28 | What should I cover next? |
| 04 | Drop a 🔥 if you’re ready. | 29 | I’m curious... |
| 05 | Tag someone who needs this. | 30 | Let’s have a convo. |
| 06 | Who else feels this? | 31 | What’s your take? |
| 07 | Tell me below. | 32 | Speak up. |
| 08 | Comment your biggest struggle. | 33 | Let’s inspire each other. |
| 09 | What’s holding you back? | 34 | Comment your wins. |
| 10 | What’s your biggest goal? | 35 | What’s working for you? |
| 11 | What would change for you? | 36 | Celebrate the small wins. |
| 12 | Drop your answer below. | 37 | Let’s go! |
| 13 | Which one are you? | 38 | I see you. |
| 14 | A or B? | 39 | You got this. |
| 15 | Comment 1 or 2. | 40 | Drop some love below. |
| 16 | What’s your favorite? | 41 | What’s your hot take? |
| 17 | What’s your number one? | 42 | Let’s get honest. |
| 18 | Let’s talk about it. | 43 | What surprised you? |
| 19 | Share your thoughts. | 44 | Who’s in? |
| 20 | I want to hear from you. | 45 | Let’s build together. |
| 21 | Chime in below. | 46 | Drop your questions. |
| 22 | I’m all ears. | 47 | Let’s connect. |
| 23 | Sound off. | 48 | Share your story. |
| 24 | Let’s go in the comments. | 49 | Inspire someone today. |
| 25 | Be real. Tell me. | 50 | Make someone’s day. Comment below. |



51–100 ENGAGEMENT CTAs

- | | | | |
|----|--------------------------------------|-----|------------------------------------|
| 51 | Drop your “why.” | 76 | Here for the community. |
| 52 | What keeps you going? | 77 | Grateful for this space. |
| 53 | What’s your dream? | 78 | Positive vibes here. |
| 54 | What does freedom look like for you? | 79 | Keep showing up. |
| 55 | What would you do with more time? | 80 | Consistency wins. |
| 56 | What’s one thing you want? | 81 | Progress over perfection. |
| 57 | What season are you in? | 82 | One day at a time. |
| 58 | What are you manifesting? | 83 | Small steps. Big results. |
| 59 | Vision it with me. | 84 | Keep going. |
| 60 | What are you focused on? | 85 | Don’t stop now. |
| 61 | What are you building? | 86 | Future you is cheering. |
| 62 | What’s your next step? | 87 | You’ve got this. |
| 63 | Who’s your mentor? | 88 | What’s your plan? |
| 64 | What book changed you? | 89 | Let’s make it happen. |
| 65 | What’s your mantra? | 90 | Accountability time. |
| 66 | Drop your favorite quote. | 91 | Who’s your accountability partner? |
| 67 | What motivates you? | 92 | Let’s hold each other accountable. |
| 68 | Who inspires you? | 93 | What’s your challenge? |
| 69 | Let’s grow together. | 94 | What’s your next move? |
| 70 | What’s your superpower? | 95 | Let’s level up. |
| 71 | What lights you up? | 96 | What’s one habit you’re building? |
| 72 | What are you proud of? | 97 | What are you learning? |
| 73 | Share your breakthrough. | 98 | Let’s share knowledge. |
| 74 | Let’s celebrate you. | 99 | Teach someone today. |
| 75 | You’re not alone. | 100 | Make an impact. |



CTA BANK

CONTENT CTAs

100

Use these content CTAs to guide action, build trust,
and turn content into connection and conversions.



1–50 CONTENT CTAs

- | | | | |
|----|---------------------------------|----|------------------------------|
| 01 | Save this for later. | 26 | This shifted my mindset. |
| 02 | Share this with a friend. | 27 | You needed this today. |
| 03 | Tag someone who needs this. | 28 | Don't miss this. |
| 04 | Double tap if you agree. | 29 | This is your sign. |
| 05 | Comment "ME" if this is you. | 30 | Sending this to you. |
| 06 | Drop a 🔥 if this hit home. | 31 | For the ones who get it. |
| 07 | Screenshot this. | 32 | This is the reminder. |
| 08 | Save it. You'll thank yourself. | 33 | Read it. Apply it. Share it. |
| 09 | Watch until the end. | 34 | This one's powerful. |
| 10 | Read that again. | 35 | Pause and read. |
| 11 | Take what you need. | 36 | Let this sink in. |
| 12 | Share the value. | 37 | Truth bomb. |
| 13 | Pass it on. | 38 | Important. Don't skip. |
| 14 | Hit follow for more. | 39 | This will help. |
| 15 | Follow for daily value. | 40 | Real talk. |
| 16 | New here? Start here. | 41 | For my entrepreneurs. |
| 17 | This might help someone. | 42 | Value over everything. |
| 18 | Don't scroll without this. | 43 | Here's the truth. |
| 19 | If this helps, save it. | 44 | You're not alone. |
| 20 | Worth saving. | 45 | Been there. |
| 21 | One of my favorites. | 46 | Let's grow together. |
| 22 | Keep this close. | 47 | Learning daily. |
| 23 | You'll want to come back. | 48 | Document the journey. |
| 24 | Save it. Use it. | 49 | This is the work. |
| 25 | This is a game changer. | 50 | Keep showing up. |



51–100 CONTENT CTAs

- | | | | |
|----|--------------------------------|-----|----------------------------|
| 51 | It's progress, not perfection. | 76 | What are your goals? |
| 52 | Celebrate the small wins. | 77 | What's one thing you want? |
| 53 | Growth looks good on you. | 78 | Let's make it happen. |
| 54 | Consistency creates results. | 79 | Set the standard. |
| 55 | Keep building. | 80 | Raise the bar. |
| 56 | You've got this. | 81 | Level up. |
| 57 | This is for you. | 82 | Step into your potential. |
| 58 | Keep going. | 83 | Future self is proud. |
| 59 | We rise together. | 84 | Build the life you want. |
| 60 | Share your thoughts. | 85 | Don't settle. |
| 61 | Let's talk in the comments. | 86 | Dream it. Do it. |
| 62 | Agree or disagree? | 87 | Mindset is everything. |
| 63 | What do you think? | 88 | Protect your peace. |
| 64 | I'd love to hear. | 89 | Focus. Plan. Execute. |
| 65 | Voice your opinion. | 90 | This is your season. |
| 66 | What resonates most? | 91 | You're becoming. |
| 67 | What would you add? | 92 | Keep becoming. |
| 68 | Help someone else. | 93 | Your future is bright. |
| 69 | Community over competition. | 94 | It starts with you. |
| 70 | We learn together. | 95 | You hold the power. |
| 71 | Drop your best tip. | 96 | Decide. Commit. Succeed. |
| 72 | Let's inspire each other. | 97 | This changes everything. |
| 73 | Who can relate? | 98 | Take the leap. |
| 74 | Tell me below. | 99 | Start now. |
| 75 | Comment your biggest takeaway. | 100 | The best time is now. |



CTA BANK

BONUS & MISC CTAs

100

Bonus CTAs for stories, DMs, bios, closing, reminders, and everything in between.



1–50 BONUS & MISC CTAs

- 01

DM me the word "INFO".
- 02

DM me "READY" to start.
- 03

DM "GO" if you're in.
- 04

DM me "DETAILS".
- 05

DM "YES" for more info.
- 06

DM "NOW" and let's go.
- 07

DM "CHANGE" if you're ready.
- 08

DM me "PLAN".
- 09

DM "START" and I'll send it.
- 10

DM "ME" to get started.
- 11

DM "ACCESS" to join.
- 12

DM "IN" if you want in.
- 13

DM "NEXT" for next steps.
- 14

DM "HELP" if you're stuck.
- 15

DM "BLUEPRINT" to get it.
- 16

DM "GUIDE" to grab yours.
- 17

DM "VIP" for the link.
- 18

DM "JOIN" to be part of it.
- 19

DM "LET'S GO".
- 20

DM "PRESENTATION".
- 21

DM "LIVE" for the replay.
- 22

DM "TRAINING".
- 23

DM "CHALLENGE".
- 24

DM "WIN".
- 25

DM "RESULTS".
- 26

DM "SUPPORT".
- 27

DM "QUESTION".
- 28

DM "COACH".
- 29

DM "GROUP" to join.
- 30

DM "COMMUNITY".
- 31

DM "YES PLEASE".
- 32

DM "COUNT ME IN".
- 33

DM "DONE".
- 34

DM "PRESENT".
- 35

DM "ME IN".
- 36

DM "WANT IN".
- 37

DM "ON FIRE".
- 38

DM "FINALLY".
- 39

DM "OPPORTUNITY".
- 40

DM "CHECK IN".
- 41

Drop a 🔥 if you're ready.
- 42

Drop a 🚀 if you're in.
- 43

Drop a 🙌 to claim it.
- 44

Drop a ⚡ if you want it.
- 45

Drop a 🏗️ if you're building.
- 46

Drop a 🎯 if you're focused.
- 47

Drop a ✨ if this is you.
- 48

Drop a 💬 if you have questions.
- 49

Drop a 📌 for the link.
- 50

Tap the link in bio.



51–100 BONUS & MISC CTAs

- 51

Click the link in bio.
- 52

Save this post.
- 53

Share this with a friend.
- 54

Forward this to someone who needs it.
- 55

Don't just watch. Take action.
- 56

Action creates clarity.
- 57

Take the next right step.
- 58

Progress over perfection.
- 59

You don't have to do this alone.
- 60

You were made for more.
- 61

Start before you're ready.
- 62

Consistency wins.
- 63

Show up for your future.
- 64

Small steps. Big results.
- 65

Keep going.
- 66

You're closer than you think.
- 67

Don't quit before the breakthrough.
- 68

This is your sign.
- 69

Your future self is cheering you on.
- 70

This will be worth it.
- 71

The best time was yesterday.
- 72

The second best time is now.
- 73

You got this.
- 74

Believe in yourself first.
- 75

Be the CEO of your life.
- 76

Create the life you love.
- 77

Invest in yourself.
- 78

It all starts with a decision.
- 79

You can and you will.
- 80

Free yourself.
- 81

Build the life. Live the freedom.
- 82

This will change everything.
- 83

Opportunities don't last.
- 84

The door is open.
- 85

Don't overthink it.
- 86

Keep taking action.
- 87

Focus. Commit. Succeed.
- 88

Your only limit is you.
- 89

Let's build your legacy.
- 90

Freedom is the goal.
- 91

Do the work. Live the life.
- 92

You're worth the investment.
- 93

Take control.
- 94

Dream it. Plan it. Do it.
- 95

Step out of your comfort zone.
- 96

The journey starts now.
- 97

Make it happen.
- 98

You deserve more.
- 99

This is your moment.
- 100

Let's make your content pay.



HOW TO USE THIS CTA BANK



CHOOSE

Pick 3–5 CTAs that match your goal and audience.



USE CONSISTENTLY

Add them to captions, stories, reels, DMs, and lives.



TAKE ACTION

Calls to action create results. Use them daily.

COPY + PASTE

CTA'S

GOOGLE DOC