

## Be Persuasive – Develop Your Call of Action for Your Website

Your website is a tool for potential clients to discover the products or services that you offer. However, it takes more than a website to persuade your target market to purchase your products or retain your services; it takes a “*Call of Action*”. A call of action is your power of persuasion; it is a way to strongly suggest to your websites visitors to participate within your website. Your call of action can include buttons stating “*Join Our Mailing List*” or your call of action can encourage your customers to purchase your products, such as “*Add to Your Shopping Cart.*”

Many online business owners’ often make the mistake of displaying their services or products on their website, but fail to provide their visitors a call of action. Your call of action can be your final “*sales pitch*”; this is where you convince your clients that by choosing to “click” on this one button they will receive just what they are looking for.



Be direct and provide your clients with action-oriented words such as these:

- Click Here To Learn More
- Contact Us or Email Us
- Save Now!
- Join Our Affiliate Program

**Don't leave your websites future to chance. Create your Call of Action; your website's success Is just a CLICK AWAY!**

