

Write Your List– Building Freebie Workshop

*Module 4 Action Plan
& Get it Done Guide:
Move Them Forward*

Step 2: Choose Your Call-to-Action

Once readers have read your story and seen firsthand how powerful your solutions can be, both through your own transitions and those of your clients, chances are they're going to be excited to experience those transitions themselves. You want to give them that opportunity, right then and there before life gets in the way and they get too busy/forget/etc.

But you don't want to overload them with too many options (because, as they say, a confused, overwhelmed mind will not buy!). So you want to pick ONE call-to-action, such as one of these 13 Ways for Getting Readers to Take Action:

- 1) Download a free gift (in exchange for their contact info, of course)
- 2) Take a quiz of some sort (people love to learn about themselves)
- 3) Schedule a no-cost consultation for coaching services
- 4) Request a quote on web design/writing/VA services
- 5) Join an upcoming webinar (also in exchange for their name & email address)
- 6) Call your office to speak with a live rep
- 7) Dial a toll-free phone number to request information from an automated phone line
- 8) Fax an enrollment form to you
- 9) Redeem a coupon/gift certificate
- 10) Visit your store/office for a specific reason (pick up a free gift, etc.)
- 11) Order your e-book or other product(s)
- 12) Purchase a services package
- 13) Enroll in a group training/coaching program

Which call-to-action will you pick?

Step 3: Call Readers to Action

Get it Done Step #1: Naturally transition to your call-to-action. The best way to move readers from intake mode to action mode is to position your call-to-action not as a product/service you're selling but rather as the solution they've been missing, and which is now available to them.

You might say something like, "Now that we've discussed the _____ (ie. 5 ways to use your web copy to convert website visitors into clients), I want to address one massive challenge that you might be facing at this very moment. I see it all the time, in the _____ (your target market, ie. business owners, moms, etc. _____) that I work with each and every day."

And then move into one major challenge/obstacle that might be keeping your prospects from moving forward, such as they don't have the money and/or manpower to piece the solutions together as you've done, or they don't want to waste weeks/months/years trying to figure things out on their own. In my case, to promote this workshop, I addressed the fact that many business owners leave their list-building freebie as a draft on their hard drive for weeks/months on end because they hate to write, or they just don't know what to write about, or they lack the confidence to publish it to the world.

And talk about how your solution can help them get past that obstacle.

Your turn. What is the major obstacle that might be holding readers back?

How can your solution help them get back that obstacle? (Hint: Consider writing this out as a bulleted list. Might be easier to gather your thoughts than trying to put them into paragraph format.)

Get it Done Step #2: Inspire readers to take quick action. It's human nature to put things off as long as humanly possible. Which means that when left to our own devices, many of us will find reasons to NOT take action. (Case in point: my last computer was on its last leg for months, with me talking about how I *should* replace it, but it wasn't until the battery died and I was forced to get a new computer or go without - and let my business suffer the consequences - that I finally buckled down and placed my order. Have you ever put things off until you just couldn't put it off any longer? Most of us have at some point or another. :))

So the next challenge you face is in getting readers to take action NOW, while they're still feeling inspired to do so. See below for a few ways you can encourage readers to act quickly.

4 ways to get people to act NOW instead of 2 days, weeks, years or - never. Offer:

- 1) A free gift/bonus or discount/reduced price if reader responds before a certain date;
- 2) A time limit on an offer;
- 3) A limited supply;
- 4) A discount with an expiration date.

Which technique will you use to encourage quick action?
