

The CTA



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To: Ryan

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→ A call to action.

Whether you buy now, start now, join today, whatever it is.

Research shows that these buttons perform best being red, but I don't think it matters
THAT MUCH.

The call to action is the metric of success of this page; everything we put on this page is
designed with one thing in mind: to get that click.

A lot of people think that asking for a sale is a bad thing.

So they prefer to have a sales call as the call to action.

A few things to consider.

- Some people are ready to buy.
- Having a full diary makes things hard
- Having an empty diary doesn't look good
- Not everyone wants to do a call; they just want to get going
- Sales calls work, so if you love them, do them; if not, build out a means of not needing them.

Make your call to action to buy instead.

You may get fewer conversions at first, but guess what?

Those free few hours you just got each week? You can use those to grow your socials and
email list.

The compounding effect of that is much higher than the compounding effect of getting
good at sales calls.

If you're amazing at what you do, or you sell something amazing.

It shouldn't need a phone call to validate the sale.

Do them if you need, but get rid of them ASAP.

Ready to get going yet? [Jump in today.](#)

If not, see you tomorrow.
James

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