**How to Create a “Call to Action”**

In this section, you will learn **how to create a “strong close” that gets people to act right away.**

**Additionally you will also learn:**

* Scarcity tactics that will get your reader to take action immediately.
* Avoid mistakes that people usually commit when creating their close.

**In creating your close:**

* Ask yourself this question before you even begin the process of writing your email:
  + “What **specifically** do you want your reader to do?”
* Write a list of **all** the possible actions that you want your reader to take
* Narrow this list to the one action that will make you the **most** money
  + Maybe you want them to:
    - Click the link at the end of the email and order the product or service right away.
    - Forward your newsletter to five of their friends.
    - Order a product to gain access to the customer only affiliate program.
* Be specific about what you want your subscriber to do.

**Unanswered Questions in the Mind of Your Reader**

* Why should they take this action?
* Why should they do it now?

* + Most people will put things off if you do not give them a **powerful reason** to take action **now**.
  + Get people to act **immediately** by using scarcity tactics.
  + **Using great sales copy** is great to tease people’s hot buttons and igniting their desire.
  + Unless you **give them a reason to act immediately** they will tell themselves that they will buy it later and then later never comes.
  + **Brainstorm** a list of **scarcity tactics** that you can use to motivate people to act right away.
  + **Specific deadlines are probably the ultimate scarcity tactic**:
    - Quantity-based Deadlines - Example: You can say that you only have 25 copies of a product.
    - Time-based Deadlines - Example: You say that the product is available at a specific price for seven days.
  + Another example of a deadline is when you inform your readers that there will be a special bonus for the first 500 customers who join.

**Fire Sales**

How it works? Here is an example:

* The sale usually lasts for 7 days, and the prospect can get the product offer at the lowest possible price during the first three days only, and then the price goes up. 2 days later, the price goes up again, jacking up the price to a level that is well out of reach of most people.

* + This is not to force people to buy the product on the end of the sale. It is done to force people to buy the product at the intended low price during the first 3 days. The remaining 4 days and the 2 price increases are designed to get more sales on the first 3 days.

**Do not Wimp Out in the Close**

* Remain strong.
* Write ten possible closes and choose the best one.
* Do not make it confusing.
* Close should be clear and sharp.
* Do not digress or go on any tangents.
* There should be no question in the reader’s mind about what you want them to do.
* Close must be written powerfully.
* Do not apologize for asking or telling them what to do.

**Tell the reader EXACTLY what to do**

* If you want them to click a link and buy a product, tell them
  + Example: “Hey, click this link right now and pick up your copy before it is too late.”
* Be direct and stand your ground!

**RECAP:**

Always remember these points when writing your close.

* **Create a strong close** to get people to act immediately by using a scarcity tactic.
* Best scarcity tactics are **deadlines** (Time-based or Quantity-based).
* Write **10 possible closes**.
* Close should be **clear, specific, and stay on target**.
* **Do not digress** into any other topics.
* Write **unapologetically**.
* Tell the reader what you want him to do or he will do what he always does, **nothing**!