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WoDiLab

WRITE YOUR CALL TO ACTION (CTA)

Create a clear and natural next step that guides people toward your course.

ACTION CHECKLIST

☐ **Step 1 – Define your course topic**
Think about what you really teach and what transformation you create.

☐ **Step 2 – Describe your free resource**
Write down what people received from you for free.

☐ **Step 3 – Define the small win**
Think about the small result your audience experienced.

☐ **Step 4 – Choose your CTA type**
Decide what the most natural next step is for your audience.

☐ **Step 5 – Write your CTA**
Write 2–3 sentences that guide people forward.

Step 1 – Define your topic and direction

A clear CTA starts with a clear direction.

When you know where you are guiding people, it becomes easier for them to decide.

Write in one sentence:

What do you teach?

_____

What transformation do you help people achieve?

_____

_____

Step 2 – Describe your free resource

Your CTA must connect to what people already experienced.

What did your audience receive from your lead magnet?

☐ Tips

☐ Checklist

☐ Exercise

☐ Video

☐ Other: _____

Describe it briefly:

_____

_____

Step 3 – Define the small win

A CTA works when people feel they already received value.

Think about:

What does your audience now understand better?

- [ ] I understand my problem
- [ ] I know my next step
- [ ] I feel more confident
- [ ] I tried something new

What was the small win?

_____

_____

Step 4 – Choose your CTA type

Different next steps fit different offers.

Which one feels most natural for you?

- [ ] Book a call
- [ ] Join a program
- [ ] Attend a webinar
- [ ] Fill in a form
- [ ] Join a waiting list
- [ ] Download the next resource

Why does this feel like the right next step?

Step 5 – Write your CTA

A good CTA is:

- simple
- natural
- clear
- supportive (not pushy)

Use this structure:

👉 what they received
👉 what they experienced
👉 what they can do next

Example:

"If this helped you, your next step is…"

_____
_____

Write your CTA:

_____
_____
_____
_____

Your Next Action

Write your CTA in 2–3 clear sentences.

For this session

Share your CTA in the WoDiLab Facebook group.

By doing this, you:

- test your message
- get feedback
- help others

Your points

- 1 XP – Watch the video
- 2 XP – Complete the worksheet
- 2 XP – Share your CTA

Total: 5 XP

✨ A call to action is not selling.

It is guidance toward the next step.