

Call to Action Swipe File

Closers That Actually Convert

Let's be honest: most calls to action feel either pushy, vague, or just plain boring.

"Click the link below."

"Get it now before it's gone."

"Sign up today!"

Yawn.

Here's a swipe file full of CTAs that sound like real people, not sales robots. Use them at the end of your videos, inside your bridge pages, under articles, and in your emails.

No fluff. No pressure. Just the right words at the right moment.

CTAs TO GET THE CLICK

(Use these in video descriptions, bridge pages, and articles)

- "You'll find the full breakdown + the bonus bundle I mentioned at the link below."
- "The product's live now — here's the direct link if you want to check it out."
- "No fluff, just the offer and everything you get with it — click here."
- "If this sounds like it's up your alley, grab it here before the price jumps."

CTAs TO COLLECT EMAILS

(Use these on opt-in pages or to build a list before the offer)

- "Drop your best email and I'll send you the bonus stack + walkthrough guide."
- "Want the fast start version? I'll send it to you — just pop your email in below."
- "You'll get the cheatsheet, the templates, and the walkthrough — all free, just enter your email."
- "No spam. No BS. Just the good stuff, straight to your inbox."

CTAs TO BOOK A CALL

(Use when bonuses expire, launches close, or urgency matters)

- “This one’s only live for a few days — if you’re even thinking about it, now’s the time.”
- “The bonus bundle disappears when the timer hits zero. After that, it’s gone.”
- “Price goes up after launch week — if you’re going to buy it, grab it now and get the extras too.”
- “After [DATE], the link goes dead and I pull the bonuses. Fair warning.”

CTAs TO CLAIM BONUSES

(Perfect for bridge pages and inside review content)

- “If you’re grabbing [Product Name], use this link and I’ll throw in my bonus pack for free.”
- “You’ll only get the bonuses if you go through this page — no exceptions.”
- “Claim your copy + your extras here. Details are on the next page.”
- “Buy it through my link, then check your inbox. I’ll send your bonus within the hour.”

Pro Tip:



Use **one** CTA per page or video. Don’t stack five different directions. Keep it clean, clear, and direct.

You’re not tricking people into action. You’re helping them move forward with confidence.

If you want me to lay out a campaign designed just for you...



Book a strategy call here:

<https://calendly.com/luther-landro/premium-coaching-session>