

FIND YOUR CLICK TRIGGERS

This worksheet appears in Copy Hackers Book 4: Buttons & Click-Worthy Calls to Action.

INSERT BUTTON IN QUESTION HERE:



PAGE NAME: _____

Match Click Triggers with the Objections They Overcome & the Anxieties They Neutralize

You may find that one click trigger overcomes several objections; for example, “money back guarantee” can overcome “I’m not sure I want to commit yet” and “I might not like it as much as I like my current solution”. Don’t worry if you’re not 100% sure! It’s the rare case when a salesperson is 100% sure their counterargument will neutralize a customer’s argument. Just get as close as possible.

Anxiety, Objection or Concern on This Particular Page	Simply Put Click Trigger That Overcomes That Objection	Unabashedly Aggressive Click Trigger That Overcomes That Objection