

# WRITE YOUR BUTTON COPY

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

**1. What is the *specific* action your visitor is about to take? This should be a verb.**

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**2. After clicking this button, what page will the user land on? *Consider* the headline of that landing page when crafting this call to action.**

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**3. What will the visitor get out of clicking this button? This benefit should be uber-succinct because we want to get to the *visitor's* point fast.**

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Once you have completed all three of the above questions, you will have the core of your call to action button (or even text link). Remember to lead with the verb/action word. Your next step is to work the copy so that it sounds fluid rather than robotic. And don't forget! *Be specific.*