



Calls-to-Action that Convert



15 CTAs
that will leave
your audience
desperate to
know more

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A killer pitch converts to real leads with dream clients.

If your pitch ends with, “So if you’re interested, have a look at my website...”, or “That’s Sally Smith from Smile with Sally, making you feel great from the outside in!”, you are missing out on the opportunity to use your pitch to attract clients.

Your pitch needs to clearly lead someone to interacting with you and your business.

That means you need to talk about an offer that’s easy to say yes to straight away.

Whether it’s a free masterclass, a downloadable guide or a 30 minute discovery call, your instruction on what to do next has to be clear.

These are the 3 ingredients you need to deliver a pitch that attracts potential clients every single time:

- ✓ A crystal clear message**
- ✓ An offer that’s easy to say yes to**
- ✓ A simple call-to-action**

These 15 call-to-actions have been designed to convert. Test them out at the end of your pitch and finish your next networking meeting with a list of people who have said, “I’m in” to follow-up with.



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In-person networking to promote a freebie

- "If you'd like the link, just let me know after the meeting and I'll send it right over."
- "Want to know more? Raise your hand now and I'll give you the info later today."
- "If you're interested, give me your business card and I'll email you the details later today."
- "If you're curious to try it out, just come and grab me after and I'll sign you up."
- "If this sounds useful, pop your name on my sign-up sheet and I'll send you the info."



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Online networking to promote a freebie

- "I'll share the link in the chat now so you can sign up straight away."
- "Drop your email in the chat or message me if you'd like me to send the details."
- "Want to give it a try? Send me a DM with the words, "I'm in!" and I'll get you started."
- "Interested? Pop a 'yes please' in the chat and I'll follow up after the meeting."
- "It's really easy to get started, just DM me after the meeting and I'll send you the link."



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In-person networking to encourage a conversation

- "Come say hello at the break and I'll tell you more."
- "If you'd like more details, come and chat and I'll pop you on the list."
- "I'm here for a little while after, so if you'd like the details, come find me."
- "If you think this could help, just come and have a quick chat with me at the end."
- "If you'd like to join, just come tell me and I'll get you all set up."



Thanks for
downloading

Calls-to-Action that Convert

Test out one of these
concise, high-converting
call-to-actions in your next
pitch for immediate leads
into your business.



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