

Increase Sales, Subscriptions, and Traffic With Action Words

By Leva Duell

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Leva Duell
levaduell@aol.com

Five Star Web Design <http://www.fivestarwebdesign.com>

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Use Action Words to Tell Your Audience What to Do

A call to action such as "call now," "order now," and "click here" can increase results up to 300%. Use action verbs to motivate your readers to do what you want them to do. Give precise instructions and tell them exactly what to do. Here are some examples of action words you can use on your Web site, in your email, and in other marketing materials.

Examples of Call to Action

- Click here to buy this course right now!
- Call toll-free 800-333-1234 today!
- Email me at duellmktg@aol.com.
- Click here to instantly order online. Order NOW before all the courses are taken! 1-888-444-1234.
- Pick up your phone right now and call my toll-free number at 1-800-333-1234.
- Increase your Web site traffic by 300%! Click here to find out how!
- Browse our recommended Web design resources! Click here.
- Please bookmark this Web site now!

Capturing Your Visitors' Email

- Enter your email address here and we'll keep you posted about new Web design resources.
- Click here to subscribe to our "Ask the Webmaster" ezine.
- Click here to receive a FREE seminar by email.

Here's other information you may consider posting on your Web site or in your ezine.

Soliciting Content

- If you would like to post an article on an online marketing topic, email the editor at duellmktg@aol.com.
- If your site offers information for webmasters, submit it today! We are interested in articles and tutorials about Web design, Web graphics, and Internet marketing.
- Do you know interesting Web sites you would like to share? Send the URL to duellmktg@aol.com and let everyone know about them!
- Email us if you have resources our visitors can benefit from.

Soliciting Participation and Feedback

- Please report any additions, corrections, or dead links by sending an email to duellmktg@aol.com.
- We encourage your questions. Just call 1-800-333-1234 or email duellmktg@aol.com.
- Please send your comments about this ezine to duellmktg@aol.com.
- We are happy to answer any questions you may have. Just click on the "contact" button.
- Please forward this ezine to your friends and associates. Please do not remove the copyright notice.

Using a "Call to Action" is just one of the many strategies followed by successful copywriters. This proven copywriting technique can substantially increase your Web profits . . . try it!

A graphic designer, direct marketer, and business owner for twenty years, Leva Duell specializes in designing professional, easy-to-read and navigate Web sites that build trust and generate profits.

Visit <http://www.fivestarwebdesign.com> for Web design and marketing resources. Subscribe to our free monthly ezine: The Webmaster Says: Email: <mailto:duellmktg@aol.com>; Phone: (760) 944-7970.

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