

Gumroad Call-to-Action Copy Builder

Build clear, product-specific calls to action without fake urgency, pressure tactics, or generic hype.

GOAL - REASON - ACTION - REFINE

Use this workbook to define the buyer's next step, connect that action to a credible reason, write CTA copy for different listing moments, and build a reusable CTA Copy Bank.

Color Me Crazy Club

DEFINE THE ACTION YOU WANT

A call to action has one basic job: make the buyer's next step clear. Strong CTA writing begins before the wording. First decide exactly what the buyer should do.

Do not write the CTA first. Define the action first.

DEFINE THE PRODUCT

PRODUCT NAME

PRODUCT TYPE

PRIMARY AUDIENCE

WHAT THE BUYER RECEIVES

PRIMARY PRODUCT RESULT OR USE

IDENTIFY THE PRIMARY PURCHASE ACTION

What does the purchase actually require the buyer to do?

- ☐ Purchase and download one product
- ☐ Choose between personal and commercial licenses

- ☐ Select a product version
- ☐ Select a pricing option
- ☐ Purchase a bundle
- ☐ Download a free product
- ☐ Choose another available option
- ☐ Other: _____

I want the buyer to...

MAKE THE ACTION SPECIFIC

Replace vague actions such as 'buy now' or 'get started' with language that names the real next step.

Vague action:

More specific version:

Second vague action:

More specific version:

USE THE ONE CTA JOB TEST

What single action should this piece of copy cause the buyer to understand or take?

CTA location or situation:

The one action I want:

Other actions I am tempted to add:

☐ They directly support the same action

☐ They should be removed

☐ They belong somewhere else

Where should they go instead?

SEPARATE PRIMARY AND SUPPORTING ACTIONS

Primary action:

SUPPORTING ACTION 1

What does it help the buyer do?

SUPPORTING ACTION 2

What does it help the buyer do?

SUPPORTING ACTION 3

What does it help the buyer do?

IDENTIFY LICENSE-SELECTION ACTIONS

☐ Yes - this product has multiple license options

☐ No

Available license options:

What decision does the buyer need to make?

What information should they understand first?

I want the buyer to...

DO NOT TURN THE CTA INTO THE LICENSE

The CTA should help the buyer choose appropriately. The full license should still explain the actual permissions and restrictions.

Information the CTA needs:

Information that should remain in the license:

IDENTIFY THE POST-PURCHASE ACTION

After purchasing, what should the buyer do first?

Then what?

What result does that action help them move toward?

DISTINGUISH ACTION FROM RESULT

ACTION:

RESULT:

ACTION:

RESULT:

ACTION:

RESULT:

CHECK WHETHER THE RESULT IS ACTUALLY WITHIN REACH

CTA result claim:

☐ Yes - the product reasonably helps with this

☐ Partly

☐ No

☐ Yes - result is too far removed

☐ Possibly

☐ No

More credible result:

IDENTIFY THE BUYER'S MAIN REASON FOR ACTING

Why would this buyer want the product?

What problem or task makes that relevant?

What does the product help them do about it?

IDENTIFY THE MAIN HESITATION ALREADY RESOLVED

Main hesitation or question:

- ☐ Product title
- ☐ Subtitle
- ☐ Description
- ☐ Benefits / features
- ☐ Product images
- ☐ FAQ
- ☐ License information
- ☐ Other: _____

What should the buyer now understand?

DO NOT RESELL THE ENTIRE PRODUCT IN THE CTA

Information already explained elsewhere:

What does the buyer actually need at the CTA?

IDENTIFY WHERE THE CTA WILL APPEAR

CTA LOCATION 1

What should the buyer do here?

CTA LOCATION 2

What should the buyer do here?

CTA LOCATION 3

What should the buyer do here?

CTA LOCATION 4

What should the buyer do here?

CTA LOCATION 5

What should the buyer do here?

MATCH THE ACTION TO THE LOCATION

Location:

Action:

- ☐ Very little context
- ☐ Some context
- ☐ Most important information
- ☐ Everything needed to decide

What does the CTA need to do?

Location:

Action:

- ☐ Very little context
- ☐ Some context
- ☐ Most important information
- ☐ Everything needed to decide

What does the CTA need to do?

REMOVE ACTIONS THAT DO NOT BELONG

Possible action:

- ☐ Directly supports purchase
- ☐ Does not support purchase
- ☐ Indirectly supports purchase
- ☐ Belongs here
- ☐ Does not belong here
- ☐ Belongs somewhere else

Possible action:

- ☐ Directly supports purchase
- ☐ Does not support purchase
- ☐ Indirectly supports purchase
- ☐ Belongs here

- ☐ Does not belong here
- ☐ Belongs somewhere else

Possible action:

-
- ☐ Directly supports purchase
 - ☐ Does not support purchase
 - ☐ Indirectly supports purchase
 - ☐ Belongs here
 - ☐ Does not belong here
 - ☐ Belongs somewhere else

BUILD YOUR CTA STRATEGY BRIEF

PRODUCT

PRIMARY AUDIENCE

PRIMARY PURCHASE ACTION

PRODUCT'S MAIN PRACTICAL USE

BUYER'S MAIN REASON TO ACT

MAIN RESULT THE PRODUCT CAN CREDIBLY HELP WITH

PRIMARY LICENSE OR PURCHASE CHOICE, IF ANY

MAIN HESITATION THAT SHOULD ALREADY BE RESOLVED

PRIMARY CTA LOCATION

ONE JOB OF THE PRIMARY CTA

SUPPORTING CTA LOCATION 1

Its one job:

SUPPORTING CTA LOCATION 2

Its one job:

SUPPORTING CTA LOCATION 3

Its one job:

WRITE THE ACTION IN PLAIN LANGUAGE

I WANT THE BUYER TO:

BECAUSE THEY WANT TO:

THIS PRODUCT HELPS THEM:

AFTER PURCHASING, THEY CAN:

THE ONE-SENTENCE CTA DIRECTION

My CTA should encourage the buyer to _____
because _____.

RUN THE CTA STRATEGY CHECK

- ☐ I know the exact product I am writing for.
- ☐ I know who the primary buyer is.
- ☐ I identified the primary purchase action.
- ☐ The action is more specific than 'buy now.'
- ☐ I separated primary and supporting actions.
- ☐ I identified any license-selection decision.
- ☐ I know what the buyer should do immediately after purchasing.
- ☐ I separated the buyer's action from the hoped-for result.
- ☐ The result is reasonably connected to the product.
- ☐ I identified the buyer's main reason for acting.
- ☐ I know which major hesitation should already be resolved.
- ☐ I identified where CTA copy may appear.

- ☐ Each CTA location has one primary job.
- ☐ Competing or unrelated actions have been removed.
- ☐ I completed the CTA Strategy Brief.

Next, connect the action to a real customer reason using
ACTION + REASON.

CONNECT THE ACTION TO A REAL REASON

A call to action becomes more useful when the action connects naturally to a legitimate customer reason.

ACTION + REASON

UNDERSTAND THE DIFFERENCE BETWEEN PRESSURE AND RELEVANCE

Pressure tells the buyer to hurry. Relevance explains why the next step matters to their own goal.

A useful reason to act is usually stronger than an invented reason to hurry.

RETURN TO THE BUYER'S REAL REASON MY PRODUCT

MY PRIMARY BUYER

MY PRIMARY ACTION

THE BUYER'S MAIN REASON TO ACT

THE PRODUCT HELPS THEM

TEST WHETHER THE REASON IS REAL

My proposed reason:

☐ Yes - product directly supports this

☐ Partly

☐ No

What part does it actually support?

More accurate reason:

BUILD FROM THE PRODUCT'S PRACTICAL USE

Product type:

What will the buyer actually do with it?

What does that help them complete, improve, or enjoy?

Action + practical use:

USE START-DOING REASONS

What can the buyer start doing?

What product action enables that start?

Action + start reason:

Second version:

USE COMPLETE-A-TASK REASONS

What task does the buyer need to complete?

How does the product help?

Action + task reason:

Second version:

USE SOLVE-A-SPECIFIC-PROBLEM REASONS

Specific problem:

What part can the product help with?

Action + problem reason:

Second version:

USE SAVE-FOR-REUSE REASONS

What would the buyer return to?

When would they use it again?

Action + reuse reason:

USE PUT-IT-INTO-PRACTICE REASONS

What method or process does the product help implement?

What can the buyer do with it?

Action + implementation reason:

USE PREPARE-FOR-SOMETHING REASONS

What is the buyer preparing for?

What does the product help them prepare?

Action + preparation reason:

USE CHOOSE-THE-RIGHT-OPTION REASONS

What options are available?

What decision does the buyer need to make?

What fact determines the right choice?

Action + choice reason:

USE ENJOYMENT AS A REAL REASON WHEN APPROPRIATE

What experience does the product provide?

What can the buyer do with it?

Action + enjoyment reason:

DISTINGUISH A BENEFIT FROM A PROMISE

My CTA benefit or result:

- ☐ Describes what the product helps with
- ☐ Partly
- ☐ Does not
- ☐ Guarantees what will happen
- ☐ Possibly guarantees
- ☐ Does not guarantee

Safer, more accurate version:

CHECK THE DISTANCE BETWEEN ACTION AND RESULT

Action:

Claimed result:

- ☐ Direct
- ☐ Reasonably connected
- ☐ Indirect
- ☐ Very distant

Closer result:

REMOVE GENERIC REASONS

Generic reason:

What do I really mean?

Specific version:

Generic reason:

What do I really mean?

Specific version:

REMOVE FAKE URGENCY

Current CTA language:

☐ Uses urgency

☐ No urgency

☐ Urgency is factually real

☐ Urgency is not real

☐ Not applicable

Actual reason or replacement:

REMOVE FAKE SCARCITY

Scarcity claim:

☐ Factually true

☐ Not true

☐ Can verify

☐ Cannot verify

Replacement reason:

REMOVE GUILT AND BUYER SHAMING

Pressure-based CTA:

Legitimate reason I was trying to communicate:

Respectful version:

REMOVE UNSUPPORTED SPEED CLAIMS

Speed claim:

What happens immediately?

What still requires work from the buyer?

Accurate version:

BUILD MULTIPLE REASONS FOR THE SAME ACTION

Primary action:

START SOMETHING

Reason:

Action + reason:

COMPLETE A TASK

Reason:

Action + reason:

ADDRESS A PROBLEM

Reason:

Action + reason:

PUT SOMETHING INTO PRACTICE

Reason:

Action + reason:

PREPARE FOR SOMETHING

Reason:

Action + reason:

REUSE THE RESOURCE

Reason:

Action + reason:

ENJOY THE PRODUCT

Reason:

Action + reason:

SCORE THE REASONS

Score each reason on Relevance, Specificity, Product Connection, Credibility, and Action Fit.

REASON CANDIDATE 1

Relevance: _____ / 5

Specificity: _____ / 5

Product Connection: _____ / 5

Credibility: _____ / 5

Action Fit: _____ / 5

TOTAL: _____ / 25

REASON CANDIDATE 2

Relevance: _____ / 5

Specificity: _____ / 5

Product Connection: _____ / 5

Credibility: _____ / 5

Action Fit: _____ / 5

TOTAL: _____ / 25

REASON CANDIDATE 3

Relevance: _____ / 5

Specificity: _____ / 5

Product Connection: _____ / 5

Credibility: _____ / 5

Action Fit: _____ / 5

TOTAL: _____ / 25

REASON CANDIDATE 4

Relevance: _____ / 5

Specificity: _____ / 5

Product Connection: _____ / 5

Credibility: _____ / 5

Action Fit: _____ / 5

TOTAL: _____ / 25

REASON CANDIDATE 5

Relevance: _____ / 5

Specificity: _____ / 5

Product Connection: _____ / 5

Credibility: _____ / 5

Action Fit: _____ / 5

TOTAL: _____ / 25

CHOOSE YOUR STRONGEST REASONS

Strongest reason:

Why is it strong?

Second-strongest reason:

Where might it work better?

Third-strongest reason:

Where might it work better?

BUILD YOUR ACTION + REASON BANK

ACTION + REASON 1

ACTION + REASON 2

ACTION + REASON 3

ACTION + REASON 4

ACTION + REASON 5

ACTION + REASON 6

ACTION + REASON 7

ACTION + REASON 8

ACTION + REASON 9

ACTION + REASON 10

ACTION + REASON 11

ACTION + REASON 12

RUN THE REASON QUALITY CHECK

- ☐ Every reason connects to something the buyer may genuinely want.
- ☐ Every reason connects to something the product can reasonably help with.
- ☐ The action is clear.
- ☐ The result is not exaggerated.
- ☐ The action and result are reasonably close together.
- ☐ Generic motivational language has been removed.
- ☐ Fake urgency has been removed.
- ☐ Fake scarcity has been removed.
- ☐ Guilt-based language has been removed.
- ☐ Unsupported speed claims have been removed.
- ☐ The reasons are specific to this product.
- ☐ I have more than one strong Action + Reason combination.

Next, turn the strongest combinations into CTA copy for different listing moments.

WRITE CTAS FOR DIFFERENT LISTING MOMENTS

You do not need one perfect CTA. You need the right CTA for the job it is doing.

START WITH THE CTA'S JOB

CTA LOCATION

WHAT DOES THE BUYER ALREADY KNOW?

ONE ACTION THIS CTA SHOULD SUPPORT

STRONGEST REASON TO USE HERE

- ☐ Very short
- ☐ One sentence
- ☐ Two sentences
- ☐ Short paragraph

BUILD THE PRIMARY PURCHASE CTA

A useful starting structure is ACTION + PRODUCT + REASON.

Primary action:

Product:

Strongest reason:

Draft 1:

Draft 2:

Draft 3:

RUN THE PRIMARY CTA TEST

- ☐ Tells the buyer what to do
- ☐ Refers to the actual product or use
- ☐ Connects action to a legitimate reason
- ☐ Avoids unnecessary pressure
- ☐ Avoids unsupported promises
- ☐ Sounds natural aloud

Strongest primary CTA:

Why is this the strongest?

WRITE SHORT CTAS

Short does not have to mean generic.

Short CTA 1:

Short CTA 2:

Short CTA 3:

Short CTA 4:

Short CTA 5:

CHECK SHORT CTAS FOR LOST MEANING

Short CTA:

☐ Enough surrounding context

☐ Not enough context

☐ Maybe

What word would make it clearer?

Revised version:

WRITE BENEFIT-LED CTAS

Primary benefit:

Action that connects to it:

CTA 1:

CTA 2:

CTA 3:

WRITE PROBLEM-TO-ACTION CTAS

Specific problem:

Action that helps address it:

CTA 1:

CTA 2:

CTA 3:

WRITE PRODUCT-SPECIFIC CTAS

Product detail worth using:

Which detail most helps the action?

CTA 1:

CTA 2:

CTA 3:

WRITE LICENSE-CHOICE CTAS

Available license options:

What determines the correct choice?

CTA 1:

CTA 2:

CTA 3:

WRITE LOW-PRESSURE CTAS

Primary action:

Low-pressure opening:

CTA 1:

CTA 2:

CTA 3:

WRITE PRODUCT-IMAGE CTAS

Image purpose:

What does the image already communicate?

What action should the CTA add?

CTA 1:

CTA 2:

CTA 3:

CTA 4:

CTA 5:

WRITE END-OF-DESCRIPTION CTAS

What should the buyer already know?

What is the final action?

What reason is worth repeating?

CTA 1:

CTA 2:

CTA 3:

WRITE FAQ-TO-PURCHASE TRANSITIONS

What should the FAQ have resolved?

What action comes next?

CTA 1:

CTA 2:

CTA 3:

WRITE CTA COPY FOR PRODUCT CONTENTS

What did the buyer just see?

What can they do with those contents?

CTA 1:

CTA 2:

WRITE CTA COPY AFTER A BENEFIT SECTION

Benefit just explained:

Product action:

CTA 1:

CTA 2:

REMOVE FEAR-BASED VERSIONS

Pressure-based version:

What is the real problem?

Factual version:

RUN THE LICENSE ACCURACY CHECK

- ☐ CTA matches the actual license
- ☐ Does not imply ungranted permissions
- ☐ Does not hide important restrictions
- ☐ Does not pressure toward a pricier option
- ☐ Complete license remains available

Any wording that needs verification?

DO NOT APOLOGIZE FOR SELLING

Overly hesitant CTA:

Clearer version:

RUN THE PRODUCT-IMAGE CTA TEST

- ☐ Short enough for the design
- ☐ Readable at normal viewing size
- ☐ Clear in context
- ☐ Supports rather than repeats the image
- ☐ Does not require a paragraph
- ☐ Uses the same terminology as the listing
- ☐ Does not make an unsupported promise

WRITE CTAS FOR DIFFERENT BUYER READINESS LEVELS

READY BUYER

CTA:

INTERESTED BUYER

CTA:

OPTION-CHOOSING BUYER

CTA:

WRITE DIRECT VERSIONS

CTA 1:

CTA 2:

CTA 3:

CTA 4:

CTA 5:

WRITE SUPPORTIVE VERSIONS

CTA 1:

CTA 2:

CTA 3:

CTA 4:

CTA 5:

WRITE PRACTICAL VERSIONS

CTA 1:

CTA 2:

CTA 3:

CTA 4:

CTA 5:

TEST WHETHER THE CTA COULD BELONG TO ANY PRODUCT

CTA:

- ☐ Yes - could fit almost any product
- ☐ Possibly
- ☐ No

Product-specific detail that could improve it:

Revised CTA:

TEST THE VERB

Current CTA:

Main verb:

- ☐ Verb matches action
- ☐ Partly
- ☐ No

Stronger or more specific verb:

Revised CTA:

REMOVE EMPTY CTA WORDS

Current CTA:

Empty or unnecessary words:

Cleaner version:

REMOVE UNNECESSARY EXCLAMATION POINTS

Current CTA:

Cleaner version:

CHECK FOR TOO MANY COMMANDS

Current CTA:

Number of actions: _____

Primary action:

Actions to remove or move:

Revised CTA:

CHECK FOR REPEATED CTA COPY

CTA location 1:

CTA copy:

CTA location 2:

CTA copy:

CTA location 3:

CTA copy:

☐ Unnecessarily repetitive

☐ Somewhat repetitive

☐ Not repetitive

What should change?

BUILD YOUR CTA DRAFT LIBRARY

PRIMARY PURCHASE CTA

PRIMARY PURCHASE ALTERNATIVE

SHORT CTA 1

SHORT CTA 2

BENEFIT-LED CTA

PROBLEM-TO-ACTION CTA

PRODUCT-SPECIFIC CTA

LICENSE-CHOICE CTA

LOW-PRESSURE CTA

PRODUCT-IMAGE CTA 1

PRODUCT-IMAGE CTA 2

END-OF-DESCRIPTION CTA

FAQ-TO-PURCHASE TRANSITION

CONTENTS-TO-ACTION CTA

BENEFIT-TO-ACTION CTA

DIRECT CTA

SUPPORTIVE CTA

PRACTICAL CTA

CREATE THREE WILD-CARD CTAS

Wild-card CTA 1:

Why might it work?

Wild-card CTA 2:

Why might it work?

Wild-card CTA 3:

Why might it work?

READ THEM OUT LOUD

CTA that sounds awkward:

What sounds wrong?

More natural version:

RUN THE CTA DRAFT CHECK

- ☐ More than one primary purchase CTA exists
- ☐ Short CTA options exist
- ☐ At least one benefit-led CTA exists
- ☐ A problem-to-action CTA exists where appropriate
- ☐ Product-specific CTA copy exists
- ☐ License-choice copy exists where relevant
- ☐ At least one low-pressure version exists
- ☐ Product-image CTAs are short enough
- ☐ End-of-description CTA assumes context
- ☐ FAQ transition does not restart the sales pitch
- ☐ Main verbs match the actions
- ☐ Generic language has been reduced
- ☐ Empty hype words have been removed
- ☐ Fake urgency and scarcity are absent
- ☐ CTAs do not depend on excessive punctuation

- ☐ Individual CTAs do not contain too many competing commands
- ☐ Multiple CTAs are not unnecessarily repetitive
- ☐ Strongest versions were read aloud
- ☐ A complete CTA Draft Library exists

Next, refine and select the final CTA set.

BUILD YOUR CTA COPY BANK

The final step is to decide which CTA versions are strong enough to use, where they belong, and which structures are worth saving for future products.

CLEAR - SPECIFIC - RELEVANT - ACCURATE - NATURAL

RUN THE FIVE-PART CTA QUALITY TEST

Every CTA you plan to use should pass all five checks.

CLEAR

Can the buyer tell what action to take?

SPECIFIC

Does the CTA relate to the actual product, use, or decision?

RELEVANT

Does the reason matter to the intended buyer?

ACCURATE

Does it avoid unsupported promises, fake urgency, or misleading claims?

NATURAL

Does it sound like something a real seller should say?

SCORE YOUR STRONGEST CTAS

CTA CANDIDATE 1

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 2

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 3

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 4

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 5

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 6

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 7

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

CTA CANDIDATE 8

Clear: _____ / 5

Specific: _____ / 5

Relevant: _____ / 5

Accurate: _____ / 5

Natural: _____ / 5

TOTAL: _____ / 25

READ THE SCORES CORRECTLY

Which CTA has the highest overall score?

Which is clearest?

Which is most product-specific?

Which sounds most natural?

Which best connects action to a real reason?

RUN THE LOCATION FIT TEST

LOCATION 1

CTA:

- ☐ Fits the space
- ☐ Mostly fits
- ☐ Does not fit
- ☐ Buyer has enough context
- ☐ Mostly enough context
- ☐ Not enough context
- ☐ Does not repeat nearby copy
- ☐ Slightly repeats
- ☐ Repeats too much
- ☐ Keep
- ☐ Shorten
- ☐ Rewrite
- ☐ Move elsewhere

Revised version:

LOCATION 2

CTA:

-
-
- ☐ Fits the space
 - ☐ Mostly fits
 - ☐ Does not fit
 - ☐ Buyer has enough context
 - ☐ Mostly enough context
 - ☐ Not enough context
 - ☐ Does not repeat nearby copy
 - ☐ Slightly repeats
 - ☐ Repeats too much
 - ☐ Keep
 - ☐ Shorten
 - ☐ Rewrite
 - ☐ Move elsewhere

Revised version:

LOCATION 3

CTA:

- ☐ Fits the space
- ☐ Mostly fits
- ☐ Does not fit

- ☐ Buyer has enough context
- ☐ Mostly enough context
- ☐ Not enough context
- ☐ Does not repeat nearby copy
- ☐ Slightly repeats
- ☐ Repeats too much
- ☐ Keep
- ☐ Shorten
- ☐ Rewrite
- ☐ Move elsewhere

Revised version:

RUN THE PRODUCT-SPECIFICITY TEST

Current CTA:

- ☐ Could fit almost any product
- ☐ Possibly
- ☐ No
- ☐ Add product type
- ☐ Add main task
- ☐ Add main benefit
- ☐ Add audience

- ☐ Add format
- ☐ Add license choice
- ☐ Add included resource
- ☐ Other: _____

Revised CTA:

RUN THE ACTION-FIRST TEST

Current CTA:

- ☐ Action appears immediately
- ☐ Action appears early
- ☐ Action appears late
- ☐ Action is unclear

Can the action move earlier?

Revised version:

RUN THE REASON-FIRST TEST WHEN APPROPRIATE

Current CTA:

- ☐ Reason helps

- ☐ Reason partly helps
- ☐ Reason does not help
- ☐ Reason is too long
- ☐ Reason is concise

Revised version:

CHECK FOR UNNECESSARY URGENCY ONE LAST TIME

CTA:

Urgency language used:

-
- ☐ Factually true
 - ☐ Not true
 - ☐ No urgency used

Actual fact or revised version:

CHECK FOR UNNECESSARY PRESSURE

CTA:

Pressure language:

Useful reason that can replace it:

Revised version:

CHECK FOR OVER-PROMISING

CTA:

Possible over-promise:

What does the product actually help with?

More accurate version:

CHECK THE TONE ACROSS THE COMPLETE LISTING

How many purchase-focused CTAs are in the listing? _____

- ☐ They all say essentially the same thing
- ☐ Somewhat repetitive
- ☐ Not repetitive
- ☐ Helpful and clear
- ☐ Appropriately direct
- ☐ Slightly repetitive
- ☐ Overly sales-focused
- ☐ Pushy

What should be removed or revised?

SELECT YOUR PRIMARY CTA

Final primary CTA:

Why this version won:

SELECT YOUR PRIMARY CTA ALTERNATIVE

Primary CTA alternative:

How is it different?

SELECT YOUR SHORT CTA

- ☐ Product image
- ☐ Button-adjacent copy
- ☐ Short product section
- ☐ Promotional graphic
- ☐ Other: _____

SELECT YOUR PRODUCT-IMAGE CTA

Image or message it supports:

SELECT YOUR LICENSE CTA

☐ License wording verified

☐ Needs verification

SELECT YOUR DESCRIPTION CLOSING CTA

SELECT YOUR LOW-PRESSURE ALTERNATIVE

Where could this work best?

SELECT YOUR FAQ-TO-PURCHASE TRANSITION

What should the buyer already understand here?

BUILD YOUR FINAL PRODUCT CTA DECK

PRIMARY CTA

PRIMARY CTA ALTERNATIVE

SHORT CTA

PRODUCT-IMAGE CTA

LICENSE-CHOICE CTA

DESCRIPTION CLOSING CTA

FAQ-TO-PURCHASE CTA

LOW-PRESSURE CTA

BENEFIT-LED CTA

PROBLEM-TO-ACTION CTA

PRACTICAL CTA

BUILD YOUR REUSABLE CTA COPY BANK

Reuse the structure. Customize the reason.

DOWNLOAD CTAS

1. _____

2. _____
3. _____
4. _____
5. _____

START / BEGIN CTAS

1. _____
2. _____
3. _____
4. _____
5. _____

USE-THE-PRODUCT CTAS

1. _____
2. _____
3. _____
4. _____
5. _____

TASK-FOCUSED CTAS

1. _____
2. _____
3. _____
4. _____
5. _____

PROBLEM-TO-ACTION CTAS

1. _____
2. _____
3. _____
4. _____
5. _____

BENEFIT-LED CTAS

1. _____
2. _____
3. _____
4. _____
5. _____

LICENSE-SELECTION CTAS

1. _____
2. _____
3. _____
4. _____
5. _____

LOW-PRESSURE CTAS

1. _____
2. _____
3. _____
4. _____

5. _____

DESCRIPTION CLOSERS

1. _____

2. _____

3. _____

4. _____

5. _____

PRODUCT-IMAGE CTAS

1. _____

2. _____

3. _____

4. _____

5. _____

FAQ TRANSITIONS

1. _____

2. _____

3. _____

4. _____

5. _____

SAVE YOUR STRONGEST VERBS

DOWNLOAD / ACCESS VERBS

START / IMPLEMENT VERBS

PLANNING / ORGANIZING VERBS

REVIEW / CHECK VERBS

CREATIVE / CUSTOMIZATION VERBS

CHOICE / LICENSE VERBS

BUILD YOUR "DO NOT USE" LIST

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

CREATE A CTA REUSE CHECKLIST

- ☐ Product name or type is correct.
- ☐ Main action still applies.

- ☐ Buyer reason still applies.
- ☐ Benefit language matches the new product.
- ☐ Format language is accurate.
- ☐ License wording is accurate.
- ☐ Audience language fits.
- ☐ Product quantity or contents are correct.
- ☐ No urgency was copied without a real reason.
- ☐ No unsupported promise was carried over.
- ☐ The verb matches the new action.
- ☐ The CTA still sounds natural in the new listing.

KNOW WHEN TO UPDATE A CTA

CTA I may need to update:

Why?

FINAL CTA PUBLISHING CHECKLIST

ACTION

- ☐ The buyer knows what to do.
- ☐ The primary action is specific.
- ☐ Each CTA has one main job.
- ☐ Competing actions have been removed.

REASON

- ☐ The buyer is given a legitimate reason to act.
- ☐ The reason is specific to the product.
- ☐ The reason connects directly to what the product helps with.
- ☐ The CTA does not rely on generic motivational language.

ACCURACY

- ☐ Product details are correct.
- ☐ Benefits are supportable.
- ☐ License language is accurate.
- ☐ No result is guaranteed unless it genuinely can be.
- ☐ No unsupported speed claim is used.

PRESSURE

- ☐ Fake urgency is absent.
- ☐ Fake scarcity is absent.
- ☐ Guilt-based language is absent.
- ☐ Buyer-shaming language is absent.
- ☐ Excessive punctuation is absent.

PLACEMENT

- ☐ Short CTAs are short enough for visual use.
- ☐ Description CTAs have enough context.
- ☐ FAQ transitions assume questions have already been answered.

- ☐ License CTAs focus on choosing correctly.
- ☐ CTAs do not unnecessarily repeat one another.

tone

- ☐ The wording is direct.
- ☐ The wording is natural.
- ☐ The wording is useful.
- ☐ The CTA does not sound desperate.
- ☐ The CTA does not apologize for selling.

FINAL APPROVAL

- ☐ I would be comfortable publishing these CTAs today.

What still needs to be fixed?

My correction:

YOUR FINAL CTA RECORD

PRODUCT NAME

PRIMARY CTA

PRIMARY ALTERNATIVE

SHORT CTA

PRODUCT-IMAGE CTA

LICENSE CTA

DESCRIPTION CLOSING CTA

LOW-PRESSURE CTA

STRONGEST BUYER REASON

PRIMARY ACTION VERB

DATE LAST REVIEWED

NOTES FOR FUTURE TESTING

FROM GENERIC "BUY NOW" TO A CLEAR NEXT STEP

You defined the action, connected it to a legitimate reason, wrote CTA copy for different listing moments, and refined the strongest versions using Clear, Specific, Relevant, Accurate, and Natural.

GOAL - REASON - ACTION - REFINE

A strong CTA does not need to pressure the buyer. It needs to make the next step obvious and connect that step to a reason that makes sense for the product.

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