

My secret to writing

money
making
CTAs



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The secret is
to take



these letters:

CTA

and put them in

alphabetical order:

ACT

ACT

ION

is the purpose.

The 3 things that
make people **ACT**
are in the **ION...**

A

C

T

I = Irresistible

O = Outcome

N = No risk

*I*rresistible =

+ High value

+ Low effort

High
value



Dictate your future

Join **1,823 readers** learning to out-write their competition:

- 1/ Win consultations [worth £350]
- 2/ The *only* discount on my guide
- 3/ BONUS: Copywriting Checklists

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Jasmin Alić | Copywriter

"John Harrison inspires me. Daily. (Read: I get jealous of his mind)."

Low
effort

*O*utcome =

+ Promises

+ Results

Promise



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Result

No risk =

+ Safe

+ Reversible

Safe



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Safe

Reversible

Safe

Reversible

Now go sign up 😊



I think the more money I put in bank
 the more I have to pay for interest.
 Like, how do I...
 The thing about photography is that it's not
 really a hobby, it's a business.
 I think the more money I put in bank
 the more I have to pay for interest.
 Like, how do I...

CAR WILDE
 DAN GRAY



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