

How to Use the Call-to-Action Cheat Sheet

This cheat sheet is by no means a complete and comprehensive guide but serves as a great foundation to build ideas for your ad copy. Best practices also recommend that your ad copy be keyword-rich, provide value, and convey a sense of urgency. Ensure that these factors are also taken into account as you create your copy. Here are some examples:

Combine call-to-action words with targeted keywords:

- Buy Camping Gear On Sale Today!
- Download Accounting Software Now.
- Triple Business ROI w/ these Tips.

**keyword underlined*

Combine call-to-action words with promotion or offer:

- Save 25% When You Buy Today!
- Plan Dream Vacation Cheap & Easy.
- Redeem Coupon & Save \$50 Now!

**promo underlined*

Combine call-to-action words with urgency:

- Subscribe Now! Offer Ending Soon.
- Sign Up Before It's Too Late!
- Only 3 Days Left. Register Now!

**urgency underlined*

Again, this is by no means the definitive list of call-to-action words. There many, many more out there.



LunaMetrics™ Call-to-Action Cheat Sheet

Be	(2)	Rush	(4)	Attain	(6)	Connect	(7)
Do	(2)	Save	(4)	Attend	(6)	Consult	(7)
Go	(2)	Seal	(4)	Beware	(6)	Contact	(7)
Act	(3)	Send	(4)	Browse	(6)	Deliver	(7)
Add	(3)	Shop	(4)	Create	(6)	Develop	(7)
Aid	(3)	Sign	(4)	Decide	(6)	Elevate	(7)
Buy	(3)	Sort	(4)	Design	(6)	Enhance	(7)
Get	(3)	Stop	(4)	Double	(6)	Imagine	(7)
Let	(3)	Take	(4)	Engage	(6)	Improve	(7)
Nab	(3)	Talk	(4)	Enlist	(6)	Lighten	(7)
Opt	(3)	Test	(4)	Enrich	(6)	Package	(7)
Own	(3)	Tour	(4)	Enroll	(6)	Perform	(7)
Pay	(3)	Turn	(4)	Ensure	(6)	Prevent	(7)
Put	(3)	View	(4)	Escape	(6)	Produce	(7)
Run	(3)	Zing	(4)	Exceed	(6)	Program	(7)
See	(3)	Apply	(5)	Expand	(6)	Qualify	(7)
Tap	(3)	Begin	(5)	Expose	(6)	Realize	(7)
Try	(3)	Boost	(5)	Flaunt	(6)	Receive	(7)
Use	(3)	Bring	(5)	Gather	(6)	Recruit	(7)
Zip	(3)	Build	(5)	Insure	(6)	Request	(7)
Beat	(4)	Catch	(5)	Locate	(6)	Reserve	(7)
Book	(4)	Cater	(5)	Manage	(6)	Satisfy	(7)
Call	(4)	Check	(5)	Master	(6)	Support	(7)
Come	(4)	Click	(5)	Obtain	(6)	Uncover	(7)
Drop	(4)	Don't	(5)	Plunge	(6)	Unleash	(7)
Earn	(4)	Email	(5)	Pocket	(6)	Upgrade	(7)
Ease	(4)	Enter	(5)	Polish	(6)	Activate	(8)
Edge	(4)	Grasp	(5)	Redeem	(6)	Brighten	(8)
Feel	(4)	Guide	(5)	Reduce	(6)	Checkout	(8)
Fill	(4)	Learn	(5)	Refine	(6)	Decrease	(8)
Find	(4)	Limit	(5)	Repair	(6)	Diagnose	(8)
Form	(4)	Order	(5)	Report	(6)	Discover	(8)
Gain	(4)	Place	(5)	Revamp	(6)	Dominate	(8)
Give	(4)	Renew	(5)	Review	(6)	Download	(8)
Grab	(4)	Score	(5)	Search	(6)	Forecast	(8)
Haul	(4)	Seize	(5)	Secure	(6)	Heighten	(8)
Help	(4)	Share	(5)	Select	(6)	Increase	(8)
Join	(4)	Speak	(5)	Submit	(6)	Maximize	(8)
Jolt	(4)	Start	(5)	Travel	(6)	Navigate	(8)
Keep	(4)	Think	(5)	Triple	(6)	Overhaul	(8)
Lift	(4)	Trade	(5)	Unveil	(6)	Persuade	(8)
Look	(4)	Train	(5)	Unwind	(6)	Pinpoint	(8)
Make	(4)	Treat	(5)	Update	(6)	Purchase	(8)
Open	(4)	Value	(5)	Verify	(6)	Register	(8)
Pick	(4)	Visit	(5)	Achieve	(7)	Research	(8)
Plan	(4)	Watch	(5)	Acquire	(7)	Customize	(9)
Quit	(4)	Widen	(5)	Analyze	(7)	Eliminate	(9)
Rate	(4)	Write	(5)	Broaden	(7)	Entertain	(9)
Read	(4)	Yield	(5)	Collect	(7)	Recognize	(9)
Rock	(4)	Access	(6)	Compare	(7)	Subscribe	(9)
Roll	(4)	Answer	(6)	Compile	(7)	Anticipate	(10)