

Make Your Videos Work

CONFIDENT

Call

To

Action

GUIDE



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Welcome to the Confident CTA Guide

If you feel awkward ending your videos, you're not alone. A lot of women feel this way. They share all kinds of valuable information in their video but when they get to the end they lose their confidence. They fizzle out. And then, they just say something like, "thanks for watching!" Or, they just say goodbye.

Now, that might be friendly, but if you are creating these videos for your business or brand, it's not going to serve you or your audience.

You need to end with a call to action. This guide will help you do it with more confidence so your videos can do the work of expanding your reach, building your authority, and growing your business.

I'm super passionate about empowering female entrepreneurs to get video-confident and today, we're starting with the end. If you need any more guidance or you have any questions, I'm here to help.

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What is a CTA

A CTA or Call To Action, is a verbal or visual indication to the viewer of the action they should take in order to get a given benefit or reward. Many people think of 'buy now' as a call to action. And, it is. But, it is not the only call to action.

There are many calls to action to use in your videos and the right one depends on the intention of the video. More on that later.

The CTA is usually given at the end of the video, and it's one of the most important elements of the script. So, let's take a look at what should be included in your CTA in order for it to be effective.



The Anatomy of a Solid CTA

There are several key elements of your CTA. You don't *have* to have them all in every CTA but the more you can conversationally and authentically include, the stronger it will be.

Here are the key elements of a Call To Action:

1. Intention
2. Context
3. Guide to Next Step
4. Invite & Encourage
5. Reiterate

But before we break down and understand all of the pieces, let's talk a bit about mindset.



Mindset

One of the most common things I hear from people who skip the CTA in their videos is that they feel uncomfortable doing it. We could get really deep into the psychology of why this is happening and the social conditioning that could be at play but for the sake of getting you more confident, let's just skip ahead to identifying some limiting beliefs that could be at play and what to do about them.

Calls to action are pushy/bossy/aggressive.

I want to address this most common one first. There are two things at play here. One is a fear of appearing too assertive (probably from social conditioning around assertive women being harsh, bitchy, or unlikable). So, if that's what's behind this limiting belief, then I want you to think about all of the amazing, accomplished women we look up to and celebrate. Are they assertive? You bet! So, why do we focus on the narrative that being a woman who is assertive is a bad thing when so many of our female heroes are assertive? We have to flip that narrative and embrace the idea that assertive women get shit done. We have to shift our beliefs so we see them not as bossy or pushy or aggressive but rather as self-assured leaders!

The second reason someone might feel adding a CTA is pushy/bossy/aggressive is a misunderstanding of the intention of a call to action. I want to be perfectly clear. You are not telling them what to do because YOU want them to do it. You are telling them what to do because THEY need to do it. They want to know what the next step is in their journey. If you've done a good job with the rest of your video, they want to know how to keep moving forward. The CTA has that information.

If you were sitting in a café with a friend, helping them with a problem they have by making an informed suggestion of a solution and they said, 'that sounds great, how do I do that?' you wouldn't walk away and say goodbye. You'd tell them what the next step is.

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Assume that is what is happening in your video. Your friend (the viewer) has just gotten great information from you and wants to continue down the path of solving their problem. Your CTA instructs them how to do that.

It's helpful, not bossy!

They know what to do (it's obvious), so they don't need me to tell them.

You know the saying about when you assume, right? When you assume, you make an ass out of you and me. Don't do that! Tell them what they need to know. If it really is obvious, then you'll be confirming what they know. If it wasn't obvious, you'll be sharing vital information.

I hate when people tell me what to do so I don't want to do that.

I always correct this excuse to, 'you hate HOW people tell you what to do...' So, don't do it their way, do it your way. Be authentic. Focus on being helpful. Show people how helpful you're trying to be through the delivery of your call to action.

I know there are many more excuses for not doing the call to action but let me just say this **one last thing**. You are creating videos so that people will understand how you can help them solve a problem. Whichever stage of the customer journey they are at, they need to know what the next step is. You are not creating these videos for you, you are creating them for THEM. You let them down and fail to serve them if you skip the call to action. So, even if it feels awkward sometimes, remember, it's in service to your ideal customer.

Intention

As I mentioned before, a Call To Action goes well beyond just 'buy now' or 'register now'. A call to action does not always equal a sales pitch - it may sometimes but not all the time. In fact, in most video marketing strategies, you'll see only about a quarter of all content videos actually have the intention of winning a sale.

Your call to action needs to match the intention of your video so make sure you are clear on what that intention is. What is the purpose of you sharing this information? Is it to help the viewer understand their problem, to create an opportunity for dialog around their problem, to gain resources that will help them solve their problem, to work with you on solving their problem, to continue solving their problem with you, or to share their experience in solving their problem.

If you're paying close attention, you'll see the stages of the customer journey above. 😊

Let me share a few examples with you. This is by no means an exhaustive list.

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Here are some CTAs you might use for different intentions.

Building Awareness	Visit my website, subscribe to my channel, like my page, follow me on...
Fostering Engagement	Comment below, share your story, answer this [very specific question], pop an emoji in the comments, ask me anything, reply to this video
Generating Leads	Sign up, download, join, grab your free copy, access now
Making Sales	Sign up, buy now, register, start today, join, say yes to...

Context

Providing context is like helping the viewer understand why they should take the action you are about to call them to do. Context is simply relating the information that you just shared to the clear next step.

This can happen by zooming out to show how the information in the video is just a small piece of the bigger issue, but the action in the CTA will get them more pieces or all of the pieces. It could be that the CTA will offer a deeper understanding, more of what you've shared, or give them tools they need to solve their problem. It could also show them the power of sharing (especially if the intention is engagement).

If you want to include context, think about how the information of the video relates to the action they should take next. And, think about the value to the viewer if they take that action. In other words, why should they take that action. Make sure it's to benefit them, not YOU. For example, 'subscribe to my channel' without context feels like you're just trying to grow your channel but if you say, 'if you found this video helpful, the next one is going to be even more powerful. Subscribe so you don't miss it.' The benefit to them is clear. Context is the WHY of your CTA.

Guide to Next Step

This is the main body of the CTA where you take the viewers hand and guide them to taking the next step. You can't skip any of these - you must tell them what to do, how to do it, and where to do it. Leave nothing to chance. Don't leave them hanging. Take complete care of them and guide them to taking the action.

What

This is the main piece of the call to action. What is it that you want them to do? Is it grab your lead magnet? Is it comment? Is it to share their opinion or answer a question? What do you want them to do? Sometimes the 'What' is a little longer, for example with engagement videos, it might be a question you want them to answer or a poll you want them to take. Note, that many people only do the 'what' without adding the 'how' and 'where' which leaves the viewer guessing.

How

This is the verb in your CTA. You are telling the physical action to take in order to execute the 'What'. In the digital space, this is often 'click' as in, click the link, click the button, etc. But, it could also be share, put (your comments), call, text, or message. It's important that you make it very easy for your viewer to take an action, so keep the 'how' simple, for example, provide a link so that all they have to do is click. If you find yourself giving more than one 'how instruction' reconsider the complexity of your CTA. For example, if you are saying go to my website which is in my bio, and then click on the page called 'webinar' and register by putting your email in the box... well, I think you can see, that's just too confusing. Put a link in that takes them directly to the sign up form.

Where

No, this is not too much information. I know it seems obvious, but it will really drive home the action you want them to take when you tell them exactly where to take that action. Yes, in social media it's likely going to be 'in the comments below' or 'in the description' but it's important that you take care of your viewer and make sure they don't get lost on their way to taking that next step.

Invite & Encourage

This isn't so much an element of the CTA as it is an attitude. Remember that your CTA is an invitation for them to take the next step. You want them to take it. You're excited for them to move toward solving their problem. It's why you're in business, right? So, deliver your CTA like a party invitation. Be excited for them to take the next step. And really encourage them to do this for themselves.

Of course, this comes with the caveat of staying authentic to you. But, really think about how much taking that action would mean for them and for you. If you'd love to see them take that step, say so. If you are excited for their progress, let them know. Don't hold back. Let them know how much it means to them and you.



Reiterate

People watch a lot of videos. Your ideal customer watches a lot of videos. Sometimes, they do it half-heartedly. Sometimes they're distracted. Sometimes they tune out. It's not personal, it's just the nature of video.

So, give them a second chance to really hear what you're telling them is the important next step. Repeat the core CTA elements of What, How, and Where. You can flip it so that it doesn't sound repetitive, or throw in one more piece of context but do your best to share your CTA twice.

For example, you might say, 'What you need is to fully understand all of the elements of an effective video script and that is exactly what you'll get when you click the button below and register for my program, Video Scripts Made Simple. I'm giving away my secret video script formula for a fraction of the price and I want you to take advantage of it because I know how transformational it is for female entrepreneurs when they get their messaging right. So grab access right now by clicking the button. I can't wait to see your business grow once you're putting video to work for you.'

Can you spot all of the elements? Try underlining each piece: context, what, how, where, invitation, encouragement, reiterate.

Now you. While it's still fresh in your mind, try writing a few CTAs. Try writing CTAs for different intentions.



Why Your CTA Didn't Work (Mistakes to Avoid)

When someone comes to me and tells me that their call to action isn't getting any action, I ask four questions.

1. Did the CTA have anything to do with the content of the video? In other words, was it in context? Did it make sense that they would take this action after hearing the content? Your call to action needs to feel like the natural next step so pick your intention carefully.
2. How many calls to action did you include? If it's more than one, it's too many. Viewers get overwhelmed if you ask them to like, subscribe, comment and share... it's too many actions and they don't all make sense (or serve them) so chances are they will do none.
3. Were you confident? Did you instill confidence in the viewer that this is the right next step for them? Or, did you throw in some passive language (if you want you could, or maybe)? It can take some practice, but when you are convinced that the action you are calling them to take is the best possible action, then they will be too. Believe it and deliver it with conviction and confidence.
4. How many videos have you released? Video is all about creating a relationship and that takes time. Your ideal customer will likely need to see a few videos from you before they trust you enough to take that next step. That is why it's so important to consistently release strategic and intentional videos.

If none of these feel like the reason that your CTA is not getting action, then take a step further back. Are you getting your videos in front of your ideal customers? Is your content compelling to them? Do you have an intentional strategy? Do your links work? Are you tracking actions? The issue may not be with the CTA, it might be bigger! Thank goodness you had a CTA otherwise, you'd never know you weren't getting results!

Crafting Effective Video Scripts

I hope you have enjoyed learning about one of the most important and powerful parts of your video script. I have good news for you. By mastering the CTA, your videos will be instantly more effective.

There are seven key elements to an effective video script, the CTA is the last one. If you love what you've learned here and you want to make sure that your viewers get to your powerful CTA, then you need to master the script that leads into your CTA.

That is exactly what you'll learn inside my mini-course, **Video Scripts Made Simple**. You'll not only get my video script template (it's a fillable formula NOT a script so that you can make it authentically your own), plus my training on writing scripts in minutes and delivering your script like a rockstar. Plus, a whole bunch of other bonuses that will set you up to truly tap into the power of video to increase your reach, grow your authority, and make more sales with ease.

I would love to see you take that next step and join us in the program. So much so that I've dropped the price to \$37 and guaranteed your satisfaction. There is no risk in trying it out so [click here to sign up](#) and **get instant access**.

This is your chance to create videos that attract your ideal customer and connect with them on a whole new level. Grab the program other female entrepreneurs have called a game-changer in their video journey. [Click this link](#) and I'll see you inside the program.

About the Author



Valerie McTavish helps female entrepreneurs get video confident so they can grow their reach, authority, and sales.

She has over 30 years of experience producing videos and television with 10 of those years being in the digital marketing space. She's written thousands of scripts, produced hundreds of hours of live television, and is an award-winning producer and script-writer.

She developed her video script formula to help female entrepreneurs who couldn't afford to hire her as a writer. This comprehensive tool has changed the way these women have been able to show up consistently for their business with effective videos that actually move the needle. She also works with women in her **Video Marketing Confidence & Mastery** program to guide them in developing intentional video marketing strategies and have the tools and confidence to execute them like pros.

She firmly believes that women need to face their fears around video because when they do, and they get clear and confident with their message, their videos not only increase their reach, drive engagement, and boost their know-like-trust factor but they open the door to converting with ease.

She lives in Kelowna, BC, Canada with her podcast coaching husband where they enjoy hiking, kayaking, and visiting wineries.

Confident CTA Guide

This book was created by Valerie McTavish of McTavish & Wohlberg Communications Ltd. as part of here Effective Video Essentials series and Video Scripts Made Simple.

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