

The Big Picture Business Podcast - Episode 11

Calls to Action - How and When to Use Them

Introduction

- In this episode of the Big Picture Business Podcast, you are guided by No.1 International Best-Selling Authors and renowned business and marketing directors Dominica Lumazar and Rory Carruthers through a variety of topics that will help assist you in becoming better in the world of business.
- Rory and Dominica have built an extensive array of businesses from the ground up and have helped earn their clients and businesses over a billion dollars in revenue in the process.
- The goal of The Big Picture Podcast is always to provide a light-hearted, but well-informed experience for listeners and viewers to grow and improve themselves in any business venture they feel set on doing.
- The topics in this episode will vary from learning strategies, calls to action, all the way to testing the waters and adapting based on analytical results.

Self-Education

- Rory uses learning strategies to improve his understanding of various topics that help him with his businesses. One strategy is to read a book on the subject, followed by watching ten hours of videos on the topic.
- To effectively educate yourself, it is important to learn actively. Rory takes notes while listening, reading, or viewing anything he is trying to educate himself on.
- Studies that have been conducted that show if you actively read and take notes, and then read your notes before you go to sleep that night, you will have a massively higher

retention level. Then, come back every thirty days from that point onwards and review your notes again for a refresher on the topic.

Calls to Action

- A Call to Action is asking somebody to do something so that you can move to the next step. Its goal is to move to the “next” step, not the “ultimate” step.
- Many business owners seem to want the sale right in the beginning of the relationship or interaction and are not aware of or ignore the baby steps that need to be taken.
- When thinking about calls to action, it is important to think about the customer’s gains over your own.
- Internet marketer Mike Dillard wasn’t able to run his business properly due to health issues in recent years; however, through effectively using his email list, he still managed to rake in three million dollars due to the steps he had previously taken. Mike Dillard’s email list would not have been a cold email list for him to make that much money.
- It is important to warm up a cold client. To warm someone up is to ensure that you are offering something of value to them as a person and something that is important and timely.
- CTAs don’t have to be grandiose or lengthy. They just need to be to the point without sounding abrasive. Some action phrases can be “subscribe,” “download now,” or “get started.”
- However, it is important to incorporate these phrases within other phrases that hook the user’s attention to move them into completing the action itself.
- Using the term “grab” can be beneficial because people love to grab things. Some of Rory and Dominica’s best-selling products use this type of terminology because it coaxes the customer into the mindset of thinking, “I’ve got to get it now.”
- Dominica’s book site that Rory set up is an excellent guide to using CTAs effectively. She calls on readers to take action to get her free book through several strategies that she and Rory put into place.

Seeking Balance When Promoting

- It is important not to over-email clients. If you are in a maintenance week, consider one email a week. If you are doing a short promotion, you can get away with sending out two emails a day, but you have to be strategic about it. Have one primary email and then a follow-up email that you send later that day with the same content but a different subject line only to people who didn't open the first one.
- Rory recently purchased two courses. With the first, he received four different offers promoting new courses to him within two weeks from one of the course creators. This ended up being over 20 emails from this person within two weeks. This felt like overkill. With the second course, Rory forgot he bought it and returned months later to see the course's creator had not contacted him since the day he purchased it. This was nowhere near enough interaction.
- There needs to be a delicate balance in promoting and following up on sales to customers and clients.
- Some dubious business people have set up their email autoresponder systems to automatically subscribe new customers to an additional 30+ lists, which make it near impossible to get off their lists.
- Always consider the ethics of your email system.
- It is essential to educate yourself and learn how to use your email system.
- Dominica and Rory use ActiveCampaign and recommend it to others due to its ability to do advanced email marketing while being cost effective.
- An excellent way to go about things is to use a funnel with strong and encouraging CTAs, allowing them to get their free resources in the process and then inviting them into your community.

Provoking Emotion

- Another way of producing strong CTAs is to use wording that will provoke emotion or enthusiasm. Create a call to action that comes across as a no-brainer.
- For someone who needs a puppy trainer, a strong CTA for this scenario would be: "Get the top three tips for potty training your puppy today and see results tomorrow."
- Rory and Dominica's band, Forever Yours, has Calls to Action that use a lot of witty, engaging, and fun language that allows them to really capture their target demographic.
- Something that has worked for Dominica with CTAs is making things personal, for example, saying, "Click here to get MY guide." However, this approach may not be as effective on a cold audience. Something with that personal touch would be most effective on an audience who already knows your talents and reputation.
- Using numbers can be especially effective with marketing. For example, "How I saved \$4,000 a month by doing this one thing."
- Learning how to turn on someone's curiosity can lead to creating a really good CTA.
- Answering questions for people in your CTA is a great way to lead people in.
- You can also ask questions in your CTA.
- With everyone being at home at the moment, the number one searched thing on Google is "how to ____."
- Everyone is dying to learn how to do something, so utilize this urge to learn new things.
- When utilizing this strategy, make sure to keep your number small rather than going the route of "107 ways to grow your company."

CTA Testing and Research

- Test out different calls to action. Split testing is something that is of enormous importance and cannot afford to be overlooked. Don't lose heart if something fails the first time around; you just have to keep adjusting and trying different things until you find what fits best.

- When you perform split testing, you need a minimum of one hundred people to be able to gather significant data. Data will not lie to you, so get used to prioritizing analytics rather than basing decisions off emotion.
- You can directly send out surveys or ask your audience what they want from you, so you can avoid beating around the bush.
- If you do not have an audience when starting out, research will need to be done, such as looking through Facebook groups related to the topic that your service is going to be about or finding things through Quora and YouTube.

Tapping into Different Markets

- Once your business gets past the six-figure level, you may begin to realize that certain business ideas cap out at a certain point, and you'll need to broaden your horizons and tap into different markets. The way to do this is to build other businesses alongside your original business, to create additional alternative income streams.
- Diversifying and branching out into different income streams also leaves you less likely to become over-dependent on one niche or market's performance.
- Dominica gets bored doing one thing. Having different ideas and avenues to venture into and focus on helps her refocus, better herself, and combine ideas and notions she learned from previous projects into newer projects and ideas.
- Rory has branched out into different genres and types of music while continuing to do what he originally started doing.

Resources and Links Mentioned in Episode:

- [Mike Dillard's site](#)
- [Christopher Bright - BPB Interview](#)
- [Christopher's Main site](#)
- [Christopher's Music site](#)

- [ActiveCampaign](#)
- [Empowered: The Business Owner's Guide to Leadership & Success by Dominica Lumazar](#)
- [Forever Yours Music](#)
- [Big Picture Business VIP](#)