

# Identify Your Calls to Action

**Identify and rewrite a call to action** from your site. This CTA could be incorporated on the current site page or elsewhere, like in a social post.

CURRENT CTA	

NEW CTA	
<b>Headline</b> <i>emotional appeal</i>	
<b>Offer</b> <i>logical appeal</i>	
<b>Button / Link</b> <i>action</i>	