

50 CALL TO ACTION PHRASES

1. For a limited time only, you get ___ for ONLY \$___!
2. Get it now, risk free.
3. Reserve your [seat/spot/cop] at 50% off the door/launch) price
4. For the next ___ hours, get ___% off
5. Only through this link
6. And if that's not enough, buy right now and get_____ [extra savings, bonus material, etc.]
7. Offer expires at midnight ET tonight so don't wait
8. Secure your copy right now before it's too late
9. Don't let this opportunity slip by. Reserve your spot right now!
10. Order Now and get started in minutes.

11. Reply now, and start ____ [making money, losing weight, etc.] tomorrow.
12. Start building your future today.
13. Change starts right now. Choose this proven product with real results.
14. Copies are selling out fast. So grab yours before they're gone.
15. Extremely limited supply so take action FAST.
16. Ask yourself this. Are you really ready to make a change? If so, click here to buy
17. This offer will not be made again! Buy now for the lowest price available.
18. Don't wait any longer! Start seeing real results in as little as____ [hours, days, weeks]
19. Act now before this deal is gone for good!
20. You can change your life starting from today...

21. The next move is up to you.
22. You deserve [desired results: be thinner, make more money, etc.] All that's left is to take the action to do it.
23. You owe it to yourself to take full advantage of this very limited, risk free offer right now before it's too late
24. Do yourself and your business a favor. Join today, won't you?
25. What are you waiting for? Secure your order and get immediate access to ___!
26. This is an ultra-low introductory price and is only good for a short time.
27. This is a once-in-a-lifetime offer. If you click away, you will never see this offer again.
28. Save yourself the agony of defeat. Act now while you still can.
29. Act within the next 24 hours and save___ (or get bonus). This offer expires at ___[time/time zone]
30. Order now. It's easy. It's simple. Just one click will have you on your way to___

- 31. Only the first ___ [number] of buyers get it at this price.
- 32. No membership. No hassle. No waiting. Buy now and get instant access to your copy.
- 33. Total Value \$___ Regular price\$___ Today's price \$___. Offer ends at midnight tonight.
- 34. For Fast, Immediate and Secure Online Orders: [CLICK HERE NOW](#)
- 35. One-time payment of \$___
- 36. For the low price of \$___ you get instant access to ____
- 37. Your journey starts here. Click the order button below and get ___ for just \$__.
- 38. Get it instantly!
- 39. Order without delay and get ___ bonuses absolutely free. They're yours to keep even if you ask for a refund.
- 40. Own this today for only \$_____

- 41. Offer good through [date] or while supplies last
- 42. Get instant access to this risk free system.
- 43. Do not hesitate.
- 44. Buy today and NEVER pay again... ever!
- 45. Get INSTANT ACCESS To EVERYTHING! Make the call today.
- 46. Just one payment gives you UNLIMITED LIFETIME access.
- 47. Get instant access even if it's 2 a.m. on Christmas day.
- 48. Don't miss the boat. Buy now for immediate access to our program
- 49. But hurry! This offer is only good through___. After that, the price increases to \$___
- 50. Don't be left in the dust! Secure your copy today.

WORDS THAT CREATE A SENSE OF URGENCY:

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| 1. Price is increasing | 11. Offer expires ___ |
| 2. Limited time | 12. Deadline |
| 3. Only | 13. Final Close-out |
| Facebook Ads List Building Lab | 14. Today Only |
| 4. Today | 15. Going out of business |
| 5. Hurry | 16. Clearance |
| 6. Act Now | 17. Don't Delay |
| 7. Rush | 18. Never Again |
| 8. Last Chance | 19. One Day Only |
| 9. Bonuses limited to first ___ buyers | 20. Now or Never |
| 10. Once in a lifetime | 21. Don't Miss Out |
| | 22. Limited Supply |
| | 23. Price Reduction |