

SAN FRANCISCO SCHOOL OF COPYWRITING

Copywriting To Go!
A mini course of pro tips
with Amanda Caswell



Pro Tip # 7

Have a clear Call-To-Action (CTA)

You could be the most creative copywriter in the room, but if there isn't a clear CTA, then your audience won't know what to do – except head over to the competitor's website instead. Give them a reason to buy with a clear call to action in the form of great copy and easy-to-find shop button.



Next Pro Tip #8 Keep it brief

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