Create Fireworks with Your Call-to-Action

Every great performance goes out with a bang, right? My favorite finale has always been fireworks. Whether its the end of the day at Disney World or a Fourth *emergency water restoration* of July Celebration, I enjoy the bright colors and loud sounds of the explosions. They bring to mind a sense of power and impact that finishes off a great day.Why not take that concept and include it into copywriting for your next direct mail campaign? The three most import aspects of any sales letter/flyer/postcard are: 1. Openings that get your mail read2. Copy that sells3. And yes a call-to-action that makes a big bang!The call-to-action must be direct and to the point. A simply click here, buy today, or save money isnt enough. Its kind of like hanging up a Wanted Dead or Alive sign around town without supplying a name. It doesnt lead to the capture of many wanted.The three basic aspects of a strong call to action are1. Communicate your expectations.If you want your reader to pick up the phone, visit your Web site, or bring a coupon to your store, say it. Be direct! Let them know exactly what you want them to do.2. Make it easy.We live in a busy world. Dont make it hard for the reader to figure out how to contact you. After you communicate the action youre looking for, put the information right there. Include Web addresses, phone numbers, or even a map to your store. Your busy readers will appreciate it.3. Make it emotional.Love, fear, guilt, and pride are emotional factors that directly affect response and buying decisions. Once your copy is written, make a checklist of these three vital aspects of your call-to-action, and guarantee explosive results!