



Call to Action

Module Four Worksheet

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Call to Action

The “Call to Action” in an online profile is where you get a guy to write to you by giving him something SPECIFIC to write you about.

There are three types of calls to action (CTA) you can use:

General Call to Action

This type of CTA makes you approachable. I recommend using this if you feel you aren't getting enough responses online.

“Does this sound interesting to you? Maybe we'll click. To get my attention, send me an email.”

“If the man I describe sounds like you, drop me a line.”

Intriguing Question Call to Action

This requires a guy to answer get specific. This helps weed out the ones who don't follow directions, so let him know you won't reply if he doesn't answer you in his email.

“I absolutely 100% won't reply to your email if you don't answer this for me :)”

I've talked a lot about intriguing questions in other programs, and I recommend them because they work. Questions are fun, and they get someone thinking.

“If you could be anywhere in the world right now, where would it be?”

“If a genie granted you three wishes, what would you ask for and why?”

“When was the last time you felt truly, undeniably, ridiculously happy?”

“What is something you are really BAD at :)?”

Activity in Common Call to Action

If you are looking for a guy who shares a common hobby, interest, or passion with you, then you should use this type of CTA. If you are specifically looking for someone with the same spiritual faith, you can use that, too.

“What is your all-time favorite mountain to snowboard?”

“What is your favorite verse from the Bible?”

“Are you more of an RPG gamer or retro gamer?”

Write three examples for each of the three Call to Action types.

General Call to Action:

Intriguing Question Call to Action:

Activity in Common Call to Action:

Now, choose the best sentence from your lists, but keep the rest for reference. If you aren't getting the right kind of replies to your initial online profile, tweak your Call to Action. Make it more specific if you're getting flooded with emails, or more general if you aren't getting enough.

CONGRATULATIONS! Now, move on to the next worksheet to create your headline.