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Calls-to-Action That Get Folks *a'Clicking!*

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ABOUT

Kim Garst is one of the world's most retweeted people among digital marketers. She is a renowned marketing strategist, keynote speaker, and an international best-selling author of Will The Real You Please Stand Up, Show Up, Be Authentic and Prosper in Social Media.

Kim helps entrepreneurs grow their business using social and digital media strategies. Forbes named her as one of the Top 10 Social Media Power Influencers.

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First things first...what in the world is a "Call-to-Action"?

It's a phrase used to encourage the viewer to take a specific action and HOW to take it.

Why do you need a Call-to-Action?

There are two main reasons why you must have a compelling CTA.

1. To tell someone what they need to do
2. And give them the motivation to do so.

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