



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE CLICK-WORTHY CTA CHECKLIST

Your two-part audit for buttons that actually earn the click.

A NOTE FROM PAM

Let's talk about your button for a second.

Not whether you have one. Not whether it's the right color or the right size, though we'll get to that. I want to talk about whether your button is doing the one job it was born to do: making your ideal client think "yes, THAT" and click without hesitation.

Here's what I see all the time: smart, talented coaches and service providers who have put real effort into their pages, their offers, their messaging, and then slapped a "Submit" button at the bottom and called it done. Or "Click Here." Or my personal favorite, "Buy Now," because nothing says romance like being told to buy something before you've even decided you want it.

HOW TO USE THIS CHECKLIST

Your call to action is the last thing standing between your visitor and your offer. It deserves more than a placeholder.

This checklist runs you through two checks, visibility first, then click-worthiness, so you know exactly what's working and what needs a little magic. Use it today on your most important page. Then keep it handy and run it every time you build or update a page. You'll be amazed how fast it becomes second nature.

Let's make that button earn its spot. ✨

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

THE VISIBILITY CHECK

Can your visitor find your button before they lose interest?

FIVE CHECKS

ABOVE THE FOLD

- ☐ Button is visible without scrolling on desktop
- ☐ Button is visible without scrolling on mobile
- ☐ No competing elements drawing attention away from the button
- ☐ Sufficient white space around the button so it breathes
- ☐ Positioned where the eye naturally lands after reading your headline

FOUR CHECKS

THE 5-SECOND TEST

- ☐ Look away from your screen, then look back. The button is the first thing you notice
- ☐ Action is immediately clear without reading surrounding copy
- ☐ Passes the same test on a mobile screen
- ☐ A stranger could describe what to do within five seconds of landing on the page

FIVE CHECKS

VISUAL DESIGN

- ☐ Button color contrasts clearly with the page background
- ☐ Large enough to click easily on a phone screen
- ☐ Looks like a button. Not a text link, not a graphic, a button
- ☐ Font is readable at a glance
- ☐ Stays on-brand while still standing out

PART 1 SCORE: _____ / 14

THE CLICK-WORTHY CHECK

When they find your button, do they want to click it?

SIX CHECKS

THE COPY CHECK

- ☐ Button text describes what the visitor is getting, not just what they're doing
- ☐ Sounds like you, not like a generic webpage default
- ☐ Free of friction words ("submit," "buy," "pay")
- ☐ First-person language where it fits ("Get My Guide" vs "Get The Guide")
- ☐ Sets a clear expectation for what happens next
- ☐ Creates a little excitement or desire, not just compliance

FOUR CHECKS

THE EMOTIONAL MATCH CHECK

- ☐ Button text matches where your reader is emotionally at this point on the page
- ☐ Feels like the natural next step, not a jarring ask
- ☐ Urgency is present but not pushy
- ☐ Speaks to the outcome your reader wants, not just the action you want

THREE CHECKS

THE VOICE CHECK

- ☐ Read your button text out loud. Does it sound like something you'd actually say?
- ☐ Would your ideal client smile, nod, or feel a little excited reading it?
- ☐ Personality is present without sacrificing clarity, and clarity wins if you had to choose between clever and clear

PART 2 SCORE: _____ / 13

◆ ADD THEM UP ◆

YOUR TOTAL SCORE

23–27

CTA Superstar. Your button is working hard. Maybe a small tweak from the AI audit, but you're in great shape.

16–22

Solid foundation with real room to level up. Run the AI audit and focus on Part 2 first.

BELOW 16

Your button needs some love, and that's okay, that's what this fix is for. Start with visibility, then tackle the copy. You'll feel the difference.

QUICK FIX GUIDE

IF YOUR BUTTON IS HARD TO FIND

- Move it higher. Above the fold is non-negotiable
- Increase the contrast between button and background
- Remove competing visual elements nearby
- Add white space around it so it can breathe
- Make it bigger, especially for mobile

IF YOUR COPY ISN'T CONVERTING

- Run the AI audit prompt on the next page
- Replace friction words with desire words
- Add first-person language ("My" instead of "The")
- Be more specific about what happens next
- Check the CTA Swipe File for language that fits your emotional moment

IF YOU'RE NOT SURE WHAT'S WRONG

- Do the 5-second test with a real human who doesn't know your business
- Ask them: "What were you supposed to do on this page?"
- Their answer, or their hesitation, will tell you everything

THE CLICK-WORTHY AI AUDIT PROMPT

Use this in ChatGPT or Claude for three click-worthy button alternatives in about sixty seconds. Fill in the five details before you send it.

COPY-READY PROMPT

I need help writing better call-to-action button text for my [TYPE OF PAGE: sales page / lead magnet page / booking page / other].

Here's what I'm working with:

My current button text is:

[PASTE YOUR CURRENT BUTTON TEXT]

This page is for:

[DESCRIBE WHAT THE PAGE IS FOR IN ONE OR TWO SENTENCES]

My ideal client is:

[DESCRIBE YOUR IDEAL CLIENT IN ONE SENTENCE – who they are, what they struggle with, what they want]

When someone clicks this button, they:

[DESCRIBE EXACTLY WHAT HAPPENS – they download a guide, book a call, get instant access to a course, etc.]

My brand voice is:

[DESCRIBE YOUR VOICE IN 2-3 WORDS OR A SHORT PHRASE – examples: "warm and encouraging," "bold and no-nonsense," "playful and a little snarky," "professional but approachable"]

Please give me three alternative button text options that:

- Describe what the visitor is getting, not just what they're doing
- Use first-person language where it fits naturally
- Match my brand voice
- Create desire or excitement without being pushy
- Are clear enough that someone knows exactly what happens when they click

For each option, give me one sentence explaining why it works.

Pro Tip: Try all three alternatives on your page before you decide. Sometimes the one that looks best on paper feels off in context, and the one you almost skipped is the winner.



*Now go run the checklist on your most important page. Your button has one job,
and it's about to start doing it! ✨*

READY FOR YOUR NEXT MAGIC MOVE? ✨

If you want a second set of eyes on your page, I've got two ways to help.

☕ LET'S TALK STRATEGY.

Book a free coffee chat and let's look at your page together. Zero pressure, 100% clarity.

👉 [Grab a Coffee Slot](#)

✨ READY TO GO DEEPER?

Let's work together on your full funnel, from first click to final yes.

👉 [Apply to Work With Pam](#)



PAM LANGORD

Founder, Simply Magic Marketing

Pam Langord is the founder of Simply Magic Marketing, where she helps female entrepreneurs simplify, streamline, and scale their businesses with smart marketing strategy and a healthy dose of AI magic. She's the creator of the 5-Minute Fix series, weekly actionable business improvements designed to build real momentum, five minutes at a time.