



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE CLICK-WORTHY CTA PROMPT

Your ready-to-use AI prompt for button text that sounds like you.

A NOTE FROM PAM

Hey there!

Here's the thing about AI and your CTA button: most people use it wrong.

They open ChatGPT or Claude, type "give me some good call-to-action button ideas," and get back a list of the most generic options imaginable. "Click Here." "Learn More." "Get Started." The same ten phrases that are on approximately eleven million other pages right now.

That's not an AI problem. That's a prompt problem.

WHAT THIS PROMPT DOES DIFFERENTLY

When you give AI the right context, who your reader is, what they're feeling, what happens when they click, and how you actually talk, it stops generating generic filler and starts generating options that feel like *you* wrote them on a really good day.

It takes about sixty seconds to fill in your five details. Then you paste it into ChatGPT or Claude, hit send, and get three click-worthy alternatives back, each with a quick explanation of why it works. Pick the one that makes you think "yes, THAT." Swap it in. Run your five-second test. Done.

One prompt. Sixty seconds. A button that earns the click. Let's go. ✨

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

◆ FOUR STEPS ◆

YOUR CLICK-WORTHY CTA PROMPT

- 01 Fill in your five details in the spaces below.
- 02 Copy the complete prompt, including your details.
- 03 Paste it into ChatGPT or Claude and hit send.
- 04 Pick the option that makes you think "yes, THAT."

FILL THESE IN FIRST

YOUR FIVE DETAILS

My page type is:

Sales page / lead magnet page / booking page / other, pick one

My current button text is:

This page is for:

One or two sentences describing what the page is about

My ideal client is:

One sentence: who they are, what they struggle with, what they want

When someone clicks my button, they:

Exactly what happens: download a guide, book a call, get instant access

My brand voice is:

Two or three words: "warm and encouraging," "bold and no-nonsense," "playful and a little snarky," "professional but approachable"

✦ COPY THIS ✦

THE PROMPT

Copy everything inside the box and paste it into ChatGPT or Claude.

COPY-READY PROMPT

I need help writing better call-to-action button text for my [YOUR PAGE TYPE].

Here's what I'm working with:

My current button text is: [YOUR CURRENT BUTTON TEXT]

This page is for: [YOUR PAGE DESCRIPTION]

My ideal client is: [YOUR IDEAL CLIENT DESCRIPTION]

When someone clicks this button, they: [WHAT HAPPENS WHEN THEY CLICK]

My brand voice is: [YOUR BRAND VOICE DESCRIPTOR]

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.

FOR BETTER RESULTS

Be specific about your ideal client. "Female entrepreneurs" is too broad. "Female coaches who are tech-averse and have tried three page builders and hate all of them" gives AI something to work with.

Be honest about your current button. If it says "Submit," say it says "Submit." Don't clean it up first. The contrast between where you are and where you want to be is part of what drives good output.

Don't skip the brand voice detail. This is the piece that makes your alternatives sound like you instead of like everyone else. Two or three words is enough, just make them true.

Try all three before you decide. The option that looks best on paper sometimes feels off in context, and the one you almost skipped turns out to be the winner. Swap each one in and do the five-second test before you commit.

Not loving any of them? Reply to the AI with: "These are close but not quite right, can you make them [more playful / more direct / less salesy]?" AI responds well to specific directional feedback.



Now go fill in your five details. Your button is about sixty seconds away from sounding like you! ✨

READY FOR YOUR NEXT MAGIC MOVE? ✨

If you want a second set of eyes on your full page, button and everything else, 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.