



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE CTA SWIPE FILE

Button text that earns the click, organized by the moment that matters.

A NOTE FROM PAM

I have a confession.

I have clicked on some truly terrible buttons in my life. Buttons that said "Submit," as if I was turning in homework. Buttons that said "Click Here," for what, though? Buttons that said "Buy Now" before I'd even decided I wanted the thing.

And every single time, there was a little pause. A tiny moment of friction. A half-second where my brain went "...wait, is this what I want to do?"

That pause? That's where conversions go to die.

WHAT THIS SWIPE FILE IS FOR

The best button text doesn't create that pause. It creates the opposite, a little rush of "yes, this is exactly what I want" that makes clicking feel like the obvious next move. Not pushy. Not gimmicky. Just the right words at the right moment.

Here's the thing about great CTA copy: it's not about being clever. It's about being right. Right for your reader's emotional state at that exact moment on the page. Right for what they're about to get. Right for how you actually talk.

That's what this swipe file is for. I've organized it by emotional moment, because the best button text matches where your reader is, not just what you want them to do. Scan the section that fits your page, find the line that feels like you, and make it yours.

And if nothing here is quite right? That's what the AI prompt in your checklist is for. Use this file as your starting point and the prompt to make it yours. ✨

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

HOW TO USE THIS FILE

- 01 Identify where your reader is emotionally when they hit your button. Are they excited and ready? Cautious and evaluating? Frustrated and looking for relief?
- 02 Find the section that matches that moment.
- 03 Pick the line that feels most like you, or use it as a jumping-off point.
- 04 Make it first-person where it fits. "Get The Guide" becomes "Get My Guide." Small shift, bigger connection.
- 05 When in doubt, clarity beats clever. Every time.

◆ BY EMOTIONAL MOMENT ◆

THE SWIPE LINES

"I'M READY, LET'S DO THIS"

For readers who are excited, convinced, and just need the nudge

Yes! I'm Ready

I Want In!

Let's Do This!

Heck Yes!

I'm In!

I'm SO Ready For This

Count Me In!

Take Me There

Let's Make Magic Happen

Let's Go!

"I WANT THIS, SHOW ME HOW TO GET IT"

For readers who know what they want and just need the path

Get Instant Access

Yes! Send Me [The Thing]

Grab My Copy Now

Get The [Specific Thing]

Send It To Me!

I Want This!

Get My Free [Guide / Training]

Get Started Now

Download Now

Show Me How

"I'M INTERESTED BUT I NEED REASSURANCE"

For readers who are warm but cautious. Reduce friction, increase safety

Start My Free [Trial / Session]

Reserve My Spot

Try It Free

See If This Is Right For Me

Get My Free Strategy Session

Learn More About [Offer Name]

Let's Talk

Yes, Tell Me More

Book My Free Call

"I'M FRUSTRATED AND I NEED RELIEF"

For readers feeling the pain point hard. Speak to the relief, not the action

Save Me From [Problem]

I'm Done Struggling With [Problem]

Goodbye [Pain], Hello [Outcome]

Help Me Fix This

Finally! This Is What I Need

Give Me Back My [Time / Sanity]

Get Me Out of [Struggle]

From [Problem] to [Outcome]? Yes Please!

Yes, Make This Easier

Make My Life Easier Now

"I WANT THE DEAL, DON'T LET ME MISS IT"

For limited time offers, bonuses, or urgency-based pages

Lock In My Price

Yes! Don't Let Me Miss This

Claim My Spot

I Want The Deal

Get It Now

Secure My Spot

Save My Seat

Get In Before [Deadline / Cap]

Grab This Before It's Gone

Count Me In Before It's Gone

"I'M READY TO INVEST IN WORKING TOGETHER"

For sales pages, booking pages, and high-ticket offers

Yes! Let's Work Together

I Want [Specific Transformation]

I'm Ready to [Specific Outcome]

Reserve My Spot

Book My [Call / Strategy Day]

Apply Now

Start My Journey

Schedule My [Call Type]

Let's Get Started

Let's Build This Together

BONUS CATEGORY

PERSONALITY-PACKED OPTIONS

When your brand voice is playful, snarky, or boldly you

Why Wasn't I Doing This Sooner?

Take My Money Already!

Beam Me Up, Scotty!

Give Me The Secret Sauce

Show Me The Money-Making Magic

Make My Business Run Without Me

Tech Fairy Godmother, Help Me!

From Chaos to Calm? Yes Please!

Break Me Out of The Hamster Wheel

Yes! No More Cookie-Cutter Anything

Help Me Clone Myself

Time To Stop Procrastinating, I'm In

BUILD YOUR OWN

THE MIX AND MATCH FORMULA

Can't find exactly the right line? Build your own.

The formula: [Relatable feeling or current situation] + [Desired outcome] + [Optional: touch of personality]

Feeling	Outcome	Result
Goodbye Overwhelm	Hello Freedom	"Goodbye Overwhelm, Hello Freedom!"
Done With Guessing	Show Me What Works	"Done Guessing, Show Me What Works"
Tired of Starting Over	Build Something Sticky	"I'm Ready to Build Something That Sticks"

The rule: Personality is great. Clarity is required. If someone can't tell what happens when they click in under two seconds, rewrite it.

◆ DROP THESE IN ◆

POWER WORDS THAT CONVERT

Add energy and forward motion to any button.

ACTION

Get, Grab, Start, Join, Book, Claim, Unlock, Access, Download, Try

IMMEDIACY

Now, Today, Instant, Immediately, Right Now

OWNERSHIP

My, Me, I Want, I'm Ready, Give Me

DESIRE

Yes, Finally, Ready, Let's Go, Absolutely

SAFETY

Free, No Risk, Cancel Anytime, Guaranteed

◆ BEFORE YOU GO ◆

A QUICK REMINDER

The best button text in the world won't save a page that doesn't connect with your reader before they get to the button. If you're getting clicks but not conversions, the problem might be earlier on the page, in your headline, your offer clarity, or your social proof.

But if your page is connecting and people still aren't clicking? That's a button problem. And now you've got the tools to fix it.

◆ ◆ ◆

*Now go find your line. It's in here somewhere, and your reader is waiting to say
yes to 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.