2026 EDITION

BEGINTHINGS WHITE PAPER

100 Money CTAs

One hundred before-and-after call-to-action rewrites, and the century of persuasion science that makes each one work. From the old admen to modern behavioural research, distilled into words you can use today.

"People do not buy the better product. They buy the clearer, safer decision."

- 100 rewrites
- 10 contexts
- A century of copy science
- Diagrams and worksheets
- Cited sources

For founders, freelancers and marketers who want more from the visitors they already have.

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What is inside

Four short chapters on why a button works, one hundred worked rewrites, a chapter to build your own, and a chapter on testing. Read the first four once, then keep the rest as a swipe file.

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HOW TO USE THIS BOOK

Each rewrite is a red line (the weak version), a green line (the stronger one), and a short note on the lever behind the change. Do not copy them blindly. Understand the lever, then adapt the words to your brand and your buyer. One honest, well-aimed sentence beats a clever one every time.

CHAPTER 01

The decision moment

Every button is a small negotiation. The visitor arrives mid-thought, a little skeptical, usually in a hurry. What happens in the next few seconds is the whole game.

> *On the average, five times as many people read the headline as read the body copy.*
>
> DAVID OGILVY

Picture the moment right before a click. Someone has landed from an ad, a search, or a link a friend sent. They are not reading. They are scanning, deciding in a blink whether this is

Then the quiet part. Maxwell Maltz, a surgeon turned author, noticed that people act in line with the image they hold of themselves. A founder who believes the price is fair writes a calm, confident button. A founder who secretly feels it is too much writes an apology dressed up as a discount. The self-doubt shows. So before you write the CTA, decide that the thing you are offering is worth what you ask. The reader can feel the difference.

> *You cannot write a confident button from an apologetic mind. Fix the self-image first, then the copy writes itself.*
>
> ON THE SELLER BEHIND THE SENTENCE

CHAPTER 05

The 100 rewrites, by context

Ten places where CTAs live, ten rewrites each. Every pair is a weak line, a stronger line, and the lever that does the work. Match the context to your page and steal freely.

CONTEXT 01 OF 10

Hero buttons & primary actions

The button is the moment of decision. Sell the win the visitor gets, not the work they do. Use "you" in the copy above, then flip to "my/I" on the button itself.

001

✗ ~~Sign up~~

✓ **Start my free workspace**

First-person "my" beat "your" by 90% in one well-known test (Aagaard); results vary, so test yours.

002

✗ ~~Get started~~

✓ **Show me how it works**

"Get started" is vague effort. This promises a payoff and lowers the perceived commitment.

003

✗ ~~Submit~~

✓ **Create my account**

> "Submit" reminds people of forms and bureaucracy. Name the result they actually want.

004

✗ ~~Learn more~~

✓ **See it in action**

> "Learn more" is passive homework. A demo-flavoured verb sets a concrete expectation.

005

✗ ~~Try it now~~

✓ **Start free, no card needed**

> Add the risk-reversal into the button. Removing the "will I be charged?" fear lifts clicks more than the verb does.

006

✗ ~~Continue~~

✓ **Build my first project**

> Replace a neutral navigation word with the outcome the next step delivers.

007

✗ ~~Join now~~

✓ **Claim my spot**

> Scarcity + ownership. "Claim" implies something is being reserved for them specifically.

008

✗ ~~Request access~~

✓ **Get instant access**

> "Request" signals waiting and gatekeeping. If access is immediate, say so and kill the hesitation.

009

✗ ~~Download the app~~

✓ **Get the app free**

> Front-load "free" and cut the generic verb; price objection dies before it forms.

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010

✗ ~~Start your trial~~

✓ **Start my 14-day trial**

> Add the exact number. Specificity ("14-day") reads as more real and trustworthy than a fuzzy "trial".



Build the button, free

Open the BeginThings CTA generator and ship one of these in minutes.

beginthings.com/free-tools

CONTEXT 02 OF 10

Signup & lead-generation forms

Every field and every button is friction. Name the reward, shrink the ask, and remove any word that smells like work.

011

✗ ~~Subscribe~~

✓ **Send me the weekly playbook**

> Tell them exactly what lands in their inbox and how often. Vague "subscribe" invites "subscribe to what?".

012

✗ ~~Sign up for our newsletter~~

✓ **Get 1 growth tip every Tuesday**

> Concrete cadence + concrete value beats a category name every time.

013

✗ ~~Register~~

✓ **Save my seat**

> "Register" is admin. "Save my seat" makes it feel personal and slightly scarce.

014

✗ ~~Submit your details~~

✓ **Get my free quote**

> People don't want to "submit details"; they want the quote. Sell the output, not the input.

END OF FREE SAMPLE

Get all 100 Money CTAs

That was the first context of ten. The full book has 100 weak-to-strong button rewrites, the levers behind them, and a short chapter on testing.

- 100 rewrites across 10 contexts, from hero buttons to checkout
- The seven levers of a persuasive button
- How to build and test your own money CTA

See all 100 rewrites

₹149 once, GST included. Instant download.
beginthings.com/cta-rewrites.html