Viralframe
CONTENT MARKETING AGENCY

FREE RESOURCE

25 calls to action *that get comments.*

25 ready-to-use lines that ask for a comment without sounding pushy.

A call to action is *one clear ask,* in the right place.

"Follow for more" gives the viewer nothing to do. A specific ask, at the right moment, does the work for you.

Where to put it

Near the end of the video, after the payoff, when the viewer already got value. In the top reels we reviewed, the ask started roughly 70 to 95 percent of the way through.

What to ask for

One thing per video. Match it to what the video is about: a guide for a checklist, a save for a list, a message for a service.

A simple formula

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[Action] + [what they get] + [how soon]
Comment [WORD] and I'll send you [the thing] today.
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Two rules

- If you promise something, send it. Every time.
- Ask for the comment first when you want reach, and for the message when you want customers.

Ask for a comment

Best when you can send something back, such as a guide, a checklist or an answer.

1. Comment [WORD] and I'll send you the checklist.
2. Comment your city and I'll tell you what applies to you.
3. Which one are you? Comment 1 or 2.
4. Comment [WORD] if you want part two.
5. Tell me in the comments: what is your biggest problem with [topic]?
6. Comment [WORD] and I'll send you the template we use.
7. Guess the answer in the comments. I'll reply to every guess.

Ask for a save

Best for lists, steps and checklists people will need later.

8. Save this for the day you need it.
9. Save this before your next [event, season, project].
10. Save this and check it against your own [asset] this weekend.
11. Save this list. Number [k] is the one you will forget.

Ask for a share

Best when the video speaks to a person the viewer knows.

12 Send this to someone who is about to [common situation].

13 Share this with the person who keeps asking you about [topic].

14 Tag the friend who needs to hear this.

15 Send this to your business partner before the next meeting.

Ask for a message

Best when the next step is a short conversation.

16 Send me a DM with the word [WORD] and I'll reply today.

17 Message us your city and we'll tell you if we cover your area.

18 DM us a photo of [asset] and we'll tell you what we see.

19 Message us the question you were afraid to ask.

Send them to the next step

Best at the bottom of the funnel, when people are close to deciding.

20 Book a free [call, inspection, review]. The link is in my bio.

21 Want us to handle this? The link is in my bio.

22 Get the full guide at [yourwebsite.com].

23 Not sure where to start? Message us and we'll point you to the right step.

Keep the conversation going

Best to turn a viewer into a returning follower.

24 Follow for the next one: [topic of next video].

25 Part two tomorrow. Turn on notifications so you do not miss it.

Make it yours

Swap the brackets for your own work. For example: "Comment [your service] and I'll send you the checklist for [common problem]". Do not promise outcomes you cannot control, and do not use urgency that is not real.

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Want us to build the calls to action *into every video?*

We plan, script and film content with a clear next step in every piece.

viralframeagency.com

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