

CTA library

175 ready-to-paste calls to action organised by surface (video description, pinned comment, end screen, Instagram bio, story sticker, link page, comment auto-reply) and tone (soft, direct, value first, honest urgency, social proof), plus Telegram CTAs, DM replies, and a CTA ethics page. Copy, change one word, use.

CTA means call to action: the one line that tells the person what to do next. Without it, a video that worked did nothing. People need to hear where to go twenty times before they act, so the line goes on everything, every day, and it is always plain: what they get, where it is.

Three rules for every line in this library. **What they get, then where.** "Beginner checklist in the link in my bio" beats "link in bio". **No money words.** No "make money", "profit", "guaranteed", "easy". Those get posts removed and attract the wrong people. **Match the landing.** If the line promises a checklist, the link goes to the checklist. If it promises the platform you use, it goes to the platform page.

What you will learn

- The three rules of a CTA that works
- 175 CTAs by surface and tone: video description, pinned comment, end screen, Instagram bio, story sticker, link page buttons, comment auto-reply
- Video last lines by video type, caption CTAs
- Telegram post CTAs and the pinned "how to start" message
- DM replies: the first reply and the follow-up
- CTA ethics, and the lines that are never used

175 CTAs by surface and tone

Seven surfaces, five tones each. **Soft** invites. **Direct** says exactly what and where. **Value first** names the thing they get. **Urgency, honest** uses real timing (a daily post, a Sunday recap), never fake scarcity. **Social proof** points at what others did, only with numbers that are true for you. Pick the tone that matches the post, then change one word to make it yours.

Video description (YouTube, TikTok, Reels)

Tone	CTA
Soft	Beginner tips in the link in my bio.
Soft	If this helped, there is more where I started: link in bio.
Soft	Starting from zero? Start where I started. Link in bio.
Soft	Everything I use is in the link in my bio.
Soft	More like this in the link in my bio.
Direct	Free beginner course: link in bio.
Direct	The full checklist is in the link in my bio.
Direct	Where I trade and why: link in bio.

Tone	CTA
Direct	My exact setup: link in bio.
Direct	The platform I use and my link: in the description, with the honest line.
Value first	Save this for your next trade. Full version in the link in my bio.
Value first	One idea per video. The whole series is in my bio.
Value first	I post every trade, win or lose. All of them in the link in my bio.
Value first	The one page plan template is free in my bio.
Value first	Three months of lessons, in order, in my bio.
Urgency, honest	Tomorrow's tip is in the link in my bio tonight.
Urgency, honest	Day 14 of 100. Follow along before I hit 50.
Urgency, honest	New lesson every day. Yesterday's is already in my bio.
Urgency, honest	This week's recap drops Sunday. Bio.
Urgency, honest	The free course closes to new questions Friday, so ask this week.
Social proof	200 people started with this checklist last month. Link in bio.
Social proof	The question I get most, answered in the link in my bio.
Social proof	What people who message me ask first: answered in bio.
Social proof	Most of my community started from this video. Bio.
Social proof	The post that got the most saves this month is in my bio.

Pinned comment

Tone	CTA
Soft	Questions below, I answer all of them.
Soft	If you are new, start with the link in my bio.
Soft	This is one trade, not every trade. Lost two last week.
Soft	Thanks for watching. More in my bio if you want it.
Soft	Ask me anything here.
Direct	What are you stuck on? Reply and I will answer. Beginner checklist: link in bio.
Direct	The full version of this is in the link in my bio.
Direct	Where I trade and why, with my own screenshots: link in bio.
Direct	Free course: link in bio. Message me after lesson one.
Direct	My setup and my link are in my bio. I partner with the platform I use.
Value first	Day 12 of 100. Follow along, the routine is in my bio.
Value first	The one number I check before every trade: pinned so you do not have to scroll.
Value first	The three questions from this video, written out. Save them.
Value first	If you only remember one thing: stop first, size second.
Value first	Here is the plan I mention, in one line each.
Urgency, honest	Reply in the first hour and I will answer on video.

Tone	CTA
Urgency, honest	Best question below becomes tomorrow's video.
Urgency, honest	Comments close for the next video when I post it. Ask now.
Urgency, honest	I reply for one hour after posting. Go.
Urgency, honest	Tomorrow's video answers the top comment here.
Social proof	Most asked question this week, answered in my bio.
Social proof	This video came from a comment. Yours might be next.
Social proof	Half of you asked about the stop. Full answer in my bio.
Social proof	The comment that changed my routine is below. Read it.
Social proof	300 saves on this. The follow-up is in my bio.

End screen (spoken over the last 20 seconds)

Tone	CTA
Soft	If that helped, the next one is right here.
Soft	That is it. The next lesson is here.
Soft	More in the description if you want it.
Soft	The playlist starts from video one, here.
Soft	Thanks for staying. Next one is here.
Direct	Where I trade, my setup and my link are in the description.
Direct	The free course is in the description. Start with lesson one.
Direct	Free beginner checklist in the description.
Direct	Next video: position size. Right here.
Direct	My link and the honest line are in the description.
Value first	The next one shows the three ways to place a stop on a real chart.
Value first	Video two takes this from theory to a live chart.
Value first	The whole journey is in the playlist, start from one.
Value first	If this made sense, the next one is where it clicks.
Value first	One more question this video raised. Answered here.
Urgency, honest	The next video is already up. Do not wait a week.
Urgency, honest	This week's recap is here, watch it before Monday.
Urgency, honest	New one every Tuesday. Last week's is here.
Urgency, honest	Do not open a live account before watching this one.
Urgency, honest	Before your next trade, watch this.
Social proof	The video most of you asked for is here.
Social proof	This is the one people watch twice.
Social proof	Most watched on the channel, right here.
Social proof	The follow-up 500 people asked for.

Tone	CTA
Social proof	The video I get the most messages about.

Instagram bio

Tone	CTA
Soft	Learning to trade, posting every day. Link below.
Soft	Free beginner tips. Start below.
Soft	Real trades, wins and losses. Link below.
Soft	One idea a day about trading. Start here.
Soft	Documenting, not teaching. Link below.
Direct	Free beginner course: link below.
Direct	Start from zero: tap the link.
Direct	The platform I use and why: link below.
Direct	Message me START to begin.
Direct	Beginner checklist, free, link below.
Value first	Tips, mistakes, real results. Free course below.
Value first	Everything I learned in month one, free. Link below.
Value first	The one page plan, free. Tap below.
Value first	100 trades, posted honestly. Start below.
Value first	What I wish I knew on day one. Free, below.
Urgency, honest	Day 30 of posting every day. Join the next 30.
Urgency, honest	New lesson daily. Yesterday's below.
Urgency, honest	Month two starts Monday. Start with me.
Urgency, honest	The recap drops Sunday. Link below.
Urgency, honest	Follow before day 50.
Social proof	I partner with the platform I use. Trading is high risk.
Social proof	Trusted by the people who message me. Start below.
Social proof	Most of my community started here. Link below.
Social proof	Ask me anything, I answer every DM.
Social proof	Honest results, no promises. Link below.

Story sticker

Tone	CTA
Soft	New tip today
Soft	Start here
Soft	Free beginner tips
Soft	See the full version
Soft	Tap for the free course

Tone	CTA
Direct	Free course
Direct	Beginner checklist
Direct	Where I trade
Direct	Message me
Direct	My setup
Value first	The one page plan
Value first	Today's lesson
Value first	Every trade, win or lose
Value first	The three questions
Value first	Save this
Urgency, honest	Today's tip
Urgency, honest	This week's recap
Urgency, honest	Before your next trade
Urgency, honest	Tonight's lesson
Urgency, honest	Day 14
Social proof	Most asked question
Social proof	What people ask first
Social proof	The post you saved
Social proof	The one with 300 saves
Social proof	Ask me anything

Link in bio page and website buttons

Tone	CTA
Soft	Start from zero
Soft	Start here
Soft	Read the guides
Soft	My daily posts
Soft	Say hello
Direct	Free beginner course
Direct	Open an account (the platform I use)
Direct	Message me
Direct	My Telegram
Direct	Book a call
Value first	The one page plan (free)
Value first	Beginner checklist (free)
Value first	Every trade, posted

Tone	CTA
Value first	The platform I use and why
Value first	Lesson one
Urgency, honest	This week's recap
Urgency, honest	Today's lesson
Urgency, honest	Start this week
Urgency, honest	Join the next 30 days
Urgency, honest	New here? Start
Social proof	Most asked questions
Social proof	What people ask me first
Social proof	Where I started
Social proof	I partner with the platform I use
Social proof	Ask me anything

Comment auto-reply (when someone comments a keyword)

Tone	CTA
Soft	Sent you a message with the link. Check your inbox.
Soft	Thanks, it is in your DMs now.
Soft	Sent. Tell me if it does not arrive.
Soft	Check your messages, it is there.
Soft	On its way to your inbox.
Direct	Sent you the free course. Start with lesson one.
Direct	The checklist is in your DMs.
Direct	Sent you where I trade and why.
Direct	The plan template is in your inbox.
Direct	Sent the link. Message me after.
Value first	Sent you the checklist and the one page plan.
Value first	Lesson one is in your DMs. Message me when you finish.
Value first	Sent the setup with my own screenshots.
Value first	The three questions are in your inbox, plus the full video.
Value first	Sent you the recap and the plan for next week.
Urgency, honest	Sent. I reply to questions for the next hour.
Urgency, honest	In your DMs. Tomorrow's video answers the best reply.
Urgency, honest	Sent it. Start today, not next week.
Urgency, honest	Check your inbox before the next video.
Urgency, honest	Sent. Ask me anything back, I am online.
Social proof	Sent, same as the 200 people who asked this month.

Tone	CTA
Social proof	In your DMs. Most people start with lesson one.
Social proof	Sent. It is the one people message me about most.
Social proof	Sent you what most of my community started with.
Social proof	In your inbox, along with the most asked questions.

Video last lines, by video type

Say it fast, then stop. The video ends the second the line ends. Same place every time: the link in your bio.

After a video about	Last line
A tip	"More beginner tips like this in the link in my bio."
A tip	"The full checklist is in the link in my bio."
A result, win or lose	"I post every trade, win or lose. Link in bio."
A loss	"Every mistake I make, in order, in the link in my bio."
Your real life	"If you are starting from zero, start where I started. Link in bio."
Your real life	"Everything I use is in the link in my bio."
A comparison of platforms or conditions	"The platform I use and why is in the link in my bio."
A comparison, audience already trades	"My exact setup and where I trade: link in bio."
A question video	"Answer below, and if you are new, the link in my bio."
A series episode	"Day 14. Tomorrow's is in the link in my bio tonight."
Signals or analysis	"Every setup I take is posted in the link in my bio, before I take it."
Learning	"The free course I started with is in the link in my bio."

Caption CTAs

The caption is a second chance: many people read it without watching to the end. One sentence that adds something, one question, one CTA.

Caption CTA	Use when
"Beginner tips in the link in my bio."	Any tip
"Full breakdown in the link in my bio."	A result
"Start from zero: link in bio."	Real life, series
"Where I trade and why: link in bio."	Comparison, for traders
"Free course in the link in my bio."	Learning content
"Ask me anything, the link in my bio is where I answer."	When comments are full of questions
"Save this for your next trade."	A checklist video (saves push the video further)
"Send this to someone who just started."	Beginner content (shares push the video further)

Pinned comment CTAs

Write the first comment yourself, straight after posting, and pin it. A question plus the link, not a bare link.

- "What are you stuck on? Reply and I will answer. Beginner checklist: link in bio."
- "The full version of this is in the link in my bio. Questions below."
- "Day 12 of 100. Follow along, and the routine is in my bio."
- "This is one trade, not every trade. I lost two last week. All of them are in the link in my bio."
- "Where I trade and why, with my own screenshots: link in bio."

Story CTAs

Stories have stickers. Use them: a link sticker, a poll, a question box. Two to four stories a day, one CTA a day is enough.

Story	CTA
Morning, your desk	"Market opens in an hour. New tip today, link in bio."
A trade you took	"Took this one. Why is in the link in bio."
A poll	"Have you ever tried trading?" Yes / Not yet. Then reply to the "not yet" people.
A question box	"What stops you from starting? Ask me anything."
A testimonial (name hidden, with permission)	"This is why I do this. Start here: link sticker."
A link sticker	"Free beginner checklist" on the sticker, not "click here"
Weekend	"Quiet day. If you are starting, the free course is in my bio."

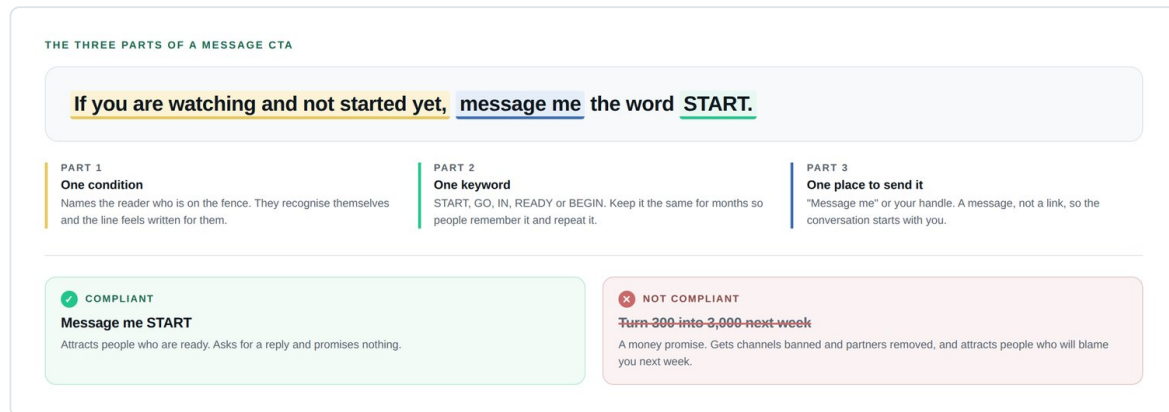
Telegram post CTAs

Every post in your channel ends with one line asking people to message you. One condition, one keyword, one place. Keep the keyword the same for months.

1. Want to start? Message me START.
2. If you are watching and not started yet, message me the word GO.
3. Reading this every day but not in yet? Message me IN.
4. Message me READY and I will show you how I set this up.
5. Want to see how I plan a trade like this one? Message me START.
6. New here? Message me BEGIN and I will send you where to start.
7. Two words: message me START.
8. Same routine every day. Want in? Message me GO.
9. Not started yet? Message me START and I will walk you through it.
10. You have been scrolling. Message me IN and we will talk.
11. If this is the kind of thing you want to learn, message me READY.
12. I answer every message. Send me START.
13. Want to see the setup behind this? Message me GO.
14. Been here a few days? That is usually the moment. Message me START.
15. Questions? Message me. Ready? Message me START.

16. If you want to begin the right way, message me BEGIN.
17. Message me GO and I will send you the first step.
18. Still watching from the outside? Message me IN.
19. This is what I do every day. Want to do it too? Message me START.
20. One message is all it takes. Send me READY.

For a channel that posts conditions and platform content for an audience that already trades, the CTA can point at the link: "The platform I use, my setup and my link are in the pinned message."



The three parts of a message CTA.

The pinned "how to start" message

How to get started

Here you get my daily posts: real trades, real life, and simple tips for beginners.

To start with me:

1. Message me the word START
2. I will send you the free beginner course and answer your questions
3. When you are ready, I will show you how to open your account

Trading carries risk and most people who trade lose money. I show you what I do, I do not promise results.

Message me START.

For an audience that already trades, add one line: "Already trading? The platform I use and my link: [link]. I partner with the platform I use."

DM replies

The first reply, within an hour:

Hey, good to hear from you. Quick question so I send you the right thing: have you traded before, or would this be your first time?

If "first time":

Perfect, that is exactly who I post for. Start here, it is free and takes an evening: [free course or Start here page]. Message me when you have done the first lesson and I will answer any questions.

If "I already trade":

Nice. Here is how I have it set up and why I use it: [platform page]. If you want to open an account the same way, this is my link: [link]. I partner with the platform I use, so I may earn a commission. Trading is high risk. Any questions, ask.

Follow-up after three days of silence, once:

Still here if you have questions.

When someone messages on TikTok or Instagram and you want the conversation elsewhere:

Happy to help. Everything is in the link in my bio. If you want to talk, message me there and I will send you the first step.

Never: the same message to many people, a link to someone who did not ask, how much to deposit, what they will make.

YouTube description and end screen

Description, line 3: "Start from zero, free: [link]"

Description, honest line: "I partner with the platform I use, so I may earn a commission if you sign up through my link. Trading is high risk and most people lose money."

Pinned comment: "What are you stuck on? Reply and I will answer. Free beginner checklist: [link]."

End screen, spoken over the last 20 seconds:

- After an explainer: "If that helped, the next one is about position size, it is right here."
- After a comparison: "Where I trade, my setup and my link are in the description."
- After a journey video: "The whole journey is in the playlist, start from video one."

Link page and website buttons

The button name is the whole message. Plain, says what they get.

Works	Does not work
Start from zero	Join now
Free beginner course	VIP access
Message me	Click here
My Telegram	Sign up
Open an account (the platform I use)	Make money with me
My daily trades	Get rich
The platform I use and why	Best broker

On a website, the same names on Home: **Start here, Read the guides, Open an account.** Under the last one, always: "I partner with the platform I use."

CTA ethics

A CTA is a promise. The rules that keep it honest:

- **Say what they get, and deliver exactly that.** "Free beginner checklist" leads to a checklist, not a signup form.

- **Real timing only.** "Tomorrow's tip" when there is one tomorrow. Never "last chance", "only today", "spots closing".
- **Real numbers only.** "200 people started with this" only if 200 did. Otherwise, no number.
- **Never a money promise, never a result promise.** Not in the CTA, not next to it.
- **The honest line next to the partner link.** "I partner with the platform I use." Every time it appears.
- **The risk line where results appear.** "Trading is high risk and most people lose money."
- **One CTA per post.** Two choices halves the taps on each and reads as needy.
- **Never tell anyone how much to deposit or what to trade.** You show what you do. They decide.
- **Auto-replies are fine, mass DMs are not.** A reply to someone who commented a keyword is a reply. The same message to strangers is spam, and the apps treat it that way.

The lines that are never used

Never	Because
"Make money today", "start earning"	Financial promotion. Removed, and the wrong people come.
"Guaranteed", "risk free", "safe", "easy money"	Same, and untrue
"Turn 300 into 3,000"	Ends channels
"Sign up with my link now" in a video	The apps treat it as promotion. "Link in bio."
"Deposit at least X"	Never tell anyone how much to put in
"Last chance", "only today"	Fake urgency reads as a scam

Key takeaways

- A CTA says what they get, then where. One line, on everything, every day.
- Videos: the last line, then stop. Captions and pinned comments: the second chance.
- Telegram: one condition, one keyword, one place, same keyword for months. Pin "how to start".
- DMs: ask "have you traded before?" first, then send the right thing. Never mass messages.
- Buttons: plain names that say what they get. "Open an account (the platform I use)", with the honest line under it.
- No money words, no promises, no urgency. Ever.

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