

REFINE YOUR STORY: HOW TO MOTIVATE STUDENTS TO SIGN UP FOR YOUR SERVICES

When somebody visits your site, recognizes you as an expert, gets excited about your services, and gets a clear picture of what those services entail, they still need to be motivated enough to sign up. You can encourage them to do that with “calls to action”, both obvious and more subtle.

Direct calls (more obvious)

Tell your site visitors exactly what you want them to do to engage your services: *Order now, Sign up today, Schedule an appointment*, etc. Make it more obvious with a large button that you put right under the description of your services, in the top right corner of your home page and throughout your website, so that it’s never too far away. Remember, the less time and effort your site visitors have to spend looking for a way to sign up for your services, the better.

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SCHEDULE YOUR PRIVATE YOGA SESSION

Transitional calls (more subtle)

When your potential student is not ready to make a commitment to purchase your services, you still want to have an opportunity to keep talking to them. You ask them to follow your blog, sign up for your newsletter, etc. Transitional calls usually offer customers something for free. It could be notifications of new blog posts, a short PDF file on a specific topic that is relevant to your audience, a webinar, a podcast or a sample of your work.

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and get a free PDF download

[Three simple movements to improve your balance as you get older](#)

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Well thought-out transitional calls usually accomplish three main goals. They:

1. **Define your area of expertise.** By putting forward clearly defined content, you stake out your territory, so to speak, and make it clear to everyone what your area of expertise is. Students will file that information away and will reach out to you (or recommend you to someone else) when the need arises.
2. **Position you as a helpful guide.** Once you define your area of expertise, you can present yourself as someone who knows a lot about it. It is particularly useful if you include insider’s tips, interesting solutions, any information that is not common knowledge – this will show your readers that you have practical experience dealing with their issues.
3. **Encourage reciprocity.** Don’t be afraid to give away some stuff for free and use it as an “on-ramp” to bring your potential new students into your world – hopefully, they will stick around for a while!

Use a worksheet on the other side to decide what kinds of direct and transitional calls to action you will include for each service you offer and for what purpose.

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| FEATURED SERVICE | | | | | |
| What do you want your viewers to do? | <hr/> | | | | |
| Where will you include your direct call to action? | <hr/> | | | | |
| What will you offer for free? | <hr/> | | | | |
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