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Calls-To-Action: Making Them Fit Makes All the Difference

By Karon Thackston

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by: **Karon Thackston**

Let's look at an example or two of powerful calls-to-action and see what makes them tick.

Langtry Manor (

<http://www.langtrymanor.co.uk/weddings.htm>

)

Tai Chi Flow (

<http://www.taichiflow.com>

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Each CTA appeals to the specific wants/needs/desires of that individual segment.

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