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**Call to Action (CTA)**

A call to action is a phrase that’s used to tell the user exactly what action to take and how to take it.

1. Assume you want to use the same CTA in all your communications that target your existing patients and clients. What is the least information they need to take the next step?
2. Assume you want a consistent CTA for your outreach communications, what is it?
3. Cover AZ is a statewide coalition and communicates across media that reach the entire state and uses one consistent CTA.

**For Assistance: 800.377.3536 or CoverAZ.org**

**Your Top Two Target Audiences**

**Answer each question to help you describe consumers you want to reach; your top two targets.**

**Primary Target**

|  |  |
| --- | --- |
| **Item** | **Your Description** |
| 1. Gender Identity
 |  |
| 1. Age Range
 |  |
| 1. Single or a Couple
 |  |
| 1. Do they have kids living at home
 |  |
| 1. Where do they live (be as specific as possible)
 |  |
| 1. Ethnic or Cultural Characteristics
 |  |
| 1. Other Identity Factors
 |  |

**Secondary Target**

|  |  |
| --- | --- |
| **Item** | **Your Description** |
| 1. Gender Identity
 |  |
| 1. Age Range
 |  |
| 1. Single or a Couple
 |  |
| 1. Do they have kids living at home
 |  |
| 1. Where do they live (be as specific as possible)
 |  |
| 1. Ethnic or Cultural Characteristics
 |  |
| 1. Other Identity Factors
 |  |