**Call-to-Action Buttons Tip Sheet**

[**Here’s the website I use to create them.**](https://dabuttonfactory.com/)

No matter how clean your email looks, it never hurts to have even more clarity. A call-to-action (CTA) button is a simple, but effective, way for you to direct your audience to take your desired action.

In this folder, you will find pre-made CTA buttons in green and red. Below, you will find the presets for how I made these buttons. The highlighted text indicates which presets I changed from the manual settings.

If you want to do something else, feel free to customize them as you see fit!

**TIP**: You may find it helpful to keep your own set of presets written down so that your buttons have consistency (in color, shape, and font), no matter what text you put in them.

**TIP**: When you add this to your email, you will upload it as an **image**. Once it’s in the body of your email, be sure to center it. Then, add a hyperlink to the image – this will make it clickable and allow your readers to follow the link and take your desired action.

Presets:

**Font**: Open Sans

**Bold**

**Size**: 24

**Color**: White

**Text Shadow?** No

**Size**: Fit to Text

**Horizontal Padding**: 20

**Vertical Padding**: 8

**Style**: Fully Curved Sides

**Corners Radius**: 5

**Background**: Simple Gradient

**Top/Bottom Color**: Green (#1DB500); Red (#F60000)

**Border**: No

**Shadow**: No