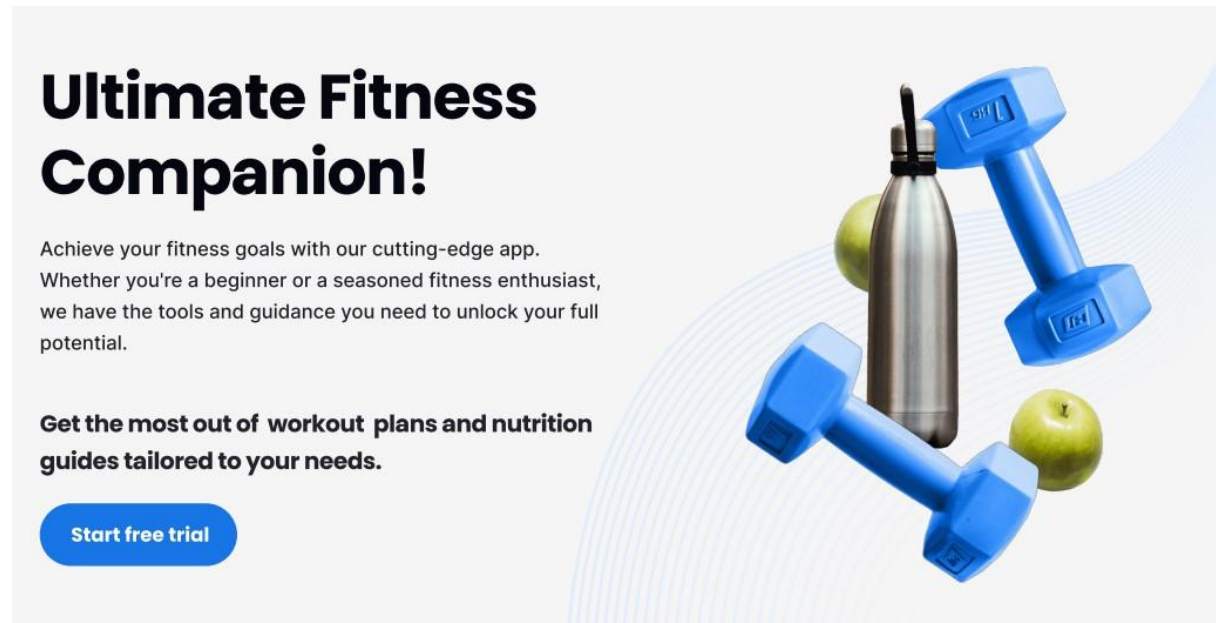


# CTA Design for FitFlex

## UX Writing Course Project

Writer: Neil Czeszejko



**Ultimate Fitness Companion!**

Achieve your fitness goals with our cutting-edge app. Whether you're a beginner or a seasoned fitness enthusiast, we have the tools and guidance you need to unlock your full potential.

**Get the most out of workout plans and nutrition guides tailored to your needs.**

[Start free trial](#)

## CTA Explanation

The subheading has been updated to better reflect the company's value proposition, i.e., a more personalized approach to fitness and nutrition. The previous call to action ("Say hello to...") was a bit too passive and didn't really push users to take action.

On top of that, the CTA button has been switched from "Book now" to "Start free trial," which makes its purpose clearer. Plus, adding the word "free" gives users an instant sense of value and makes it more likely they'll click.