BUTTON DESIGN CHECKLIST

This worksheet appears in Copy Hackers Book 4: Buttons & Click-Worthy Calls to Action.

INSERT BUTTON IN QUESTION HERE:

☐ This is my primary call to action
☐ This button is at least as large as my logo (in the header)
☐ This button uses a strong, noticeable color that is not red
☐ This button is not grey; it is made to look clickable, not disabled
☐ I’ve added a related icon to draw extra attention to the button
☐ I’ve added sufficient whitespace to separate this button from other elements on the page