choosing. You won't set up DC formulas today—that's the job of **Day 35**. Let's set up PEOPLE first.

1. Go to your PEOPLE worksheet.
2. Add the headers SUBHEAD1, SUBHEAD2, and SUBHEAD3 to cells X2, Y2, and Z2.
3. Add the headers ATTENTION, INTEREST, DESIRE, and ACTION to cells AD2, AE2, AF2, and AG2.
4. Add the headers CTA and PS to AH2 and AI2.

The first rows of your PEOPLE worksheet now look like this:

Figure 81: PEOPLE columns

Next, let's set up the values in each of the 9 XP selectors, starting with the subheads, then moving on to the topic sentences, and finishing with the CTA and PS. Don't worry if you don't understand why the values in each selector are what they are—it'll make sense when you start **Part 6** if not before.

TASK 29.3.1: Set up the SUBHEAD1 selector

The SUBHEAD1 selector, at the head of your letter, decides the initial statement that catches your reader's eye. A marketer's method for doing this: appeal to one of the seven deadly sins! (In marketing, emotional beats rational every time.)

That's why it has 7 options plus the *** wildcard. When you write your alternates, you'll aim them to appeal to each specific sin.

1. Go to your SELECTORS worksheet.
2. Label cell D3 (next to PURL) with SUBHEAD1.
3. In cells D4-D11, put these selector options: ***, lust, greed, gluttony, sloth, wrath, envy, pride.
4. Highlight cells D4-D11 and name the range SUBHEAD1 in the toolbar.
5. Now go to worksheet PEOPLE. Highlight cell X3 (under SUBHEAD1) and go to *Data > Validate* on the main menu.
6. Under *Allowed* choose **List**, and for *Source* put =**SUBHEAD1**.
7. You've now created a selector for your SUBHEAD1 descriptor.

TASK 29.3.2: Set up the SUBHEAD2 selector

SUBHEAD2, heading your **interest** paragraph pair, answers the next question your reader will have: *how?* It's a summary of your **offer to the market**: what you do, in the context of the business pain it solves. It's one of the bigger