

is your offer to the market, the “signature move” you can deliver better than your competitors?

6. In cell C79 copy and paste your Paragraph4 copy plan: *What is your solution made up of, and what makes it special and/or unique?*
7. In cell C94 copy and paste your Paragraph4 copy plan: *Why should the prospect consider taking you up on this offer?*

TASK 42.3.2.3: Add your DESIRE copy plan

1. In cell C97 copy and paste your Paragraph5 copy plan: *What further benefits and value can you illustrate in the **desire** topic sentence?*
2. In cell C103 copy and paste your Paragraph5 copy plan: *What further positive outcome would this produce for the prospect?*
3. In cell C104 copy and paste your Paragraph5 copy plan: *What makes it easy for the prospect to get these outcomes if he/she engages with you?*
4. In cell C107 copy and paste your Paragraph6 copy plan: *What makes engaging with you simple and easy?*
5. In cell C108 copy and paste your Paragraph6 copy plan: *What doubts remain in the prospect’s mind, and how can you remove them?*
6. In cell C122 copy and paste your Paragraph6 copy plan: *How far are they towards reaching situation B already?*

TASK 42.3.2.4: Add your ACTION copy plan

1. In cell C124 copy and paste your Subhead3 copy plan: *What concrete outcome will the prospect get from working with you?*
2. In cell C137 copy and paste your Paragraph7 copy plan: *What puts your offer in a limited or special category?*
3. In cell C148 copy and paste your Paragraph7 copy plan: *What adds personal appeal as well as professional?*
4. In cell C149 copy and paste your Paragraph7 copy plan: *What special extras or introductory value can you offer if the prospect takes action now?*
5. In cell C152 copy and paste your Paragraph8 copy plan: *Why should the prospect take your offer now, rather than a competitor’s?*
6. In cell C153 copy and paste your Paragraph8 copy plan:

What extra benefit will they gain if they do?

7. In cell C164 copy and paste your Paragraph8 copy plan:
What precise action should the prospect take NOW?
8. In cell C173 add a line for below your sig: *My signoff line.*
9. In cell C181 copy and paste your PS copy plan: *What can you refer to that would engage your prospect further if they looked at the PS first?*
10. In cell C189 copy and paste your PS copy plan: *What information can you hint at, resources can you point to, or value can you demonstrate that engages the prospect and creates the sense that your letter was written personally for him/her?*

TASK 42.3.3: Connect SELECTORS to ALTERNATES

You now have a large worksheet ready to fill with other information, including alternates for each selector score. Let's bring those selectors into worksheet ALTERNATES, columns D (for your XP sentences) and F (for the DC).

TASK 42.3.3.1: For your XP scores

1. In cell D3, put **=selectors!D3**. You'll see SUBHEAD1 appear from your SELECTORS worksheet.
2. Copy cell D3, and paste the same formula into cells D4-D11. You'll see the rest of the selector scores appear.
3. In cell D13, put **=selectors!B10**. You'll see FORMALITY appear from your SELECTORS worksheet.
4. Copy cell D13, and paste the same formula into cells D14-D18. You'll see the rest of the selector scores appear.
5. Do the same in cell D21 with **=selectors!H3**, copying and pasting into cells D22-D31. (For ATTENTION.)
6. Do the same in cell D38 with **=selectors!D3**, copying and pasting into cells D39-D46. (SUBHEAD1 again.)
7. Do the same in cell D50 with **=selectors!E3**, copying and pasting into cells D51-D63. (For SUBHEAD2.)
8. Do the same in cell D66 with **=selectors!I3**, copying and pasting into cells D67-D73. (For INTEREST.)
9. Do the same in cell D79 with **=selectors!E3**, copying and pasting into cells D80-D92. (For SUBHEAD2 again.)
10. Do the same in cell D97 with **=selectors!J3**, copying and pasting into cells D98-D102. (For DESIRE.)
11. Do the same in cell D108 with **=selectors!E3**, copying and