

2. In cell E103 (on the same row as the DESIRE selector label) put the gap-fill sentence you're using for your second sentence of paragraph 5: *Your experience in [FREE2] leads to [Y] as a side effect.*
3. In cell E104 (on the same row as the Sentence3 label) put the gap-fill sentence you're using for your third sentence of paragraph 5: *Multiplied out monthly that's [X] per year.*
4. In cell E107 (on the same row as the Sentence1 label) put the gap-fill sentence you're using for your second sentence of paragraph 6: *Now it's on offer to the [SECTOR] market.*
5. In cell E108 (on the same row as the DESIRE selector label) put the gap-fill sentence you're using for the first half of your second sentence of paragraph 6: *With [solution] solving [business pain],*
6. Next to it in cell G108, put the other half of your second sentence: *you're free to [X] in ways your competitors can't.*
7. In cell E122 (on the same row as the Sentence3 label) put the gap-fill sentence you're using for your third sentence of paragraph 6: *Your experience with [SKILLS] means there's no learning curve.*

TASK 43.2.4: Your ACTION and PS gap-fills

1. In cell E124 (on the same row as the SUBHEAD3 selector label) put the gap-fill sentence you're using for your third subhead: *And turn [business problem] into [business value] worth £[X].*
2. In cell E137 (on the same row as the ACTION selector label) put the gap-fill sentence you're using for your first sentence of paragraph 7: *Most people don't have / can't do / aren't able to [X], but you can.*
3. In cell E148 (on the same row as the Sentence2 label) put the gap-fill sentence you're using for your second sentence of paragraph 7: *As a [SKILLx or FREEEx], you'll enjoy [personal outcome] as well as [professional outcome].*
4. In cell E149 (on the same row as the Sentence3 label) put the gap-fill sentence you're using for your third sentence of paragraph 7: *If you respond within [24 hours] I can add [value] to your first [project] . . . but that drops to [half value] if you wait [another day].*
5. In cell E152 (on the same row as the Sentence1 label) put the