

1. Go to your spreadsheet, *100days_yourname_list*, and open worksheet ALTERNATES.
2. Using the methods from Days **38-41**, create a complete set of alternates for your second subhead in cells E52-E63, appealing to each of the reader motivations in cells D52-D63. It's likely these alternates will be complete sentences.
3. Do the same for the alternates of your topic sentence in paragraph 3 in cells E68-E73, appealing to the motivators in cells D68-D73.
4. Do the same again for the further sets of alternates in sentence 2 of paragraph 4 (your DC3 content) in cells E81-E92 and cells G81-G92.
5. Sense-check a few alternates against each other, reading aloud the complete second subhead and paragraphs 3-4 with both static copy and alternate copy. (In other words, as a person on your **List** would see it.) Does it flow? If not, revise and rewrite your alternates.

And you're done with the **interest** section of your **Letter**!

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With **Day 45** complete, **attention** and **interest** are dealt with. Tomorrow, **Day 46** goes deeper, into **desire**.