

columns AH and AI of your PEOPLE worksheet.

### **TASK 46.2: PREPARE YOUR LETTER: INTEREST PARAGRAPHS**

As you did on **Day 44**, let's set up the next part of your **Letter** as a "superstructure" with all the static parts of your sales copy ready to receive the XP, MC, and DC content that completes it. Here's how. (Remember there's no subhead for your **desire** paragraphs.)

#### ***TASK 46.2.1: Replace your alternates with [descriptors]***

1. Go to your **Letter**, *100days\_yourname\_letter*.
2. Look at your model gap-fill for the topic (first) sentence of paragraph 5.
3. Decide what part of the sentence is the **alternate** and which part is static. The alternate can start the sentence, end it, or come in the middle; it's the part that changes with a selector score.
4. Replace the alternate part of the sentence with [desire]. The square brackets will denote where XP content will mailmerge in on **Day 49**. All the copy that stays the same in sentence 1, leave as part of the paragraph.
5. Do the same for sentences 2 and 3, replacing all the MC content with the name of its MC descriptor in [square brackets.] You'll slot in these as mailmerge fields on **Day 49**.
6. Do the same for sentences 1 and 3 of paragraph 6.
7. Now do the same for sentence 2 of paragraph 6 (containing your DC4 content) replacing the first DC4 alternate with [SUBHEAD2] (again) and the second with [DESIRE]. (The two XP descriptors that combine to make DC4.)

### **TASK 46.3: CREATE YOUR ALTERNATES FOR DESIRE**

Your Tasks today are to complete the alternates for the 6 **desire** sentences on your **Letter**: 4 for the topic sentence, 16 (in parts) for the DC sentence, and choose MC descriptors for whatever MC content you chose for sentences 2-3 of paragraph 5 and 1 and 3 of paragraph 6. All the parts you put in square brackets on your **Letter** are the parts you turn into alternates on your spreadsheet!

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 topic sentence in paragraph 5 in cells