

columns AH and AI of your PEOPLE worksheet.

TASK 48.2: BUILD YOUR INDEX MATCH FORMULAS

Next, onto your INDEX MATCH and CONCATENATE tasks. What's the goal? Deep breath: the functions will take the **scores** you've been selecting for each prospect, use those scores to look up the **alternates** you wrote for each score, then bring that custom sales copy into columns AC and beyond on your MASTER worksheet—the sheet your **Letter** will take all its mailmerge fields from.

Note there's one piece of DC content you won't add today: DC1, informing your salutation and signoff, comes tomorrow when you mailmerge. First, let's do some labelling.

TASK 48.2.1: Set up your MASTER worksheet

1. Go to your spreadsheet, *100days_yourname_list*.
2. Head for worksheet MASTER.
3. Starting from column AC, add these headings to cells AC2-BK2 (after Honorific) as labels: Subhead1, P1S1, P1S2, P1S3, P2S1, P2S2, P2S3a, P2S3b, Subhead2, P3S1, P3S2, P3S3, P4S1, P4S2a, P4S2b, P4S3, P5S1, P5S2, P5S3, P6S1, P6S2a, P6S2b, P6S3, Subhead3, P7S1, P7S2, P7S3, P8S1, P8S2a, P8S2b, P8S3, Signoff, PS1, PS2a, PS2b.
4. As you'd guess, these represent the 29 sentences that make up your sales letter (plus the signoff) with those containing DC content split into halves. Your alternate content for each individual will go into these columns.

Now to put in the formulas that bring the right MC, XP, and DC content into each prospect's row of data.

TASK 48.2.1.1: Your Subhead1 XP alternate

Here's the formula for your first subhead.

1. Go to worksheet MASTER. In cell AC3 put the formula **=INDEX(alternates!\$E\$5:\$E\$11,MATCH(people!\$X\$3:\$X\$10000,alternates!\$D\$5:\$D\$11,0))**. This looks up what you scored the individual in row 3 of PEOPLE for its column X descriptor, SUBHEAD1. (The "deadly sins" selector.)
2. You'll see your alternate copy for your SUBHEAD1 descriptor appear in cell AC3 of MASTER.
3. Copy and paste this formula into cell AC4 of MASTER. Check the alternate that appears is correct for the person in row 4

of worksheet PEOPLE.

4. If all's well, great! If not, check your formula for the dollar signs—they ensure your alternate is selected as an absolute value, not a relative one.
5. When you get the right results for the first few rows in column AC of MASTER, copy and paste the same formula down column AC. Go all the way to row 1000 if you want.

This is the method you'll use to bring the right alternates into the right cells on your MASTER worksheet, ready for mailmerging. Now let's do the rest.

TASK 48.2.1.2: Your P1S1 XP alternate

Here's the formula for the topic sentence of paragraph 1, on ATTENTION.

1. Go to worksheet MASTER. In cell AD3 put the formula **=INDEX(alternates!\$E\$23:\$E\$31,MATCH(people!\$AD\$3:\$AD\$10000,alternates!\$D\$23:\$D\$31,0))**. This looks up what you scored the individual in row 3 of PEOPLE for its column AD descriptor, ATTENTION.
2. You'll see your alternate copy for your ATTENTION appear in cell AD3 of MASTER. Copy and paste this formula into the cells below, all the way to row 1000 if you want.

TASK 48.2.1.3: Your P1S2 MC content

Your MC content starts here. Here's how to slot it into the second sentence of paragraph 1.

1. Go to worksheet PEOPLE. Decide which MC content (in the model, columns G-H, J-K, U-W, AJ-AR) belongs in the sentence.
2. Now go to worksheet MASTER. In cell AE3 put a function like **=people!x3**, where **x** is the column of the MC descriptor you want. You'll see your MC content appear in cell AE3 of MASTER. Copy and paste this formula into the cells below, all the way to row 1000 if you want.

SIDEBAR: Using more than one MC in a sentence

Using more than one piece of MC content in a sentence is easy. You use the CONCATENATE function to join the contents of two or more cells together.

To do it, decide which MC descriptors you want to use and add them to the relevant column in worksheet MASTER with a formula like **=people!xN & " " & =people!yN**, where **xN** and **yN** are cells containing MC content on your

PEOPLE worksheet. (For example: to join AM3 and AN3 from PEOPLE, the formula would be **=people!AM3 & " " & =people!AN3**.) This will join the two values together with a space (the " ") between. Or you can put text in the quotes instead to add any joining words or extra sales copy. A mailmerge on that cell (as you'll do tomorrow) will pull the whole set into your **Letter**.

If you reread **Day 4**, you'll see how even more cleverness is doable. By combining CONCATENATE with INDEX MATCH, IF, and OR, you can customise your **Letter** in an unlimited number of ways . . . for an unlimited potential response rate.

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TASK 48.2.1.4: Your P1S3 MC content

Here's the formula for the third sentence of paragraph 1.

1. Go to worksheet PEOPLE. Decide which MC content (in the model, G-H, J-K, U-W, AJ-AR) belongs in the sentence.
2. Now go to worksheet MASTER. In cell AF3 put a function like **=people!x3**, where **x** is the column of the MC descriptor you want. You'll see your MC content appear in cell AF3 of MASTER. Copy and paste this formula into the cells below, all the way to row 1000 if you want.

TASK 48.2.1.5: Your P2S1 MC content

Here's the formula for the first sentence of paragraph 2.

1. Go to worksheet PEOPLE. Decide which MC content (in the model, G-H, J-K, U-W, AJ-AR) belongs in the sentence.
2. Now go to worksheet MASTER. In cell AG3 put a function like **=people!x3**, where **x** is the column of the MC descriptor you want. You'll see your MC content appear in cell AG3 of MASTER. Copy and paste this formula into the cells below, all the way to row 1000 if you want.

TASK 48.2.1.6: Your P2S2 MC content

Here's the formula for the second sentence of paragraph 2.

1. Go to worksheet PEOPLE. Decide which MC content (in the model, G-H, J-K, U-W, AJ-AR) belongs in the sentence.
2. Now go to worksheet MASTER. In cell AH3 put a function like **=people!x3**, where **x** is the column of the MC descriptor you want. You'll see your MC content appear in cell AH3 of MASTER. Copy and paste this formula into the cells below,