toolbar.

5. Now go to worksheet PEOPLE. Highlight cell AG3 and go to *Data > Validate* on the main menu.

6. Under *Allowed* choose **List**, and for *Source* put **=ACTION**.

7. You've now created a selector for your ACTION descriptor.

TASK 29.3.8: Set up the CTA selector

CTA's options are sixfold, depending on what you want your prospect to do next.

1. Go to your SELECTORS worksheet.

2. Label cell M3 with CTA.

3. In cells M4-M10, put your selector options: ***, explore me, contact me, call me, arrange visit, take offer, book project.

4. Highlight cells M4-M10 and name the range CTA in the toolbar.

5. Now go to worksheet PEOPLE. Highlight cell AH3 and go to *Data > Validate* on the main menu.

6. Under *Allowed* choose **List**, and for *Source* put **=CTA**.

7. You've now created a selector for your CTA descriptor.

TASK 29.3.9: Set up the PS selector

There are six PS options, for adding that little extra at the end that seals the deal.

1. Go to your SELECTORS worksheet.

2. Label cell N3 (next to CTA) with PS.

3. In cells N4-N10, put your selector options: ***, create curiosity, summarise offer, restate benefit, create urgency, give bonus, make promise.

4. Highlight cells N4-N10 and name the range PS in the toolbar.

5. Now go to worksheet PEOPLE. Highlight cell AI3 and go to *Data > Validate* on the main menu.

6. Under *Allowed* choose **List**, and for *Source* put **=PS**.

7. You've now created a selector for your PS descriptor.

This part of your SELECTORS worksheet should now look like this.