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from: Sandra Di [hello@sandradi.co](mailto:hello@sandradi.co)  
subject: how the six months actually runs  
preview: what a week inside Insiders really looks like  
send\_at: T+22h (~5pm ET)  
phase: P6

purpose: Methodology / delivery email. Walks through how the program runs week to week so the reader can picture being inside it. Different from the component list (p6\_03).  
references: bycrawford p6\_04\_how-sam-delivers-sam.md / offer.md (delivery method) / the 5 pillars in a delivery context

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Hey {{first\_name}}!

Are you the kind of person who needs to see how something actually runs before you commit to it? Same. So here's a real week inside Insiders.

It starts with your audit. Week one, we get on a call and go through your channel, your offer, and where the leak is. You leave that call with a 90-day plan written for your situation, not a generic checklist.

From there, the rhythm is simple. Each week there's a group call where I review channels live, including yours when you bring it. In between, you're posting in your Insiders channel, asking the questions that come up mid-week, and getting answers in hours, not "someday."

The work follows the five pillars from the bootcamp, in order. First we fix your targeting so the right people find you. Then we lock in video ideas before you waste a week filming the wrong one. Then we tighten your structure so viewers convert. Then we build the email-to-offer path.

Then we make the whole thing evergreen so it keeps paying you.

That's it. No filler weeks, no busywork. Every call moves one real thing forward on your channel.

If that's the kind of support that would actually get you unstuck, here's the application:

👉 [Apply here](#)

Talk soon,  
Sandra ❤️

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**P.S.** The creators who get the most out of this are the ones who bring something to every call. The more you put your real channel in front of me, the faster the whole thing moves.

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*Kit setup notes: merge tag {{first\_name}}. Send T+22h. Suppress on applied. From name Sandra Di. Delivery walkthrough (5 pillars in execution context). Application URL CTA.*