

'Special Instructions' Examples:

Example #1:

If you would like to change the default 'send-on' days your campaign builder provides, you can change them to any days of your choice within a 10 email limit. (always start with 0)

Type this in Special Instructions: **Send on days: 0, 1, 2, 3, 4, 5, 6, 10, 12, 15**

Note: Default 'send-on' days if you leave as is: 0, 2, 3, 5, 7, 10, 13, 16, 19, 21

Example #2:

If you want an email campaign that is less than 10 emails (and other than 5, which can be selected in the drop-down menu), just ask.

Type this in Special Instructions: **Write only 3 emails. Send on days: 0, 1, 2**

Example #3:

The campaign builder generates your first and last name variables and uses 1 or both for the signature block at the bottom of the email. For example:

Talk later,
{%myFname%} {%myLname%}

If you have a business name tied to your account, or for any other reason that you may have, you can override this by simply telling the builder what name you want to use at the end of the email. (first name only is more personable)

Type this in Special Instructions: **Do not use my first or last name variables. Use this name instead: John Doe**

Example #4:

You can aim your campaign at a specific audience or angle rather than letting the builder decide.

Type this in Special Instructions: **Target stay-at-home parents. Focus on the time-freedom angle, not income claims.**

Note: If you have an idea, give it a try. The 'Special Instructions' area is provided to give you the final say in how your campaign is created. Good luck!

See What the Builder Produces

Below are the 10 subject lines and the Day 0 email created from the instructional video. The entire transcript from that YouTube video was pasted into the 'Your content' field — the builder pulled the strongest story out of it and built the entire campaign around it.

Send on days and subject lines:

Schedule	Email Subject	Delete	Send	View/Edit
Sent On Day 0	Your body is a garden (and it might be full of weeds)	Delete	Send now	View/Edit
Sent On Day 2	230 chemicals in a newborn's blood — yeah, this is real	Delete	Send now	View/Edit
Sent On Day 3	You can't plant seeds in weeds (here's the fix)	Delete	Send now	View/Edit
Sent On Day 5	She gasped out loud when she heard this one line	Delete	Send now	View/Edit
Sent On Day 7	What's actually included — and why the order matters	Delete	Send now	View/Edit
Sent On Day 10	Does it REALLY take 90 days though?	Delete	Send now	View/Edit
Sent On Day 13	The garden was embarrassing — until she grabbed the claw	Delete	Send now	View/Edit
Sent On Day 16	Here's everything stacked up — it's kind of wild	Delete	Send now	View/Edit
Sent On Day 19	Honest question — what's your terrain like right now?	Delete	Send now	View/Edit
Sent On Day 21	Last call — your terrain won't reset itself	Delete	Send now	View/Edit

(If you remember from the video, the selection made was 'email only opt in' so it opens with "Hey there" instead of using the prospect's first name.)

Day 0 Email Body:

Hey there!

Welcome — I'm so glad you're here.

Here's a wild way to think about your health right now.

Picture a garden that hasn't been touched in a year. Weeds everywhere. Soil hard as clay. Nothing good can grow in that.

That's what's happening inside most of us — not because we're lazy, but because the modern world is basically a weed machine.

The good news? There's a 90-day process that resets the whole terrain.

I want to show you exactly how it works.

{%HotPage:[ID]233269[Title]MyPage[Caption]Show me how the reset works%}

Talk soon,

{%myFname%}

Note: Look carefully at the variable in the email above. Everything after **[Caption]** is the clickable text the AI wrote — in this case, **Show me how the reset works**. That's all your prospect sees. The variable itself is invisible to them, and the text links to whatever page you designated in 'Step 4'.

The last variable you see ({%myFname%}) will insert your first name, tied to your account. You can override this in 'Special Instructions' — see Example #3 above.