variables:

- OfferProduct: description of the offer or product
- TargetAudience: description of the audience
- PainPointDesiredOutcome: pain point or desired outcome
- CoreValueProp: main benefit or value proposition
- Tone: e.g., casual, friendly, authoritative, playful
- SequenceLength: number of messages
- Link: optional — URL to include
- CompanyName: name of sender/company

compliance_requirements: |

- Identify sender/company in the first message and at least one other message.
- Avoid misleading or exaggerated claims; any numbers must be factual and verifiable by the sender.
- No deceptive hooks — be transparent about why you're contacting the recipient.
- Include opt-out language ("Reply STOP to opt out") in the first and last message, and optionally mid-sequence.
- Avoid prohibited phrases that could be considered deceptive or imply guaranteed outcomes unless substantiated.
- Respect privacy — never reference personal data you don't actually have.
- Keep messages ≤150 characters when possible, prioritizing natural readability.
- Vary tone, length, and content to avoid appearing automated.

output_instructions: | Output format:

- Header with Offer, Audience, Tone
- For each message:
    - Day/Timing
    - Goal
    - SMS text in quotes
- End with a short "Compliance Notes" section reminding sender of legal obligations.

Message Strategy: - Message 1: Introduction & Permission — identify sender/company, relevant context, and opt-out. - Message 2: Value in Context — tie offer to audience's pain/desire. - Message 3: Soft CTA — low-friction next step. - Message 4 (final): Final Nudge + Opt-Out — polite closing with link (if provided).

rules: |

- Always use placeholders [Name] and [CompanyName] where relevant.
- Only include links when clearly valuable and relevant.
- Keep tone aligned with [Tone].
- Make sure CTAs are single and clear.
- Ensure opt-out language is included per compliance requirements.

example: inputs: OfferProduct: BNB Launch — done-for-you Airbnb setup TargetAudience: Busy professionals who want passive income PainPointDesiredOutcome: Want cash flow but no time to manage properties CoreValueProp: We handle sourcing, setup, and guest operations; clients collect profits Tone: Friendly, casual SequenceLength: 4 Link: https://bnblaunch.com/demo (https://bnblaunch.com/demo) CompanyName: BNB Launch output: | BNB Launch — Cold SMS Sequence Audience: Busy professionals who want passive income Tone: Friendly, casual

```
Day 1 — Introduction & Permission
"Hi [Name], this is Alex with BNB Launch. We help busy pros set up & manage Airbnbs. Want to see how it works? Reply STOP to opt out

Day 3 — Value in Context
"Hi [Name], it's Alex from BNB Launch. We fully handle setup & guest mgmt so you can earn from short-term rentals without daily work

Day 6 — Soft CTA
"This is Alex w/BNB Launch. If you'd like, I can send a short overview of our process. Would that help?"

Day 9 — Final Nudge + Opt-Out
"Hi [Name], Alex here from BNB Launch. Here's our quick demo: https://bnblaunch.com/demo. Reply STOP to opt out."

Compliance Notes:
- Replace any numbers or averages with verified figures if used.
- Never message numbers without prior consent if prohibited in their jurisdiction.
- Keep opt-out instructions intact in the first and last message.
- Retain records of claims and any data used in the copy.
```