{NAME}

In Lesson Twenty Nine, we looked at the product and how to present it in the sales copy. In this final lesson, it is important to mention the necessity of following up.

In the effort to follow up with your list, you could conceivably send another “I need your help” email. Let’s say your initial email asked, “What’s your biggest challenge with dog training?” Then you got like 10 people that responded, “Well, we got a new dog that came from a rescue and she’s really shy and if you come near her, she runs away.”

Now you send an “I need your help” email out that says, “I need your help, I’m in the process of creating a new program that will help you if you have just gotten a shelter dog who is five years old and just really scared of you and runs away every time you come near her to try to pet her.

What is your greatest challenge?” Now 25 people write back and they say, “I’ve had that scenario before and I had this problem and I had this problem and I had this problem.” Bingo! You know you’ve got a winner.

That second email, the “I need your help” email, simply confirms what you’d been told already; “Yeah, boy, I’d really like some information about rescue dogs.” If you go to Barnes & Noble, there might be 15 books on how to potty train a puppy, but there most likely is not a single book on the shelf about how to take a shelter dog that’s been beaten and abused and teach them how to become sociable and normal again and not afraid. At most, there might be a chapter in a few books.

Will a book like that sell? Most likely; this is all just a totally hypothetical situation to give you an example of how you do it in your list.

Hopefully you have found this information to be helpful, on how to find out where the holes in the competition are and create a product that will beat your competition to the market.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}