{NAME}

In Lesson Nine, we reviewed why giving your list the information they want is a profitable approach. We will continue that discussion here.

Once the marketer wrote those books on the topics people wanted, people started buying them, studying them, and writing their own. He had created his own competition, very, very quickly. However, it wasn’t a problem, because he knew that he could simply find another place where he could enter into the marketplace and teach people how to do something.

Of course, over the last couple years, that’s been the coaching arena. Up until the last couple years, it was very difficult to find good information on how to sell coaching online. He hunted for it for months in the attempt to find the right people to teach him how to sell coaching online. He asked contacts and made lots of phone calls and begged people to introduce him to someone who knew someone else that could put him in touch with the right person.

Once he did that and began to learn everything he could, he began teaching some of that stuff. This is one area where, even though many people are getting into doing the same thing as he did, it isn’t necessarily that people are copying him. There really does seem to be a trend in selling coaching online that is broader than just him.

In the next lesson, we’ll take a moment to review one of the questions you may have at this point.

{SIGNATURE}

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

{LINK}