{NAME}

In Lesson Twenty, after tying up some loose ends about traffic, we looked at why people actually join your list. What exactly do they get when they join your list? If they join your list today and they also join 10 other people’s lists and 1 of the people on the other people’s lists was a better marketer than you and talked them into buying their solution instead of yours and their solution worked, well, maybe by day 2, or day 10, or day 30, they don’t need you anymore.

It just kind of goes back to buying that ticket to why. Maybe somebody signs up to 10 different companies to get alerts when there’s a cheaper price. As soon as you buy your ticket on Frontier, perhaps, to go to Hawaii, then you no longer need that service. It’s the same thing, somebody joins your list, and they need your service until they’ve solved their problem.

When they come onto your list, they need your service and really the next assumption is that when they don’t need your service anymore and you continue to send them emails, they’re going to scroll down and unsubscribe or they’re going to send you hate mail until you unsubscribe them.

In the next lesson, we will take a look at the connection between opting in and opening emails, and what you can determine about the people that open your emails.

{SIGNATURE}

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

{LINK}