{NAME}

In Lesson Twenty Two, we gave thought to the connection between opting in and opening the email, and what you can tell about those that open your emails. Now we’ll consider what it means to have people who are on your list for 60 days or longer.

If there are people who have been on your list for 60 days and they’ve been on a bunch of other people’s lists and they’ve been searching for a solution and they’re still on your list, what does that tell you? It tells you that the solution does not exist, or if it does exist, that it is marketed so poorly that nobody can find it.

Or it is marketed so poorly that nobody would ever buy from that sales page and so therefore, it might as well not be there. Or the price is so prohibitive that nobody’s ever going to buy it, or at least not the people that are on your list. So what that leaves you with is a list of people who have needs that are not being met by the marketplace.

Regarding the psychology of all of this—understand that this is the lynch pin, this is the answer to you breaking through the competition barrier. Here are some step-by-step practical things you can do to exploit this. This understanding is key to moving on.

Because you can safely conclude that every single person on your list has a need and it is a need that is being unmet by the competition, all you have to do now is ask your list what they need and then create a product that meets that need, and you will have created a product that beats most, if not all, of the competition to the market.

In the next lesson we’ll explore consulting your list to find out their needs, and how this helps you in product creation.

{SIGNATURE}

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

{LINK}