{NAME}

In Lesson Twenty Four, we focused on the people on your list, and finding out what they need, and how that can be advantageous for you. But there are challenges that go along with that.

For instance, in the dog training niche, you might ask, “What is your single biggest challenge with training your new dog?” They’re going to tell you what their challenge is and they’re going to say, “Well, I don’t have any problem with the dog piddling, I bought a couple of books and they taught me how to do that, but my dog has this really weird habit of grabbing a book off the shelf and opening it up and ripping the pages out of it. How do I stop my dog from doing that?”

Now, they just told you they don’t need help with the dog piddling. Why? Because there’s 100 other reports out there to teach you how to do that, there’s not a single report out there to teach your dog how to not take a book off the shelf and eat the pages out.

But if they had that problem, the answer to their challenge is the need in the market. You can’t ask them directly, “What do you need?” because they don’t know. People cannot tell you what they don’t know, and they don’t know what they need, but they do have a challenge. If you will create products that are what people tell you their challenges are, then you will create products that are cutting edge.

In the next lesson, we’ll look at an exception to this process, and what your resulting email will look like.

{SIGNATURE}

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

{LINK}