{NAME}

In Lesson Four, our glimpse into one marketer’s process continued. Now we will look at the process he created that really differentiated him from the competition. He created a very general, non-targeted, non-specific squeeze page.

He sent responders a very general report and began to develop a relationship with them. His method of building a relationship with these people was to send them emails and to read carefully the emails that they sent back, respond to them personally, and really communicate with him.

He treated every single person’s email that came through as one from a real person who needed real help. He didn’t know how to help them yet, but he treated them as though they really mattered.

Incidentally, he still does personally communicate with his list, and he keeps saying that at some point he’s going to have to outsource, but then he decides against it. He outsources a lot of what he does, but he enjoys communicating with the people on his list, whether they’re buyers or not.

By reading the emails that people send him, by writing them back and asking some more questions and having a conversation, he’s able to constantly get a pulse of what’s going on with his list. If he never read those emails, he wouldn’t know what that pulse is.

When he first began, that’s what he did--he simply gauged the pulse. When he first started, there was not nearly the amount of information out there that there is today on how to build a list. He really had to dig to learn how to build a list; only a few people were teaching this.

Next, we’ll take a look at the result of his efforts.

{SIGNATURE}

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

{LINK}