{NAME}

In Lesson Five, we looked at one marketer’s very uncommon practice—maintaining a personal relationship with his list--and we will now consider how that practice led to some surprising results.

Over the course of just communicating with his list, he acquired somewhere between 500-700 subscribers in just the first few months. When he mentioned that to his list, the response that he got back was, “Wow, how’d you do that?”

What he discovered was that he had a list full of people that were trying to build lists that couldn’t do it--people that had been online for two years and had ten subscribers.

Yet he had this new business for just two months and had 500-700 subscribers. That may not sound like a lot of subscribers, because you probably know people that have tens of thousands. You may even know people that have hundreds of thousands and so 500-700 doesn’t sound like a lot.

But at that time, for the people on his list, this was huge. Remember, the only people that matter to you are the people on your list. They’re the only people that are here to buy from you.

In the next lesson, we will examine list management—and its benefits—more closely.

{SIGNATURE}

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

{LINK}