{NAME}

In Lesson Twenty Eight, we looked at finding out about the needs of your list, and whether or not to create a product based on those needs. In this lesson, we’ll look at what the product might look like should you choose to create it, and how to write the sales copy based on the information given to you by your list.

Once you create that new product that a bunch of people have told you that they need; and you’ve written and asked if they might find it valuable and helpful, and if so, how; people will write back and some of them will tell you, “Yeah, it would help me and this is why.”

They will list the specific benefits that they get from the product. So guess what will be going in your sales letter in your bullet points about the benefits? Everything that has been mentioned to you--all the conversations that you’ve had about this particular topic.

Now the beautiful thing about doing this is when the person reads through the sales letter and they get to the bullet point that talks about what they need, they’re going to buy. Why? Because you’re using their exact words.

They said that they need XYZ and in that bullet point you’ve got XYZ. You think that person’s going to buy? Of course that person is going to buy. Half of the buyers will be those that corresponded with you about that product.

Now, obviously people buy for more reasons than just putting their benefits in the sales letter; you have created a bond with these people, you’ve created rapport, and so now they trust you simply because of this process.

Again, once you create it, if it becomes popular, other people will copy it and then it will become less profitable. So what do you do? You send another email out to your list that says, “What are you challenged with right now?”

They will tell you and you’ll create that and once again, as long as you follow the steps just discussed here—and a lot of it is just common sense—does anybody else have something like this? Ask a few more people, would it be valuable if you had this?

In our final lesson, we will discuss the importance of following up.

{SIGNATURE}

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

{LINK}