{NAME}

In Lesson Twenty Six, we weighed the benefit of affiliate marketing versus content creation for the same product. Also, we considered what the email should look like that gets sent to your list, to help you determine if you should create it yourself, or partner with someone who may have already created the desired product.

Incidentally, there is something you should consider adding to your email, and it might read similar to this: “By the way, if you respond within the next 24 hours, I promise to respond personally and try to help you.” That line does two things for you.

First, it helps you increase the number of people that write back, and that’s what you want. Second, it broadcasts to your entire list, even if they don’t respond, that you’re a real person that is willing to write back.

Sending that to a list has been shown to get a lot of responses, most--perhaps as many as 70%--of which will be pretty much the same old normal stuff that everybody else asks. For those people there might already be something out there that may not be marketed well, so you can create a product for that.

If they’re on your list and they have a need and they haven’t bought it from somebody else, you might as well create the product and you can learn from it. Oftentimes those are cutting edge products that nobody else has.

Now what will happen is, the other 30% will be sprinkled around various different things that people need more help with. When you read those emails and you see people writing back and saying, “I’m trying to figure this out and I can’t find an answer,” and then you try to help them and maybe even go online and you Google it and you try to find an answer and you find that nobody else is teaching the answer but you know the answer. There’s your opportunity to create a product.

In the next lesson, we dig a bit deeper into the possibility of creating a product that is desired by the people on your list.

{SIGNATURE}

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

{LINK}