{NAME}

In Lesson Twenty Three, we gave consideration to the people on your list, and particularly those who have been on your list for 60 days or longer. Now, we’ll take a look at asking them what they need, and how to take advantage of that.

When you ask your list what they need, the worst way to ask is to say, “Hey, I’m thinking about creating a new product, what should I create?” What they’re going to do is begin to consider something that they can think of as being possible to create.

They’re not going to think of things that are not possible and that they haven’t ever thought of before. For instance, if you sent your kid to the store to purchase a few fruits and vegetables and she asked, “What kind of fruits and vegetables should I pick up?” you’re going to tell her to get apples and carrots—something you know.

Let’s say there are a couple of new, weird kind of fruits that came from some island that was just discovered and that nobody knows what these fruits are and they’re really better for you than any of the fruits that are normally available, you’re not going to think of those fruits. Why? Because you don’t know of them.

It’s the same thing with products. Maybe you’re in the dog training niche and there’s a bunch of products out there to teach people how to keep their dog from piddling all over the house, so if you ask your list what kind of product should you create, they’re going to say, “You seem to really know your topic, why don’t you create another one of those books that will teach dogs how not to piddle, and just do a better job with your book than everybody else.”

That’s not what you want to do. You don’t want to create something that’s just like everybody else, but better. You want to create something that nobody else has. In order to do that, you might need to ask yourself, what is your single biggest challenge in your niche?

In the next lesson, we’ll look at some of the challenges you might face, as told to you buy the people who are 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}