{NAME}

In Lesson Twenty Seven, we looked at an important element to add to your emails, and whether or not you’d get a lot of responses as a result. Is every need stated by your list a reason to create a product?

Not all of these various different things are going to be viable. If you’ve only got five people asking a certain question and you can’t really find an answer out there, but you don’t know how much need there is, just ask your list, “Hey, I’m in the process of thinking about creating a product that’s going to do XYZ. Would that be valuable to you or not?”

Then people write back and they say, “Yeah, that would be valuable to me.” Then write them back and say, “Well, what do you mean, how would it help you? Have you studied anybody else on this particular topic? What are your thoughts, what should I include?”

Your list is going to help you, especially if you’ve been sending them good content and you’ve been helping them out. They’re not even going to know that you’re really trying to get all this market research out of them. They don’t need to, it doesn’t matter.

You’ve been up front; you told them you’re thinking about creating a product a couple emails ago. If they don’t tie all that together, they should. Of course you could tell them, you’re really thinking about creating this product and can you help me more with it—but once you’re having a conversation, you don’t need to.

In our next lesson, we’ll look at the product you might create based on your list’s responses, and how their needs dictate the language of your sales copy.

{SIGNATURE}

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

{LINK}