{NAME}

In Lesson Twenty One, we discussed what people actually get when they join your list. Now, we’ll look at the connection between opting in and opening the email, and what you can tell about those that open your emails.

Anybody that’s left on your list who is still opening your email, they still need you. Maybe one or two people in there don’t fit this category, but the broad assumption here and the very accurate assumption is that almost every single person opens your emails, needs you.

The 90% who don’t open your emails anymore, you don’t know anything about them. They may not open them simply because they don’t need you anymore. They may not open them because they now get caught in the spam box and so they still need you, but they never read your email. Those people are irrelevant, since you can’t reach them.

So what do you have? You have the people who open your emails. The people who open your emails need you. Now, the next step in this is they have been searching online. How do you know they’re searching online?

Because they found you online. Do you think you’re the only person they signed up to? Of course not. How do you know that? Consider yourself; you’re not just signed up to just one list, you’re signed up to 25 lists. Why? Because you needed something when you signed up. That’s exactly the same thing for everybody on your list. They are signed up to other people’s lists as well because they need something.

In the next lesson, we’ll consider those that have been on your list for 60 days or longer.

{SIGNATURE}

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

{LINK}