{NAME}

In Lesson Eight, we looked at how the common practice of creating content for the purpose of driving traffic had been rendered ineffective.

So what you could do is you could put a made-for-Adsense Google site up with links on it for people to click and you could create content to drive traffic to it and it was profitable. Now, those clicks have gone down and all the Google slaps have made it very difficult for people to make money with pay-per-click that way. So you don’t see that any more either.

So when he told people what he was doing, he said it like it was common knowledge. “It’s just what I’m doing, it’s no big deal.” But the people asked, “I can’t get the information anywhere else; can you please tell me how to do it?” He said, “Okay, sure, I’ll write a book,” and so that’s what he did.

He went on to write 13 books in the course of the first 13 months and every single one of those books was created because somebody said that they had a need and they couldn’t find the answer online. So they needed the information from him and every single one of those products that he created was a product that the market needed that the competition had not caught up to.

In the next lesson, we consider why giving away your information won’t create competition for you.

{SIGNATURE}

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

{LINK}