{NAME}

In Lesson Twenty Five, we considered some of the challenges of taking advantage of information gained from your list. You might create products as a result of this information, but there are some caveats here. If people are looking for something, they tell you what their challenge is and it’s the same old challenge that you’ve seen many times before and you know there’s 25 products out there.

Do you really want to create another product? No. Instead, you become an affiliate of somebody’s product that already teaches that type of thing and then say, “Hey, here’s where you can get that information.”

You’ve got to look into those questions when people respond and look for the answers, look for the answers that are telling you there’s a need in the marketplace for something that does not exist. It’s not always going to jump out at you. If you send an email like that out to your list, it might look like this:

Email subject line: [First name], I need your help.

Body: Dear [first name], I need your help. I’m in the process of creating a new book about XYZ [it’s ok tell them what the niche is] but I want to make absolutely sure that it’s exactly what you need to help you out. So I need your help with a couple of questions. Number one: What is the biggest single thing that you’re trying to accomplish in your niche? What is your biggest challenge with that?

They might say that their niche is dog training, and the single biggest thing that they’re trying to accomplish is trying to housebreak him. In response to the second question, “What is your single biggest challenge in training your dog?” they may write about the issue of the dog pulling books off the shelves.

In the next lesson, we’ll look at one more element, and an important one, that you should include in your email, and how your list might respond to that element.

{SIGNATURE}

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

{LINK}