

Health Profits Academy:

Preflight Training #1

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Introduction



You get a gold star! Thanks for joining in on the first preflight training session of Health Profits Academy 6. This is being held in preparation for the first live training session. It's great that you are amped and ready to get started on your own online health business.

Buck Rizvi is, of course, instructor in this course, and he wants to begin this training by saying "Thank you." You've made a great decision to be a part of this. Buck is excited too, and he says that he can't wait to start helping each and every one of you on your journey in building a successful online business. He hopes that you are able to help a lot of people and make some great things happen for yourself and your family.

Buck hopes that, first and foremost, you are here because you want to help people. If you start with this frame of mind, it's going to lead to a lot of good decision making on your part. You're here to build a great business, one which will endure a lot and have a longtime standing. That's what this is about. It's not about making money as quickly as possible. You might want to develop an exit strategy eventually, but for now, put your focus on building an awesome business that is set up to do things for a lot of wonderful people in the world.

One thing that this type of business will do for you is give the opportunity to have freedom when it comes to aspects of location and time. As you probably already know, Buck has the

freedom to choose when he wants to work and where he wants to work from. He is very thankful that he is able to do this. It is likely that you will be able to do the same thing.

It shows promise that you are already getting started with this preflight training before the actual sessions even begin. By doing so, you are giving yourself a headstart when it comes to putting in the foundation and framework together for your success. You are basically putting the launching pad together and preparing for take off.

For the sake of completeness, a reintroduction is required. Buck Rizvi is the founder of Health Profits Academy, and he is also the cofounder of Real Dose Nutrition. He has founded two multimillion dollar dietary supplement companies in fact. He's not a doctor though. There are doctors in the Health Profits Academy Community, but Buck isn't one of them. He's not any type of health practitioner. Buck does work with doctors often, and in fact, his business partner is one. He is also the son of a doctor, so he has been around the medical community all of his life.

Buck is a successful health entrepreneur, and he has found success in this market multiple times. Throughout his career he has founded three profitable online health businesses. Two of them were supplement companies, and one was a profitable health information company. So, he can provide expertise on both the selling of physical products and health information products. All in all, his businesses have generated over \$41 million in sales over the last eight years. He is also very proud to have helped over 300,000 people worldwide, just through Real Dose alone.

By reviewing the materials in this training, you are going to be able to learn how you can start and grow a profitable, internet-based dietary supplement business. That's going to be the focus of this course. You are also going to learn about how to leverage information. A lot of this can be used to sell health information products. Again, you want to start with the mindset that you will be helping a large number of people. Especially if you're a health practitioner, you're going to have a lot more power to do great things, like having a more positive impact on people's health outcomes. Buck says that he is amazed by the cards and letters that he and his business partner gets. They reinforce the knowledge that these men are touching lives with their business.

Why the Nutritional Supplement Business?

- Nutritional Supplements is one of the fastest growing industries in the world:
 - \$32 Billion in 2012
 - \$60 Billion by 2019 (estimated)
 - Reference: forbes.com - "Nutritional Supplements Flexing Muscles As Growth Industry"
- The reason?
 - Nutritional supplements have gone mainstream
 - Skyrocketing healthcare costs and uncertainty of coverage

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Why would you want to go into the nutritional supplement business as opposed to some other type of online business? A lot of people have Shiny Object Syndrome, and they chase whatever they think might make them the most money the fastest. That's not what this course is about. Now, that being said, the nutritional supplement business is one of the fastest-growing industries in the world. This was a great opportunity eight years ago, when Buck first started out. Now the opportunity is much greater.

By 2012 this had become a \$32 billion industry, and it's expected to be a \$60 billion industry by 2019. This was referenced by Forbes.com in an article titled "Nutritional Supplements Flexing Muscles As Growth Industry". So, why is this growth happening? It's because dietary supplements have gone mainstream. You have probably noticed this yourself. The vitamin and supplement sections in most stores just keep growing and growing. Part of the reason for this is that healthcare costs are skyrocketing. Not to get political, but there have been changes in the healthcare system, and now there is an uncertainty of how things are going to get paid for.

You will soon need to decide what market within this industry you are going to sell to. Buck prefers selling to the Baby Boomer market. They are 76 million strong, and most of them are internet savvy. It's really kind of astonishing how they have been able to keep up with technology despite their age and disposition. Buck says his dad is 76 and has an iPhone. These

people know what they are doing online, they are affluent, and they've got the money to spend. Plus, they want to live longer, they want to be in less pain or no pain, and they want to look great.

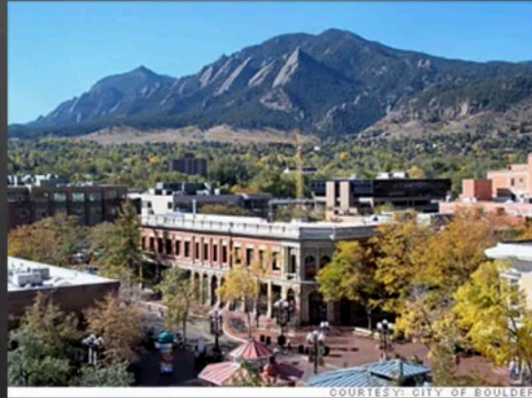
No matter what market you go into, finding the right customer is easier than ever online. Buck has two grown kids and two that are still young. One of his daughters, who is 20, recently told him that she isn't using Facebook as much as she used to. The reality is that all of the Boomers are using Facebook now. This is a great way to target them and deliver messages to them, if you do it the right way of course. You're going to learn more about this strategy as well as others in this training. The fact of the matter is that there are self-service advertising networks, like Facebook and Google, that allow for low-cost testing and optimization.

Your ultimate destination is to have an online business that helps large numbers of people solve real health problems. It is recommended that you have this business operated by a virtual team. You might already have a business established where you already have an office with a staff, and maybe you're used to being there and you would prefer it that way. You can do it that way if you like. The reason why Buck advises that you have a virtual team is because this allows you to work from wherever you like, and you can really save a lot when it comes to the costs involved.

Freedom is a big thing for Buck, and it's a goal for a lot of people who want their own businesses. In any case, you want to make sure that you're not trading your time for money. You want to move away from that as much as possible. That way, you're getting more leverage so that you can generate sales and profits 24/7. This all should allow you to manage your business from anywhere in the world, and to do so on your own schedule. Buck travels to Europe for months at a time, and his business still runs efficiently in spite of that. That's because he has his business set up in a way that makes this possible for him to do so.

Class Orientation & Homework

Health Profits Academy LIVE



You should get a nice, high-quality notebook for this journey. Writing things out can reinforce what you've learned. Of course, that depends on what kind of learner you are. Still, you should take notes despite the fact that this stuff is being recorded for you. Write down any key points that really seem to pertain to your particular situation and any ideas you may have especially. This way, you have something that you can refer back to easily whenever you may need to.

Don't sweat it if you can make one of the live sessions. Everything is going to be recorded and made available in the Private Member's Area. You can refer back to these sessions anytime you wish. There are transcriptions being provided as well so that you have multiple ways of consuming the information. After the training has run its course, you are going to have the chance to meet Buck live at the Health Profits Academy Live. He's excited about meeting all of you as well.

Each member has a seat at this conference. It's going to be held in Boulder, Colorado, and it's highly recommended that you join in if at all possible. This is a private invite, and your registration will be matched up with your membership purchase. There is very limited seating at this live event, which is going to be held January 23-25, 2015. That will be on a Friday, Saturday, and Sunday. It's going to start at 8:30 am on the 23rd, and it will wrap up at 5 pm on the 25th. These will be full-day sessions.

This event will be held at the Boulder Marriott, and the number is 1-301-440-8877. This information has been emailed to you, along with the EventBrite invitation. It's important that you let Buck know that you are coming by registering via that invitation. That way, he will know exactly what the head count is going to be and he can be sure your seat is held. There will probably be a time limit put on the registration, but at this time it hasn't been set.

Make sure that you reference Health Profits Academy for the group rate if you haven't already booked your hotel room. If you haven't received your invitation, check your spam folder. A 3rd party services is being used to send them. Again, you are going to need to register as soon as possible since there is a limited amount of space. If you feel like you need to bring your spouse and/or business partner, there is a special "Add On" rate for an extra seat. You can use the promo code "EarlyBird" to get an extra \$500 off of the set price. That will take it down from \$1,499 to \$999. That's for one seat in addition to the complementary seat that you get for being a member of this training.

You are going to be given your own private member's area, which will essentially be the repository for all of the sessions and material you are to receive. Right now, there's not much there because the sessions are live and being deposited there as the training moves along. Also, the member's area is still being worked on so that it's easy to navigate and so on.

Furthermore, some of the members have been very adamant that some way of allowing members to collaborate be added. While Buck thinks this is a good idea, he wants to be sure that it's done in a respectful way. He does have a problem with environments like Facebook group because he doesn't want people getting distracted during the training. Facebook, for example, has a lot of notifications that can keep you tied up and unable to build your business as you would if you were able to focus.

In addition, there are a lot of problems with being able to create threads and easily follow them on the site. So, Buck decided to provide you with a way of having discussions with other members. He found software that will allow the team to incorporate a forum into the member's area. That way, you'll be able to share with each other, collaborate, and provide support.

Member's Area

- Adding the finishes touches
- Repository for all of the Training & Q & A Sessions
- Yes! Will include a Forum for collaboration and group support
- The VIP Rolodex will be made available at official training start (January 6)
- How to get support:
 - support@healthprofitsacademy.com

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People are already asking questions about the VIP Rolodex. This will be provided when the official training begins. If you think that there's something that you need to get a jump on, and you need these contacts ahead of time, you can contact Support at Support@HealthProfitsAcademy.com. This is the support that you contact for general questions. For instance, you'll want to email this support system if you have trouble logging in or with billing.

From time to time, you'll get emails from Buck himself, or even Mark Chan, who is Buck's assistant. Please understand that Buck is very busy at times, and sometimes it's hard for him to reply to all of the emails that he gets. He's not ignoring you, and he apologizes in advance in case you may feel that way. Since he doesn't want you feel ignored, and he doesn't want to be overwhelmed, he is going to come up with a more scalable way for you to submit your questions and get the answers you need.

First and foremost, the best thing for you to do is write down your questions as they come up. A way of submitting these questions for the live Q&A sessions beforehand will be provided. This would be the most efficient way since the same questions tend to be asked repeatedly by different members. These types of questions can be aggregated and then asked on the live Q&A. So, submitting your questions will be the best way to get them answered.

What you want to avoid doing is submitting 20 questions that are specific to your business to Support. Mark really isn't qualified to answer such questions. Buck is the expert. The context for you to do that is really on the Q&A. If there is any time left on the Q&A calls, Buck plans on

holding hot seat sessions as well. That way, he can spotlight a business and support them specifically, and everyone can learn from that.

So, how do you get the most out of this training? To begin with, you want to make sure and watch every training session before that week's Q&A call. You need to make the time to at least watch the replays. If you do feel pressured because you don't have a lot of time, there is a tool called My Speed. You can just use Google to find it. It works on both Macs and PCs, and it allows you to watch videos at whatever frame rate you want to. Buck says that he typically watches training videos like this at 2X speed. That's one way to go through the sessions very quickly, or of course, you could slow it down if you wanted to take notes.

If at all possible, you should attend the live sessions so that you can submit any questions you may have there. Also, take notes during these sessions and list out any questions you may have. Again, get a nice notebook to dedicate to this course, and good pen that you can rely on not to go out on you while you're on one of these sessions trying to take notes. If you do find that a lot of questions are coming up, make time to attend the scheduled live Q&A. Even if you don't have a lot of questions, attending these sessions will help you immensely. Buck is going to take the time to go into detail during the Q&A so that you have a better chance of success.

Buck admits that there are a lot of things that he has forgotten over the years, but some of that is going to come back to him when he hears your questions. That's going to bring back some of the things he thought about when he was first starting out, in other words. A lot of these details are going to be pulled out of the archives and will help in assisting you in building your business. In any case, you'll get all your questions answered, and if time permits, there will be hot seat sessions. The way this works, is you can raise your hand during the Q&A, Buck will choose someone, and he will chat with that person about their business. If you are the one chosen, he'll go into any specific problems that you may have and provide any advice that he could give.

Some people like to play thing close to their vest, and they think that they have some amazing formula that they don't want to let anyone else know about. The good news is that each and every one of you has a one-on-one call that you have available to chat with Buck. Whenever you think you're ready for that, just contact Support and schedule that call. That's the time for you to do that, and that's why this was made available.

A lot of people ask Buck why he shares so many of his business tactics and so on. Actually, this is beneficial. They have people contacting them that want to resell their products, and they get a lot more exposure this way. So, Buck and his partners have an "abundance" attitude about their business. He wants you to have that same philosophy and mentality going in.

How To Get The Most From This Training

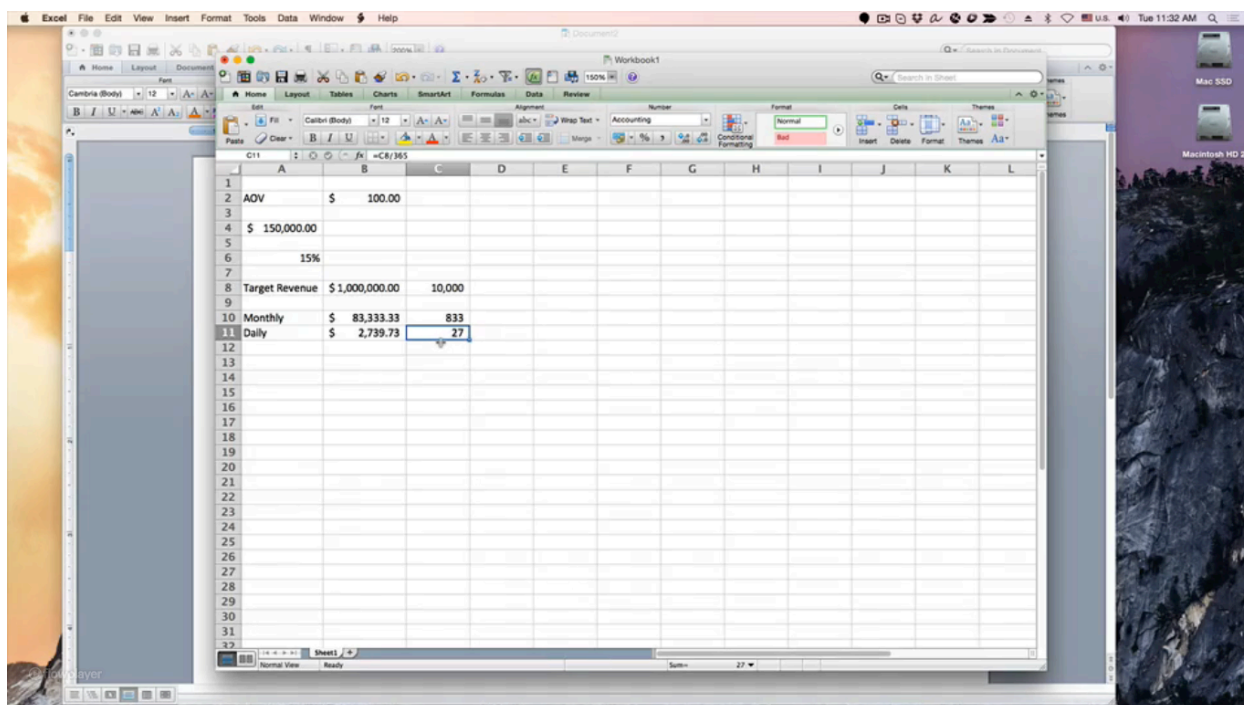
- Watch every Tuesday Training session *before* that week's Q & A call.
- Take notes and list out your questions from that week's training
- Make time in your schedule to attend the LIVE Q & A
 - Get all your questions answered
 - Hot Seats (Time Permitting)

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Another thing that you want to keep in mind, in order to get the most out of this, is that success loves action. Some people are perpetual students, and you should be a perpetual student. However, you shouldn't be a perpetual student that never takes any action. Many people get stuck in this mode. Buck recommends making sure that you always have a plan lining out what you're going to do next. Success involves movement, so keep going. Take things step by step, and before you know it, you'll be getting your first sale, and then you'll get your first dozen sales, and you'll be off to the races.

Take a some time to examine and define the goals you have for your business. Buck says that he often will think hard about his "reason why". This helps him with life in general, but he especially practices this when he comes to his business. He also says that he is very thankful for what he has. He is thankful for his family, thankful for his business, and grateful for the people he has been able to help with his business. Think about why you are doing what you're doing. This is going to help steer you in the directions you want to go.

Make sure that you have a great reason why. You should be out to put out a great product that's backed by scientific research. You want to help a lot of people with this product and promote it ethically. (You're going to learn how to do this during the training.) You want to build as big of a business as possible so that you can help as many people that you can. These are just some ideas to start you off with. You should write your own big reasons "why" out in your notebook before moving on with the rest of the training.



You should have some monetary goals as well. Buck says that he might put together some type of exercises for this because he feels like it's important for you to be able to gage how the economics of the business will work. People often ask "What do you think a reasonable daily or monthly net profit goal should be for a business like this?" Buck can't really answer this for you because the answer is going to depend on you personally. It's going to come down to what your own goals are, what market you are going after, and how aggressively you execute what's being shared with you.

During his presentation, Buck threw out "\$150K" as an example. The reason he threw out this number was because this was his salary for a company that he worked for in New York City before going into business for himself. So, this is the amount that he had to replace with his first dietary supplement business. He had to figure out how to get their and really weigh out the economics.

In the screenshot above, you can see that Buck has typed "150,000.00" into a spreadsheet. He then figured that his net profit was about 15%. Of course, your net profit is going to vary according to what market you're in, what other business decisions you make, and so on. Actually, Buck's goal is to make 20-25%, but he figures that 15% is a good number for you to start working towards. Let's say that you wanted to make \$150,000 annually, and you're net profit was 15%. You would simply divide \$150,000 by 0.15. That comes out to \$1,000,000. So, you would have to sell a million dollars worth of your product in a year.

Now that you have a starting point on how much product you need to move, break this number down into monthly and daily numbers. In this case, you would divide a million by 12 to get the monthly figure. Then, to get the daily figure, you would divide a million by 365. This turned out to be 83,333.33 a month and 2,739.73 daily in the case study. For many of you, \$2,739 is a lot of money per day, but it's much easier to grasp that than to say to yourself "How am I going to make a million dollars worth of sales a year?" Remember, you're not figuring out how to make \$2,739 a day in profit; the goal at this point is to figure out how much product you would have to sell to make \$150K in profit.

Next, let's estimate that your cost for the product is \$10, and your product was priced \$50-\$100 retail. In fact, let's say that your average order value (AOV) was \$100. What would the formula to figure out how many units you would have to sell in a month, a year, and a day? Well, for the year you would divide \$1,000,000 by \$100. That means that you would need to sell 10,000 units in a year. To find the monthly amount, you would divide 10,000 by 12, and you can find the daily amount by dividing 10,000 by 365. In the case study, this came out to be 833 units a month or 27 units per day. That doesn't seem unreasonable, does it? No. This sounds like something you can do.

Buck remembers when he began selling 10 units a day. He was so excited. Then, it climbed up to thirty, and began rising from there. He said he never looked back. If you follow his model and do it right, there are going to be days when 27 units a day seems tiny to you. Buck says he can't wait to see you have that sort of success. Now, on the flipside of this scenario, there are going to be times when you run out of product. Buck will be sharing strategies on how to avoid a stockout later on in the training. Anyway, 15% is a good place to start. This spreadsheet will be shared with you so that you can use it to calculate your own goals. Hopefully, as you gain more experience, these numbers will become bigger for you as they have for Buck and his business partners.

Even if you have a nest egg that you want to invest, or even if you have taken out a second mortgage on your house to invest that in your business' start, don't think that you have unlimited resources. You need to think "lean". You need to protect your financial resources. Buck funded both of his first two businesses out of his own pocket, and all of the startup costs were bootstrapped. You may get money from friends and family or get other types of investors to help you, but you should still work to start out as inexpensively as possible. A big part of this involves being aware and wary of distractions.

Many of the people in this course have probably purchased other coaching programs. That's fine. It's important that you focus in on your goals, and if the programs you have purchased pertain to areas that you want to center on in your business, these can be very useful. Just be careful to not get distracted and to keep moving toward your business goals.

Buck recommends that you read the book *How to Get Control of Your Time and Your Life* by Alan Lakein. Alan wrote this book back in the early '70s, and he was actually featured on *The Tonight Show* with Johnny Carson because the book sold millions of copies. Now it's out of print, but it's easy to get a paperback copy on Amazon.com. This guy predated Tony Robbins and all of those guys that teach about personal productivity. The book contains a great formula to follow when it comes to following and achieving your goals.

You've just been walked through the process of working out the number of units you would have to sell to meet a business goal of yours. At this point, however, you probably don't even know what market you want to go into yet. So, what you need to begin doing is sensitizing yourself to potential markets. There are a number of different ways that you can do that.

One way in which you might begin is by looking into any health issues that are affecting you or your family members. Start writing down all of the health issues that are important to you personally. If you have a personal story or your family has a personal story, this can help you to build a better business because you're working toward something you care about. Also, when you have a personal story, you can write copy more effectively because you can better connect with your target audience. Further on in the lesson, you'll learn how you can combine storytelling and scientific evidence to produce very powerful copy.

Another thing you'll want to start doing is visiting your local vitamin shoppes or specialty supplement stores. Buck recalls that he used to watch *Columbo* a lot as a kid, and that the main character, Columbo, used to wear a long trench coat. He always caught people off guard, Buck says, because he didn't seem intimidating at all as a detective. The character would ask questions that seemed very innocent and sometimes even naïve, but he would ultimately piece everything together based upon the answers that he received. Buck's point is that he wants to encourage you to start piecing together your own puzzle.

You need to figure out what product categories and what specific brands are selling at a high rate. You would be amazed by what kind of information you could get from the manager of a vitamin shoppe, by the way. Don't go inquiring about this when the shop is packed with people. Go when it's not very busy and you have a chance of actually holding a conversation so you can take advantage of the person's expertise. Ask what the fast movers are and why they are being bought up so quickly. This is invaluable information that you can use to start zeroing in on potential markets that you want to go after.

Homework

Sensitize Yourself To Potential Markets

- Health issues affecting you or your family members
- Trip to the local Vitamin Shoppe, GNC or specialty supplement store
- TV Ads
- Magazine Ads
- Featured health-related book titles at large retail and grocery stores

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Now, don't worry. Buck will be providing a list of hot markets that he has run across. However, he wants you to start learning to be sensitive to these markets. So, start paying attention to what's being advertised and what these ads are saying. Big Pharma has the ability to direct advertise, at least in the U.S., and they do it in a big way.

If you've cut the cord and just watch Netflix, you might not see any of these commercials. However, if you watch network television, you're going to see a lot of ads pertaining to things like erectile dysfunction, depression, allergies, etc. Start paying attention to these, and begin taking notes on what it is that they are about and what these ads say. If these companies are putting ads out there, then there's obviously a big market for each of these products.

You should also look at magazine ads. Magazines like *Time* often carry pharmaceutical ads. *Prevention Magazine* and magazines like that also carry a lot of these sorts of ads. Buck recalls bringing home a stack of magazines when he first started out in this business because even then he knew it was wise to look into what was being said and what opportunities were out there. His wife also began looking at them and becoming very interested in natural health as well. Now she is working on becoming a Holistic Nutritionist.

Of course, there's a lot of things that you can look into, especially online. However, Buck is recommending that you start offline. He wants you to take the time to look into some of the things that you can do outside of the Internet. The training is going to cover online tactics as well, but there's a lot less to sift through when you look into offline sources first, and it's going to be more apparent what the best opportunities are. So, go walk through your local grocery

store, you're going to see health-related titles because they have a limited amount of shelf space. These will indicate what kind of conditions people are focused on right now.

If you know that your primary focus isn't going to be selling products online, that's fine. It's going to be important for you to become sensitive to the marketplace as a whole and the different kinds of markets that lie within it. So, to begin, your homework is to start thinking about and looking into:

1. Health issues that are affecting you and your family
2. The products in vitamin shoppes or specialty stores
3. TV ads
4. Magazine ads
5. Featured health-related book titles at large retail store and grocery stores

If the market that you're considering is not a "house is on fire" market, you might make note of it because you might consider using it later as a backend product or as an add-on later, but it is only recommended that you only mainly go after these "house is on fire" markets. You want to center your business upon those things that people want to spend a lot of money to address right now. It's very, very important that you use that lens when you are examining markets to go into. These are exactly the things that Buck did when he was building his first company as well as his second.

Questions & Answers

Are the training modules going to give us specific action steps to take?

You are going to be given action steps to take in each module, and you'll be given a cheat sheet or a checklist for each. That way, you have some resources to go back and refer to. This preflight training is less specific because it is meant to prepare you and get you to start "sharpening your ax", so to speak.

Should we target a specific demographic and come up with several different supplement products, or do you take a different approach where you come up with one winning product and then come up with another product, even if it pertains to a totally different demographic?

That's a great question. The babyboomer demographic is an interesting one because there are a lot of subgroups within it. Buck would like to say that they knew what subgroup they were going after in the beginning, but it didn't work out that way.

They did identify a particular category. They went into weightloss. Obviously, that's a very large one, but that has subcategories as well. What they found was that there was a large percentage of women over the age of 45 buying their product. They found this out by analyzing the purchases of their product.

Buck will be sharing some tools that will allow you to do this sort of analysis after the fact. You'll be able to figure out who is visiting your site and who is buying your product. Then, you can use that knowledge to go and target more customers like the ones who have purchased in order to scale up your offers. You can also use this information to formulate some new products.

To answer the question, they found the demographic to target in a roundabout way. They selected the product, they put it out there, and they knew it was going to work, in a general sense, for everyone. Then, they found that a particular segment of their overall target audience went after it.

Is the live event going to be recorded?

It is. If you can't make the live event, DVD recordings of the event will be available for the cost of duplication and shipping. However, it's highly recommended that you attend this event because there are a ton of advantages to doing so, especially from a networking perspective. Aside from being able to meet a lot of likeminded business people, you're going to have better access to suppliers by attending as well as to Buck himself. Plus, a lot of other special things will be happening at the live event.

Buck has made a lot of lifetime connections and learned a lot by attending live events such as this. So, he can't stress the importance of them enough. However, if you simply can't make it, that's totally understandable. Recordings of the event will be made available.

Was the "Instant Health Copywriting Genius" PDF, which was available on the sales page, written by you, Buck, or a business partner?

It was written by Tony Flores, who is a preimminent health copywriter. He wrote the course on behalf of Clayton Makepeace. He is also a big name, particularly in direct mail copywriting. He has done a lot of health offers as well. Anyway, Tony wrote this course for Clayton, and Buck and his associates retained him to write this manual for them. So, Buck didn't write it, but it's still very high-quality material.

You mentioned that a good goal starting out would be to target a profit margin of around 15%. Is it reasonable to target higher numbers like 30%, 40%, or even 50%? Is that unrealistic?

The cost of your goods play a huge factor, as does the cost of fulfillment. For Buck and his team, this takes up 25% of revenue. In other words, for every \$100 they make, their hard cost is \$25. That includes the manufacturing of the product, and the warehousing "pick, pack, and ship" of the product to the end customer. The rest of the expense, which generally brings it down to 15%, is typically the cost of acquisition, your advertising costs, and any other overhead costs for your business such as for your support, your technology, and other such things.

You're real marging, or your gross margin, is actually much higher. That gross number is more like 75%. The 15% applies to your net after everything is calculated in. As previously mentioned, Buck is going to teach you how to start lean, which means you'll be learning how to keep your overhead costs really, really low.

You'll find the beauty to be on the backend, in actuality. When you sell a related product to an existing customer, that margin is amazing. That's where you can actually get the 75% margin.

So, you look at the business a bit different when it comes to new customers versus existing customers.

Where are the replays going?

They will be going into the Member Portal, and as time goes by checklists and other resources to that portal. The training will initially be live, and you are encouraged to attend live instead of just accessing the training in the Member Portal. You also need to know that the rolodex you are being provided will be available with the first session. However, if you need access to a particular resource, and you're ready to go because maybe you have an existing supplement business, Buck will do his best to accommodate you between now and the time the first training session is held. So, that portal is going to contain the recordings, the checklists, and the forum.

I know how important it is to establish credibility, and I noticed that on your website you do it immediately by showing a doctor that you have partnered up with. Was it hard to get a doctor to partner up with you?

That's an excellent question. Buck didn't partner with a doctor while he was running his first business. You don't need to have a health practitioner partner up with you when you are starting out. There are a number of different ways that you could go about finding a health practitioner to work with, however, and Buck is going to go over this in the training. One of the ways that Buck has found people to work with such as this is by attending conferences where he knows doctors congregate.

There was one particular conference he attended called Consumer Health Summit. There were doctors there, and Buck and his partner were introduced to one who happened to be inbetween things that he was doing at the time. At the time that they had launched Real Dose, they really had no intention of having a third partner. It was just serindipity that this occurred. They had already identified their original mention, and the formulation of the first product was underway. That's when they met Dr. Steve, and he was very excited about what they were doing. So, he decided to invest and become a full partner.

These kinds of opportunities can come about if you know where certain "birds of a feather" congregate. That's one way to connect with them. There are other ways that you can reach out and connect with doctors. Buck recommends having some runway under your wings in terms of getting the business going and getting your first formula going. It's better to show that

you have a presence before you go and start talking to doctors if this is your first rodeo. That way, people can see that you have a good business and products that are well-positioned, and they will know if your business is something that they want to be associated with or not.

Once you meet someone, and you find that they are interested in your business, there are a couple of different things that you can do. First, you can use their name and their likeness in your marketing, or secondly, you can bring them in as a full partner like Buck and his business partner did. Of course, before doing that, you'd want to check into their reputation as well.

You mentioned that your wife has taken courses on nutrition. What can we do to learn more about nutrition?

She started at the University of Northern Colorado and went into a traditional dietetics program. She already had a degree in Marketing at the time. Anyway, rather than traditional dietetics, she is now moving more towards holistic medicine because she feels like this is better aligned with her beliefs. So, now she is looking into attending Bowman University. Boulder has a lot of different programs for this, but there are a lot of "tree-hugger" types, like Buck and his wife, in that area. You can check universities and community colleges in your area for similar programs.

I guess I'm not as familiar with the supplement market as I thought. You mentioned supplements that sell for \$100 a bottle; what kinds of supplements sell for that much?

Not many sell for that much per bottle, but there are ways that you can construct offers to sell at a high price. For instance, Buck and his partner sell what they call a "good, better, best offer". Let's say that you were buying a supplement for weightloss. It's unlikely that if you are overweight, you're not going to lose all of the weight you need to in just 30 days. So, Buck and his partners present an offer to their customers where they offer three bottles with a 30-supply each. This gives the consumer a 90-day supply, which might be enough time for him/her to lose all the weight they need to lose.

They pretty much tell their consumers "You're going to want to have more than a one month supply on-hand in order to lose weight in a healthy manner. So, here's a three-month supply. " When you do it that way, the average order value (AOV) can go up. In the spreadsheet, you're assuming the price of you offer, not the price of each bottle individually. Sometimes you can get up to \$150 or \$160 a ticket, which is great. This all just depends on the sales channel you're using.

Is there any benefit to having your supplements in the pill or capsule form as opposed to a liquid form?

During the training, different delivery systems will be discussed. That's another way that you can go about differentiating your product. There are studies that say that certain manners of delivery have better absorption, and therefore, in some cases a liquid formula may be more costly than a powdered form and vice versa.

Buck can't really say that liquid gels are better than capsulated botanicals. Results would surely vary in each and every case, and they sell both liquid and capsules at Real Dose Nutrition. In conclusion, there's no clean-cut answer for this, but there are benefits of using alternative delivery mechanisms. That's what you really want to focus on, and you'll be educated more about this in the training.

When we are looking into our first product, should we have a second product in mind?

Yes. Later on in the training, you'll shown a sales funnel that includes an upsell. If you don't know what an upsell is, think about going into a store with your kid. When you pull your cart up to checkout, there's all of this candy. That's because the store is trying to upsell you into buying more. You can do this ethically with your supplements as well, and you absolutely should because this will increase your AOV.

It's good to have an idea about what products would make good add-ons, but Buck doesn't necessarily recommend that you go after them starting out because this may slow down your whole process. In other words, you just need to focus on the one product initially. You can also come up with ideas for high-quality third-party products that you might want to promote. You may remember that Buck was having trouble finding high-quality partners to recommend to his to his consumer base, and part of the idea behind this very training is to build a directory of companies that produce high-quality products so that everyone can recommend eachother on the backend.

Will there be replays available for the preflight trainings?

Yes.

When you sell your products, do you use incentives like gift cards or booklets?

The short answer is “yes”. In fact, part of having a great direct response offer is constructing an offer that is made up of a culmination of the product that you are offering and anything else that you’re wrapping around it. This comes down to the pricing, bundling, and other things with it, including bonuses that you might have. Real Dose typically add bonuses such as special reports to their products. Direct mail promotions use these types of reports a lot too. They might provide one to half a dozen different reports with the product to help the consumer get the most out of the product.

Real Dose may provide coaching programs as part of a bundle. This is more of an advanced topic, but as they added more support and customer care, they started adding people with a health and fitness background so that customers could call in with questions and get them answered. This was done specifically for weightloss.

In the training, Buck will be discussing what is good to bundle, like information products, as well as what wouldn’t be so good to bundle. For instance, Buck says that he would never bundle a travel-related offer, and he doesn’t like bundling things like gift cards to Amazon. He says that he thinks this gives people the wrong idea, or it’s the wrong incentive. Whatever bonus you give should be related to the problem at hand and not just be a financial gain. You might give them a discount that would help them move further with their purchase, but other than that, you shouldn’t give them anything monetary that’s not directly related.

I know that there are a lot of positive pertaining to Amazon, but I also know that it’s difficult to get into the top tiers. What is your experience with Amazon?

In response to this question, Buck stated:

“Someone was actually talking about this yesterday, and my comment was ‘I relatively find myself ignoring Amazon.’ The thing that I focus on is...I use Amazon payments...so, I use them as a merchant account for some of my processing, just because some customers prefer to checkout with Amazon. But, I do not focus on the listing of my products or the ranking of my products.

Maybe this is an area that we’ll focus on later, but it’s not been a primary focus of ours because we like to control our own destiny, meaning that we choose where we advertise, where we spend our advertising dollars, and we want to control the customer. It’s very hard to do that if you’re listing your products and doing Fulfilment by Amazon, and trying to duke it out with another 1,000 people on Amazon selling the same product and all worried about their rankings

on Amazon.com. That's why I advertise on Google, Facebook, native ads, Direct Response Radio, and these other places that are outside of the Amazon ecosystem, and that's what I'm teaching you here."

Do you get into how you target certain demographic groups, like Baby Boomers, or maybe how you create a Facebook groups that pertain to health-related issues and things like that?

Yes. How the training will discuss how the team goes about targeting Baby Boomers, especially when media-buying and traffic systems are being discussed. You'll learn how you can specifically target the right person. For instance, you can start by targeting women over the age of 45 in the U.S. The team likes to bring them over to a Direct Response page that they control, but there are ways that you could bring them to a Facebook fan page too. All of these sorts of things will be covered throughout the training.

If we do go to the live event, can we still get a recording?

Yes. It will be made available to those that attended. Again, this doesn't take the place of all of the benefits of being there live.

Once you create your formula, do you have to submit it to the FDA or anything like that?

No, you actually don't. That's a really nice aspect to all of this. Now, if you're going to make specific claims that are substantiated, there is a process whereby you can use Buck's outside counsel to review your marketing materials, your advertising, and your sales copy. They can pull out any claims that are substantiated by human clinical studies.

There's basically a boilerplate letter that you sell to the FDA before you launch your product saying "I'm launching this product. Here are the health claims that I am making. I'm not making any drug claims. Here's the scientific evidence that supports it. Thank you very much." This letter helps you to make sure that all your bases are covered. Everyone has to do that, but you're not seeking approval. You're just announcing what you are doing. It's a rubber stamp type of thing.

What is the role of giving a current patient testimonial, provided that they agree to it and don't have any issue with you using their likeness? Is there anything to worry about concerning this?

Yes there is. Some people think that when using a testimonial, they can just let the customer say whatever they want and just use the statement for their marketing. The truth is that you can't. Let's say that a customer says "I used the product, and it cured my Crohn's disease and all of these other digestive issues that I had. I'm feeling great now!" This is where you would get into trouble because it's almost like you're making a health claim. Occasionally, you can use those testimonials, but you would have to put some very careful disclaimer language underneath it. Disclaimers that you can use will be provided to you, but you need to be cautious because you need to stay in the FDA's good graces.

Can you repeat the homework assignment?

Yes. The homework assignment is to start putting yourself in a position where you can begin thinking about a potential markets you can go after by looking into offline resources. You'll want to begin thinking about health issues that affect you or your family members, and you'll want to take a trip to the local vitamin shop or a specialty supplement store. Then, you should also look at TV ads and magazine ads to see what they are saying and how they handle their marketing. You'll also want to look at featured health-related book titles at large retail and grocery stores. Start taking notes on all of this in your notebook, and again, you want to focus on "House is on Fire" types of problems.

Are you able to share your top traffic sources, and do your rankings change by time, date, etc?

Some of our top traffic sources are Facebook, Google, native ad networks, and Yahoo Bing. In other words, they use some of the more common self-service ad networks. It's not really recommended that you focus on all of them out the gate. It's probably best to pick one like Google to start off with. A lot of people jump on Facebook, but there are some dangers associated with Facebook right now because they don't provide great customer support, and if there's a problem, they can shut you down for just making a mistake. So, you might want to start with a kinder, gentler network that's been around longer. Then, you might graduate to

something like Facebook once you feel like you have everything locked down and you're claims are all substantiated, documented, etc.

In terms of ranking changes, right now Facebook is on fire, but again, you want to be careful. Google is still wonderful because you've got the Google Display Network and the Google search engine. The same thing can be said for Bing. You should be able to get a good amount of sales through any one of these networks.

Would it be good idea to where competitors are advertising and place banner ads on the same sites as them?

Yes. The Real Dose team uses competitive analysis tools for this. These tools will tell you who is successful in the market, where they are advertising, and what their markets look like. You would probably want to advertise in places similar to them. There are ways to see how long they have been running their ads, and this can give you a lot of insight on how to run yours. Back in the day, prior to online ads, you would check a magazine to see who was running full-page ads and which had ran the 3-6 times in that magazine. If an ad had been run that many times, you knew that it was a good one to advertise in. So, nowadays advertisers follow the same idea when they are looking to run their online direct response ads.

I've seen a number of sites where supplements have affiliate programs. Should we use an affiliate program as part of our marketing efforts?

Yes. Real Dose had an affiliate program from the beginning. There are different schools of thought on this. Some people think that affiliates are great to use when you start testing your offer and begin optimizing it, but Buck believes in the exact opposite. He says that it's a good idea to have an affiliate offer right off the bat. If you use some of the systems recommended by the training, you'll find that they have built-in affiliate management capabilities. When you launch your product, you will want to test it and optimize it intelligently, using services like Yahoo Bing, or Google. After that, you can start making your offer available to affiliates, saying "Hey, I've got a tested offer. Would you be interested in it? Here's why it's so great..."

That being said, Buck doesn't recommend going after CPA (cost-per-acquisition) networks because you can run into some problems. They look attractive because you can get a lot of sales volume and a lot of affiliates this way. Buck recommends targeting them the old-fashioned way, one at a time, so that you know who you are working with. That's because you

don't want people, that you don't know, putting a message out for your product and getting you into hot water.

What about the profit? Does your 75% gross profit take into account your affiliate commission?

No, it doesn't. Affiliate commissions would be considered part of the cost of sale. Depending on the offer, affiliate commissions could run from 20-50%. Real Dose does a 30% lifetime, which brings up the question of whether you want to support lifetime commissions. There is technology that will enable you to do that. If you don't support lifetime commissions, then you might want to provide a higher commission rate, like 35% or 40%. If your product is costly and your margins are slimmer, then you can select affiliate commissions that are paid on a per-product basis.

Why shouldn't we use CPA networks?

Buck doesn't recommend using these because he has used them in the past and gotten burned. So, not only is he a bit jaded about them, he doesn't want to see you have trouble either.

If you use an affiliate program, you can purchase your own software to manage them. Then, there are third-party companies like Commission Junction and SareASale that you can use. How does Real Dose go about this?

Commission Junction is a program that Buck says he has used before. He thinks that this is a good service to use, but not the best on. He likes that they will help you to recruit affiliates. The way ShareASale works is they give you the affiliate platform so that you can track sales and pay your affiliates. Plus, they have an army of affiliates that are already part of the Commission Junction, or ShareASale, community. Potentially, these affiliates could discover your offer.

Buck does have a problem with Commission Junction's business practices. He says that many years ago, he paid \$5,000 to join their program. At the time, they were pretty expensive from a startup cost standpoint. He felt that they didn't really bring that many high-quality affiliates into his program. He stopped using them and started using his own in-house program. When he did, Commission Junction charged him the balance for the year because there was a minimum fee that he had to pay to be in the program. That's why he's not really key on Commission Junction, but he does like programs that have built-in affiliate tracking systems.

InfusionSoft and Ontraport have that, as do many other of these services. The service 1ShoppingCart is an inexpensive option. Buck says that he has used all three. These are all CRM, email follow-up, shopping cart, and affiliate tracking systems. So, they're kind of a one-stop solution. It's great to have everything integrated in this way. RealDose uses Ontraport, but they don't use their shopping cart.

I know this is a huge industry, but is there any danger of use stepping on eachother's toes at all?

There's always some danger of a particular subniche being saturizd. Buck entered the weightloss market, and if you were to go back to the 1930s, you'll see that this has been a perennial problem. People have purchased some strange solutions over the years, and dietary supplements have been promoted for addressing that problem for decades. Real Dose Nutrition entered in very late in the game with thousands of competitors, and in three year's time, they were able to build an eight-figure business.

While saturation can occur, some of these markets are massive. There are people who have had a bad experience with a product, or one or more products. There's always opportunity for them to try something new. Buck's wife has delve into skincare products. As you know, the skin is the largest organ of the body. The formulation of products for this is very similar to that of dietary supplements. As a matter of fact, they also manufacture anti-aging lines. Buck's wife is constantly trying new products. So, she's constantly going from Vendor A, to Vendor B, to Vendor C, and back to Vendor A again. You get that effect, meaning that other people are trying more than one thing as well.

Also, you have to realize that there are so many different markets in dietary supplements. It's not all about weightloss. In the training, some of the top markets will be discussed. Some of them are pretty big in terms of revenue potential. On paper, it seems like staturation could be a problem, but Buck has never ran into it. He only knows of this occuring is on places like Amazon. Places like this make it difficult to bring new supplements in. You have approve certain things before you enter the market. What you have to understand is that the worst number in terms of marketing is '1'. You don't want to be dependent upon one channel. Buck isn't going to train you to be dependent on just Amazon, and of course, this training is all about what's going on outside of the Amazon sphere as well as within it.

How many people have registered for the live event, and will we get a profile roster that we can use to get to know eachother?

The event is always to capacity. There are almost 100 people in the program. So, it's not like there are hundreds of thousands of people in this program. This is going to be a very tight-knit community.

Buck is very sensitive to people's privacy, and that's why he isn't very keen on creating a Facebook group. However, he is creating a special forum for people and placing it in the Member's Portal. That way, people that do want to put some information about themselves out there can. However, he's not planning on putting out a directory with email addresses and phone numbers up; he feels like that would be a privacy issue.

The forum should be enough to allow you to know people that want to be known. Then, you can find out more about people, and hopefully, strike up friendships at the live event. This will be a great environment for people to walk around and get to know each other. The person asking the question was more interested in knowing about age groups and business backgrounds than finding contact information. So, Buck is going to look into ways to encourage "birds of a feather" to gather in the forum environment.

How many people in this training are clinical physicians? I'm just curious.

Buck is going to send out a survey because he would like to know more about the audience as well, and then he is going to try to share this data in a way that people's privacy is protected.