

# **Health Profits Academy:**

## **Preflight Training #1 – Class Notes**

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**Buck Rizvi**

## **Class Details:**

### **1) Class Schedule**

- The official launch of this course will be January 6<sup>th</sup> at 1 p.m.
- Live classes will take place on Tuesdays at 1 p.m.
- Live Q&A calls will take place at 1 p.m. on Thursdays
- The first Q&A call will take place on June 8<sup>th</sup> at 1 p.m.
- The member's area should be open upon the training's official start
- The VIP Rolodex will be provided at training start
- If you need any help, contact [Support@HealthProfitsAcademy.com](mailto:Support@HealthProfitsAcademy.com)

### **2) Live Event**

- The Event is going to be held at the Marriot Hotel in Boulder, Co
- This will occur January 23-25, 2015
- It will begin at 8:30 a.m. on the 23<sup>rd</sup>
- It will end at 5:00 p.m. on the 25<sup>th</sup>
- One extra seat is available for purchase if needed for spouse and/or business partner.
- The cost of an extra seat is \$1,499
- There is an "early bird" discount of \$500, which will bring it down to \$999, but ACT FAST

\*\*\*Be sure that you have received your Eventbrite invitation via email and that you follow the instructions to let it be known you're coming. The same thing goes for anyone accompanying you.

\*\*\*Make reservations at the hotel as soon as you can. Reference the group rate when you call. The number to the hotel is 1-301-440-8877.

**Goals of This Course:**

- You're here to build a great, long-term business.
- To help people around the world
- To generate a lasting income
- To have freedom of time and location
- To build a good life for you and your family

**Why start a nutritional supplement business:**

- It is one of the fastest-growing industries in the world.
- By 2012 it became a \$32 billion industry
- It is expected to become a \$60 billion industry by 2019, according to Forbes.com
  - a. Reasons for this growth
    - i. Healthcare costs are rising
    - ii. The future of healthcare is uncertain

**How to Get the Most out of This Course:**

- Get a nice, high-quality notebook and a nice pen
  - Take class note
  - write down research data
  - write down any ideas you have
  - write down any questions that come up
- Attend every live training possible

- If you can't join the live training, at least watch all of the replays as they become available
- Write down questions as you go along for the Q&A session
- Submit questions prior to Q&A sessions
- Attend live Q&A too so that you can get your questions answered live
- Take advantage of any hot seat sessions, if possible
- Take advantage of your one-on-one call with Buck whenever you are ready

### **Secrets to Success:**

- Have a Big "Reason Why" for your business
- Write down your "Reason Why" in your notebook
- Keep an "Abundance" attitude
- Success love action; always plan what you're going to do next
- Think "lean"
- Try not to get distracted
- Read the book *How to Get Control of Your Time and Your Life* by Alan Lakein.
- Look for "House is on Fire" markets
- Work out your monetary goals and write them out

### **Example:**

- Goal: \$150,000
- Target Net Profit: 15%
  - $150,000 / .15 = \$1,000,000$
  - Target Revenue: \$1,000,000

- $\$1,000,000/12 = \$83,333.33$
  - $\$1,000,000/365 = \$2,739.73$
  - Target Monthly Revenue: \$83,333.33
  - Target Daily Revenue: \$2,739.73
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- Let's say that your AOV is \$100
    - $\$100,000,000/\$100 = \$10,000$
    - $\$10,000/12 = 833$
    - $\$10,000/365 = 27$
    - Monthly Units You Must Sell to Reach Goal: 833
    - Daily Units You Must Sell to Reach Goal: 27

### Homework:

- Start sensitizing yourself to potential markets by 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
  
- Tips & Tricks:
  - Write down what health issues have effected you or your family personally
  - Write down any health issues that you care about personally
  - Figure out which products are selling at a high rate

- Visit with vitamin shoppe manager when he/she isn't busy; ask about "fast movers"
- Pay attention to what's being advertised and what these ads are saying
- Focus on "House is on Fire" Markets