

Health Profits Academy:

Preflight Training #2

Jay Boyer

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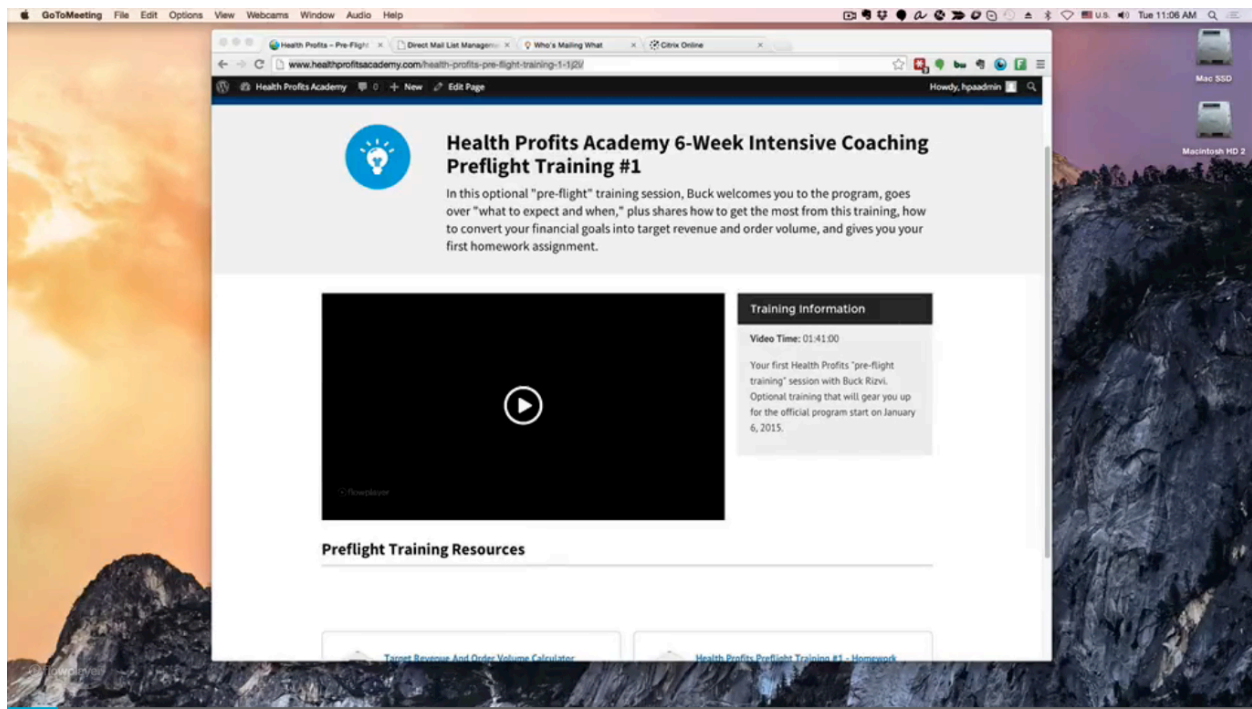
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Introduction



Welcome back! This is the second preflight session of the training. Above you will find a screenshot of the first session's video page. You should have gotten a link to this. Buck apologizes for any inconvenience you might have had. His webmaster inadvertently put some access controls onto this page. So, if you hit a username and password page, clear your cache and your cookies, and try that link again. You should be able to access it now. If you have any trouble accessing it from this point on, please send an email to Support@HealthProfitsAcademy.com, and the team will get you taken care of.

There was some homework assigned in the first session of the preflight training, and some of the preliminaries of what's to come were covered as well. The preflight training is to, as Buck puts it, "Get you in the locker room, get you suited up, and get you amped up." He's using a sports analogy to describe this, meaning that he's trying to get your mind right and get you headed in the right direction. He wants you to start thinking about certain markets and products which you might be interested in and that would have a high probability of success.

Some of this will be covered in more detail when the official training starts. However, Buck felt like there were some important things that needed to be discussed early on, and because you participated in these preflight trainings, you're going to be ahead of those that didn't attend. If you haven't been through the first preflight training yet, you need to know that there hasn't

been any membership site opened up for you yet. In the meantime, you'll continue to receive these private links to the preflight training pages. These contain the video content as well as any resources that pertain to that particular portion of the training.

Do take the time to go through the Preflight Training #1 if you haven't done so. If you have a specific introduction or a resource within the rolodex that you need access to, just contact Support@HealthProfitsAcademy.com or Buck himself at Buck@HealthProfitsAcademy.com. Either one will work. Also, you should know that each of the preflight pages will have links to the previous training. That way, you be able to follow them easily in succession.

There are several different ways that Buck will present information during the training. Sometimes he will just use slides, but sometimes he actually demonstrates how he does research or the tools that he uses in an over-the-shoulder manner. Some of the tools that he demonstrates will be ones that you have access to for free, while others are some that he has purchased or pays for himself and he personally uses in his business. Buck intends to be very clear about which tools will be provided to you and which won't. It's up to you whether you want to purchase the tools that Buck has recommended.

Digging into Useful Data

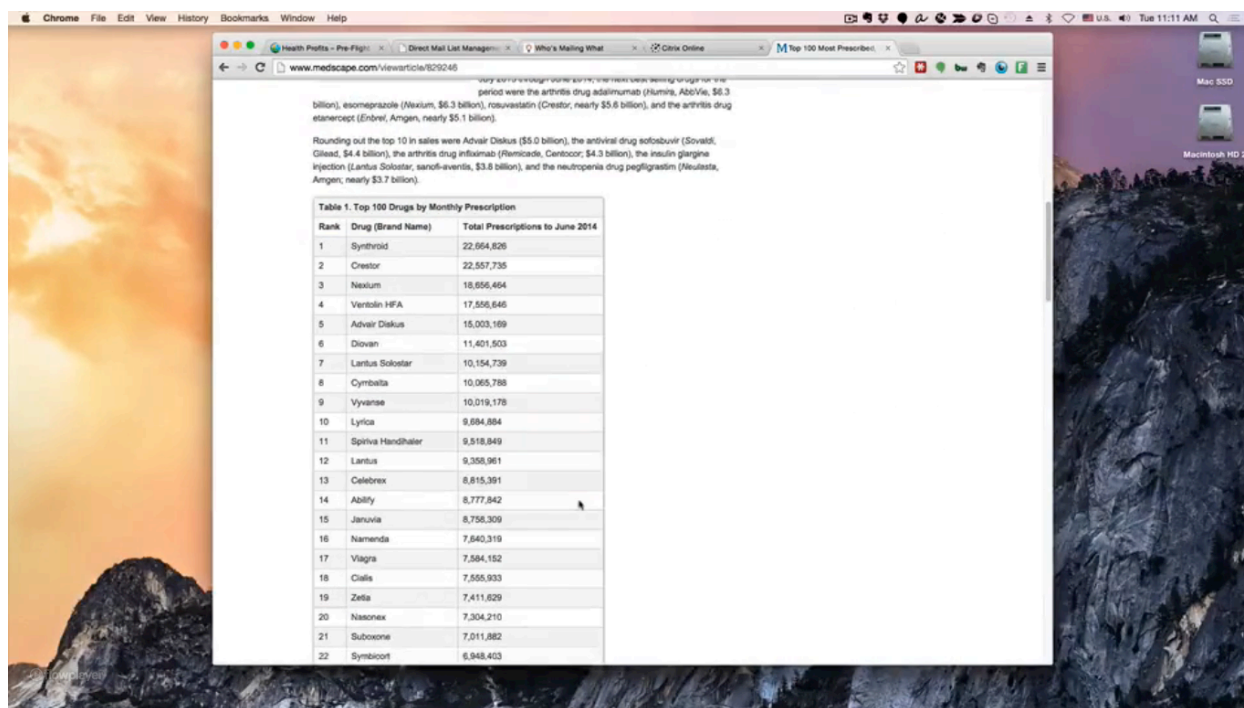
When you did your homework, what were some of the interesting things that you found? Other members made the following comments about what they came across:

- Diabetes and arthritis
- Anti-inflammatory
- Stress
- DHEA
- Inflammation, Fish Oil, Omega3
- Hypertension, cholesterol
- Weight loss, bodybuilding
- Joint pain
- Cognitive health
- Weight loss for moms, ADHD
- Probiotics
- Eye care
- Male performance

It's great that everyone did their research and beginning to take notice of what they might go after. The point isn't to choose anything concretely yet. What Buck is trying to do is get you sensitized to potential markets as well as different aspects of the industry. It's kind of like getting a new car in that you don't notice how many people have the same make and model until you start driving the one you just bought around.

Ask yourself why certain messages are being put out there in the manner that they are. Also, pay attention to how often some of these messages are being sent out through the mail, on TV, or via the Internet. Buck performed a search for the "top 100 most prescribed top selling drugs" on Google during this training session, and a MedScape article appeared within the

results. It was a relatively new article, and it contained information about what the top selling drugs are.



The screenshot shows a web browser window with multiple tabs. The active tab is titled "Top 100 Most Prescribed" and displays a Medscape article. The article text mentions that the top 10 drugs in sales were Advair Diskus (\$5.0 billion), the antiviral drug sofosbuvir (Sovlat), Gilead, \$4.4 billion, the arthritis drug infliximab (Remicade, Centocor, \$4.3 billion), the insulin glargine injection (Lantus Solostar, sanofi-aventis, \$3.8 billion), and the neutropenia drug pegfilgrastim (Neulasta, Amgen, nearly \$3.7 billion).

Table 1. Top 100 Drugs by Monthly Prescription

Rank	Drug (Brand Name)	Total Prescriptions to June 2014
1	Synthroid	22,554,826
2	Crestor	22,557,735
3	Nexium	18,656,464
4	Ventolin HFA	17,556,646
5	Advair Diskus	15,003,169
6	Diovan	11,401,503
7	Lantus Solostar	10,154,739
8	Cymbalta	10,065,788
9	Vyvanse	10,019,178
10	Lyrica	9,684,884
11	Spiriva Handihaler	9,518,849
12	Lantus	9,358,961
13	Celebrex	8,815,391
14	Abilify	8,777,842
15	Januvia	8,756,309
16	Namenda	7,640,319
17	Viagra	7,584,152
18	Chialis	7,555,933
19	Zetia	7,411,629
20	Nasonex	7,304,210
21	Suboxone	7,011,862
22	Symbicort	6,948,403

This would, of course, be a good article to look at. You should know that MedScape does require you to have a username and password to access some of the information on their site. However, if you find an article through Google, you can sometimes get direct access to an article on the site for free. If you look at the screenshot above, you'll see that the article Buck opened up had a really great table in it that showed the top 100 drugs by monthly prescription. You might notice that this is relatively recent data, as it says "June 2014" at the top of this chart. The one topping this list is Synthroid, which is a drug that is made for hypothyroidism.

The next page within the article provides a list of the top 100 drugs by sales. This data can vary from the other because of the actual costs of the drugs. Some of these drugs can be extremely expensive. The one that was listed on this particular chart was Abilify, which is an antidepressant. Buck actually looked all of this up prior to his presentation, and he did a little work ahead of time too. He put a spreadsheet together to help you. This is shown below.

Top By Monthly Prescription		Top By Sales	
Synthroid	Hypothyroidism (low thyroid hormone)	Abilify	Depression
Crestor	Statin - reduces LDL, raises HDL	Nexium	Heartburn / Acid Reflux
Nexium	Heartburn / Acid Reflux	Humira	Arthritis
Ventolin HFA	Asthma	Crestor	Statin - reduces LDL, raises HDL
Advair Diskus	Asthma	Advair Diskus	Asthma
Diovan	High Blood Pressure	Enbrel	Arthritis
Lantus Solostar	Type 2 Diabetes	Remicade	Arthritis
Cymbalta	Depression	Cymbalta	Depression
Vyvanse	ADHD	Copaxone	Multiple sclerosis
Lyrica	Nerve & Muscle Pain	Neulasta	Immune booster for chemo patients
		Sovaldi	Hepatitis C

Source: MedScape

In the spreadsheet, Buck took note of what some of the most popular drugs were and what they were for. The top ones listed by monthly prescription were:

- Synthroid – hypothyroidism (low thyroid hormone)
- Crestor – Statin (reduces LDL, raises HDL)
- Ventolin HFA – Asthma
- Advair Diskus – Asthma
- Diovan – High Blood Pressure
- Lantus Solostar – Type 2 Diabetes
- Cymbalta – Depression
- Vyvanse – ADHD
- Lyrica – Nerve & Muscle Pain

Again, the source of this data was MedScape. That was the source of the top products by sales too, which ended up being:

- Abilify – Depression
- Nexium – Heartburn/Acid Reflux
- Humara – Arthritis
- Crestor – Statin (reduces LDL, raises HDL)
- Advair Diskus – Asthma
- Enbrel – Arthritis
- Remicade – Arthritis
- Cymbalta – Depression
- Copaxone – Multiple sclerosis
- Neulasta – Immune booster for chemo patients
- Sovaldi – Hepatitis C

Some of these conditions are listed over and over again. Diabetes is one of them, and this is one of the conditions that a lot of people took note of when doing their homework. Depression is another one that came up several times in these lists. Early on in his career, Buck decided that he wouldn't steer clear of the depression market, but you can't ignore that it's a good potential market; the numbers don't lie. Buck knows some people that are successfully selling in this market as well as the acid reflux market.

A lot of people mentioned arthritis and joint health when they commented on the homework they had done, and this came up a lot in these lists of top-selling products as well. This would be another great market to get into too. Keep in mind that the FDA doesn't want you making any claims that you are addressing or curing a disease. So, while you are putting out condition-specific supplements, you don't want to use terms like "cure" or "fix". For instance, instead of claiming that your product cures depression, you'd want to say that your product promotes a healthy mood. This is a very important point to take note of.

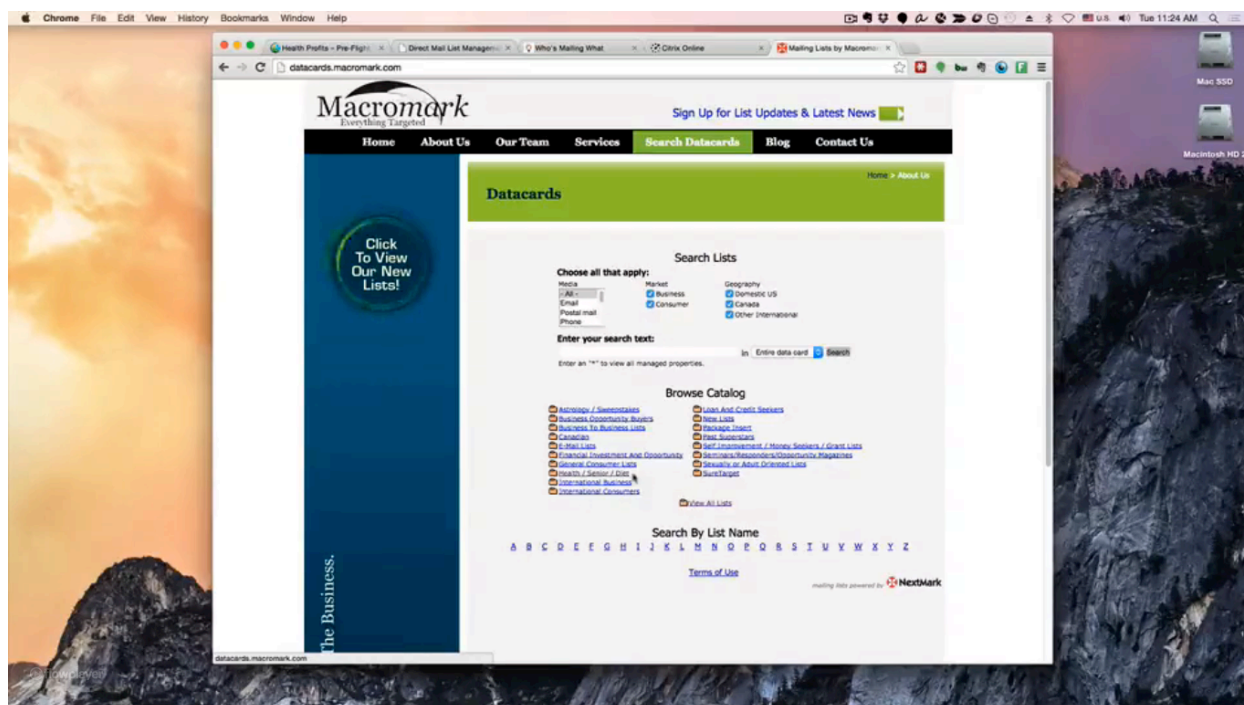
When you looked at the spreadsheet, you may have noticed that four of the drugs listed in the "Top by Sales" chart were arthritis medications. Some of these drugs are used to treat Crone's disease and other conditions too, but arthritis was they're mainly prescribed for. It has already been mentioned that there is a lot of demand for this ailments to this condition. Other conditions that you see in both lists are depression and heartburn/acid reflux. Sadly, a lot of these conditions are really brought about by poor diet and lack of exercise. There may also be

other stress in their lives that is causing depression, but even then, studies show that exercise can help depression immensely.

After sharing this information with members of the group, Buck asked them what they thought about these markets and whether or not this data had changed their perspective in any way. Several people mentioned that arthritis looked interesting to them, and there were a number of people interested in treating depression and hypothyroidism. Again, it's a good idea to go with something that you have had experience with yourself or have seen a loved one deal with. That way, the market that you choose will really mean something to you.

Many people agreed that a lot of these conditions are some that come about because of lifestyle issues. What you might do to counter this for your customers is provide a bonus with your product that will help them learn about how to keep a better diet and exercise more. For instance, you might bundle your product with an eBook on bettering one's lifestyle. You might also consider offering a coaching program. There are lots of opportunities like this where you can not only help people further, but also increase the value of your own product and really make it stand out when compared to other similar products in the marketplace.

This data might help you to rethink some of the markets that you may have chosen, but keep in mind that there are no wrong answers when it comes to any of this. What you go into is your choice, except that Buck highly recommends going into a "house is on fire" market. All of the conditions listed in the spreadsheet, by the way, are house is on fire markets. In any case, hopefully seeing this data helps you to better understand what substantial markets are out there and kind of expands your horizon when it comes to what your options are.



Another resource that Buck uses is Macromark.com. Macromark is a company that actually does direct mail, but you can actually use this information to guide what you're doing online. What Buck uses is their datacards search feature. This is available to use for free, and this portion of the site is shown in the screenshot above. One of the categories on this page is 'Health/Senior/Diet'. This is the category that Buck would look at, and many of you would look at as well. When you click on this link, a number of data cards will appear.

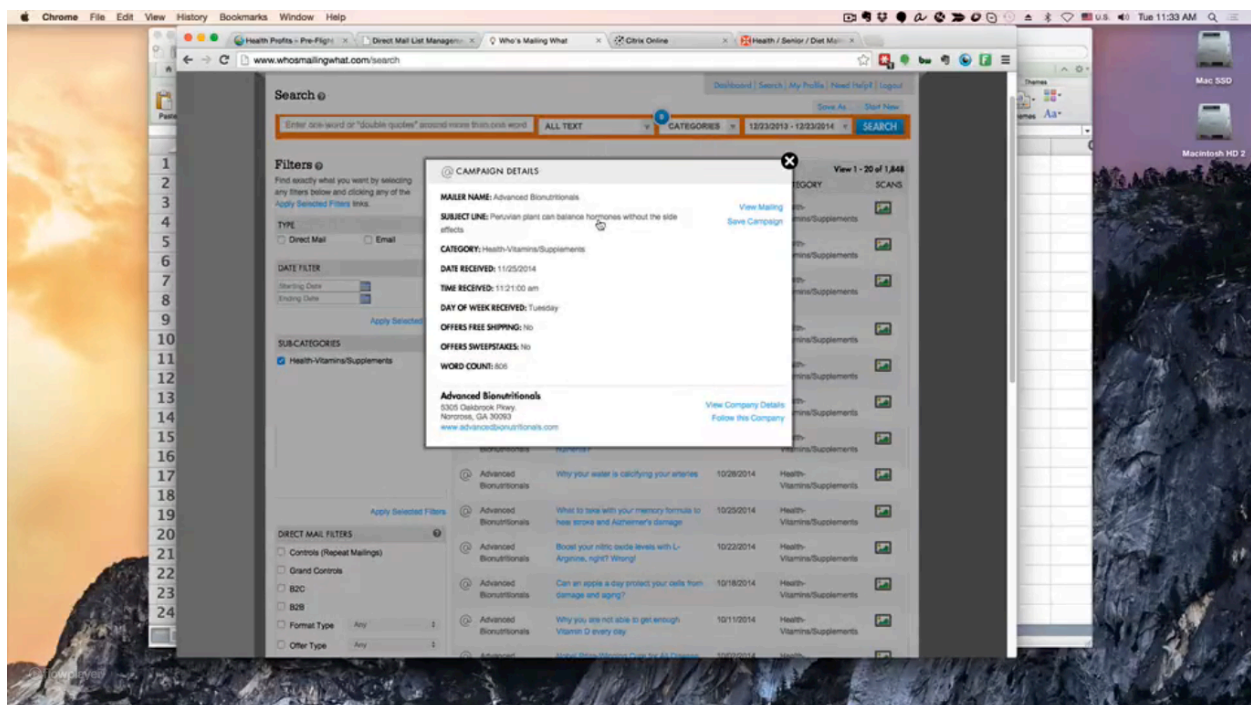
Believe it or not, companies will actually take their direct mail buyer lists up on this site and make them available for rental. You could rent them on a per-mailing basis, for example, for \$150 per 1,000 names. Then, you could mail out to these people once, and if you wanted to mail them again, you would have to rent them again. By the way, if you wanted to make a little extra on the backend, you could do so by renting your list to other marketers through this site. One great aspect of this is that you can actually choose not to allow specific marketers to mail to your list.

Many of these buyer's lists include phone numbers. Buck doesn't recommend that you try any type of outbound telemarketing. However, he does think that there are some interesting opportunities for you to tap into direct-mail marketing. A leading expert on direct mail will be coming and speaking to the group at the live event. This is one of several truly amazing speakers that Buck has lined up.

As Buck was looking through this information, he found that it validated the other information he had found because the same top markets listed above were also some of the top markets on the Macromark site. This is just another resource that you can tap into as you try to drill into these different markets and see what you might want to address. There are other cool ways that you can use the data on this site, which you will learn about further on in the training.

Another great site to look at is one that's called Who's Mailing What (www.WhosMailingWhat.com). This is another direct mail site. Yes, this is kind of an old school way of doing things, but you have to understand that the people that are still doing business this way really know what they are doing. It really helps to take a look at what they are mailing out and how often they are sending things out. Who's Mailing What is a paid service which costs \$200-\$300 a month. It's not cheap at all, but it may be well worth the cost for you to have access to this information in your business, as it is for Buck.

During his presentation, Buck used this site to look into the various mail lists that have been mailed out to over the last year and what has been mailed out to people. On the site, you can narrow your results down by subcategory, and that's what Buck did next. He selected 'Health Vitamins & Supplements' and applied this filter to his search. You can also choose whether you want to look at email campaigns, direct mail campaigns, or both.



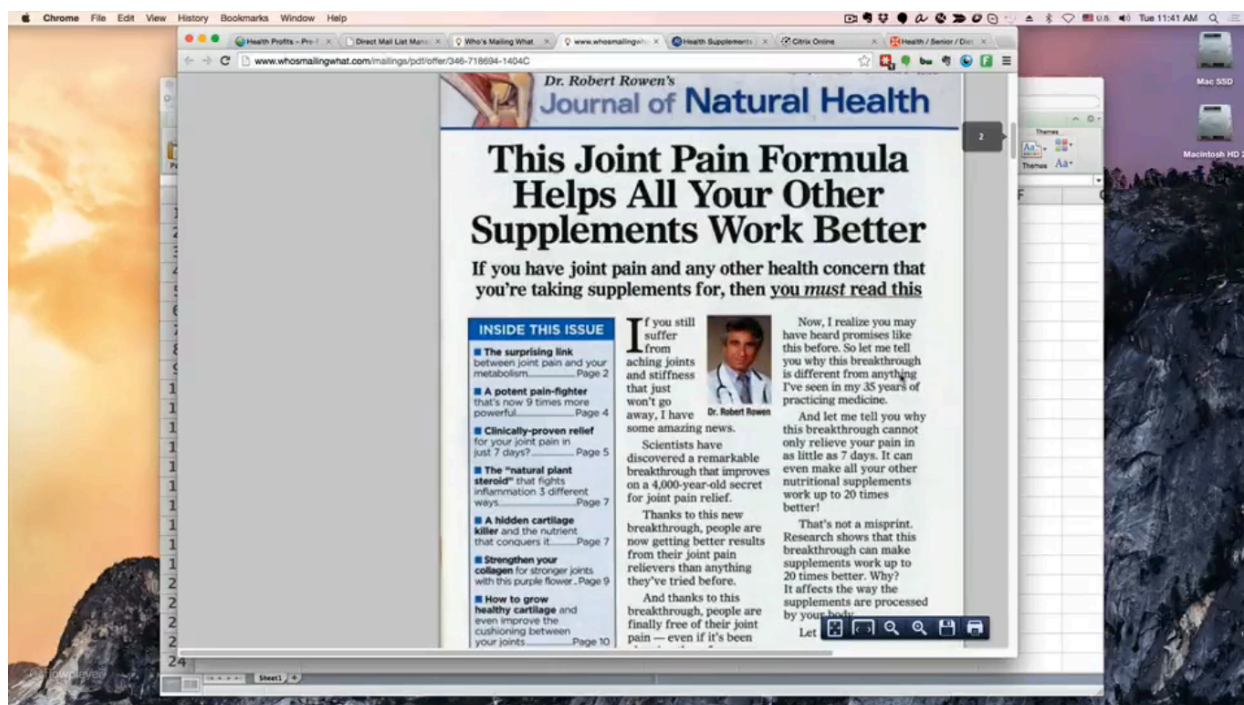
One of the companies that came up in the results was called Advanced Bionutritionals. When Buck clicked on one of the results, and email that the company had mailed out came up. This is shown in the screenshot above. At the bottom of this email, there is a link to the company's

website. Buck clicked on the link to find out more. He says that one thing that helps him to identify markets he might want to be in is to look at the top-level categories on this site, and often these sites will highlight the top-selling products. This is very helpful. A lot of times you can also sort your results by 'Most Popular', so you don't even have to dig in very much to find what you're looking for in many cases.

Buck has an Evernote plug-in installed so that he can quickly access it through his browser. So, he can simply open this up and make a short note about anything that he feels he should jot down. Another thing that you can do is add tags to sort this information, which makes it easier to sort through later. By the way, the base level version of Evernote and its plug-in is free. Therefore, Buck highly recommends that you start using it. That way, you can start clicking around and storing this content so that you have your own little notebook detailing data about various products that you might want to get into.

Pay close attention to what these companies are primarily focused on themselves. One of the products that Buck first ran across was one for restoring your adrenal glands. This, he says, would be an interesting market to be in. Another interesting product for the treatment of hearing loss, which caught Buck's attention because it would be one used by the Baby Boomer market and older generations as well. Next, he noticed that there was a product for heartburn relief being featured, which again, validated the other data that has been found. A joint support supplement also came up on this page, which is another product that pertains to one of the markets listed in the 'top sellers' spreadsheet.

All nine of the products on this page represented very valid categories to go into. One of the critical points that Buck made pertaining to this company was that they could do more with the packaging and labeling of their products. However, the company did seem to have a great grip on what the most popular and high-selling markets were. Before you choose a specific product to go into, you'll want to do more research to make sure that people are actually making good money with that type of product.



If a product is being promoted through direct mail, Buck takes this as an indication that the product is selling well. If it wasn't, it is unlikely that they would be spending time and money mailing these advertisements out to people. A cool aspect of this is Who's Mailing What actually lets you see the creative that the company is using to sell a particular product. The creative for a joint pain formula is shown in the screenshot above, for instance. Surely you have seen something like this in the mail before.

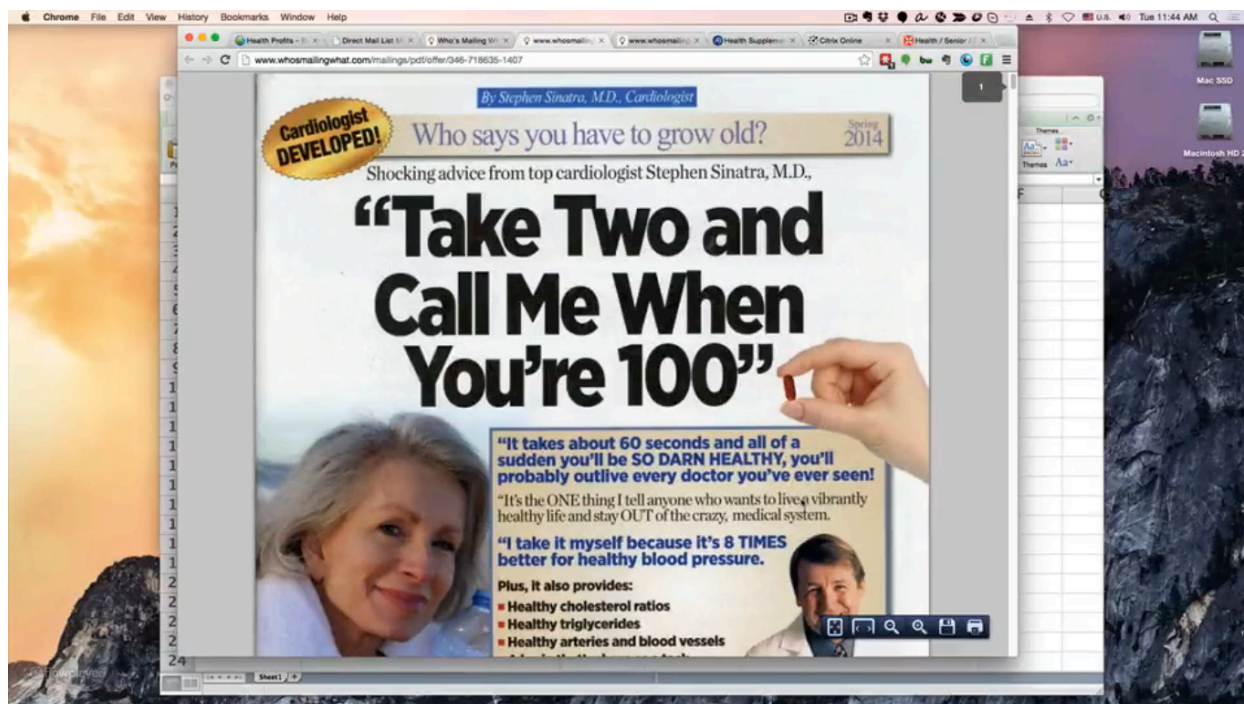
It probably cost the company \$2,500 to get a copywriter to write this, and they probably paid a designer to lay it out attractively as well. Then, they had it printed up and dropped in the mail. If they did all of this, you can be pretty sure that this product is one of their best. The products that this particular company comes out with aren't some that you are going to see on TV or in magazines necessarily. These are the ones that are flying under the radar with their advertisements. They are sending out direct mail and email advertisements instead. However, they are sending out very powerful packages that have very compelling stories in them.

Next to the names of some of the campaigns listed in Who's Mailing What, you'll find a little star. This shows that a campaign has been mailed out twice. Multiple mailings like this have always been a sign that a campaign is working well and a product is selling well. This is true for both direct mail and email advertising.

If a company is advertising time and time again with the same ad, they are probably making money. Back in the old days the rule of thumb was that when you saw an ad running 3-6 times in a row in the same magazine, and it was the same ad, you could be pretty sure you were

looking at a winner. So, a lot of companies would look at what ads were being ran, and how often they were, and then they would go and advertise a similar product in the same magazine.

Look at the headline in the screenshot below. That's a pretty cool one, right? It says "Take Two and Call Me When You're 100". This is a heart formula that they are proposing. This is an ad which has been mailed out more than once, and so it's probably one of their winning products. This is also an anti-aging product that contains Omega3 as well as some other important ingredients such as CoQ10 and Resveratrol. Some of the attributes of this product are things that we are going to be paying a lot of attention to when we get to the formulation stage.



The magalogue shown above is 22 pages long. This is being sent through the mail again and again. So, this is another type of supplement that you might want to look into selling, and you might want to check and see if this fits in with any of the top sellers that were found. There are medications for heart health in our top sellers. This serves as more validation that this might be a type of supplement you would want to get into selling.

Rather than you having to buy a membership to Who's Mailing What, Buck is going to give you some of the data that he finds on the site. He'll even download a couple of these creatives so that you can take a look at them yourself. He will also talk to the site's representatives and let them know what's going on. They may actually want to give you a special deal. Buck keeps his account open because he comes here looking for intel from time to time. After you get your business up and running, you might want to purchase a month or two and see if it's worth it to you to keep this going all of the time. That's totally up to you.

Hopefully, you can see that it's not hard to figure out what some of the most popular products are. Sites like the Advanced Bionutritionals site are going to feature the products that are moving well because they know that if other people are buying it, you're probably going to want to buy it as well. Another thing that's cool is that if you click on the word "More" on the Advanced Bionutritionals site, their sales letter comes up.

Buck knows the copywriter who wrote this, and he is an awesome copywriter. He won't name him because the man isn't available for hire, but if you want to take a look at some really great copy, take a look at this sales letter. Not only does this guy write copy well, but he does his research and backs up what he says with clinical proof. At the bottom of his copy, you'll even find references. Buck wants to see you backing up everything that you say with scientific evidence as well.

Advanced Bionutritionals is a company that really goes after all kinds of supplements. The website really can provide you with some interesting data. Another thing that you can do is search through it by the different health conditions their supplements pertain to such as Eye Health and Immune Support. This should be helpful in choosing a type of market to go after. Certain markets are doing better than others right now. Detox is hot and so is Digestive Health. Those markets are continuing to grow. Eye Health is big, and for some reason Bone Support isn't not doing as well as it used to, but Joint Health is still very strong.

Anyway, you'll want to continually look into what people are spending real money on both online and offline. Look at what products they are featuring and which ones they are having the most success with. Another company that you'll want to look into is Swanson Vitamins (www.SwansonVitamins.com). They are a good company, and they have good formulas. However, they are the low-cost provider in the marketplace. Everything that they come out with, they try to sell for a bargain, basement type of price.

When you visit the site, take a look at all the different categories they have, and then try to get a sense of who is buying what. Some of the products that you'll find listed on the site include:

- Leg vein products
- Prostate products
- Liver products
- Lung products
- Female health products
- Thyroid health products

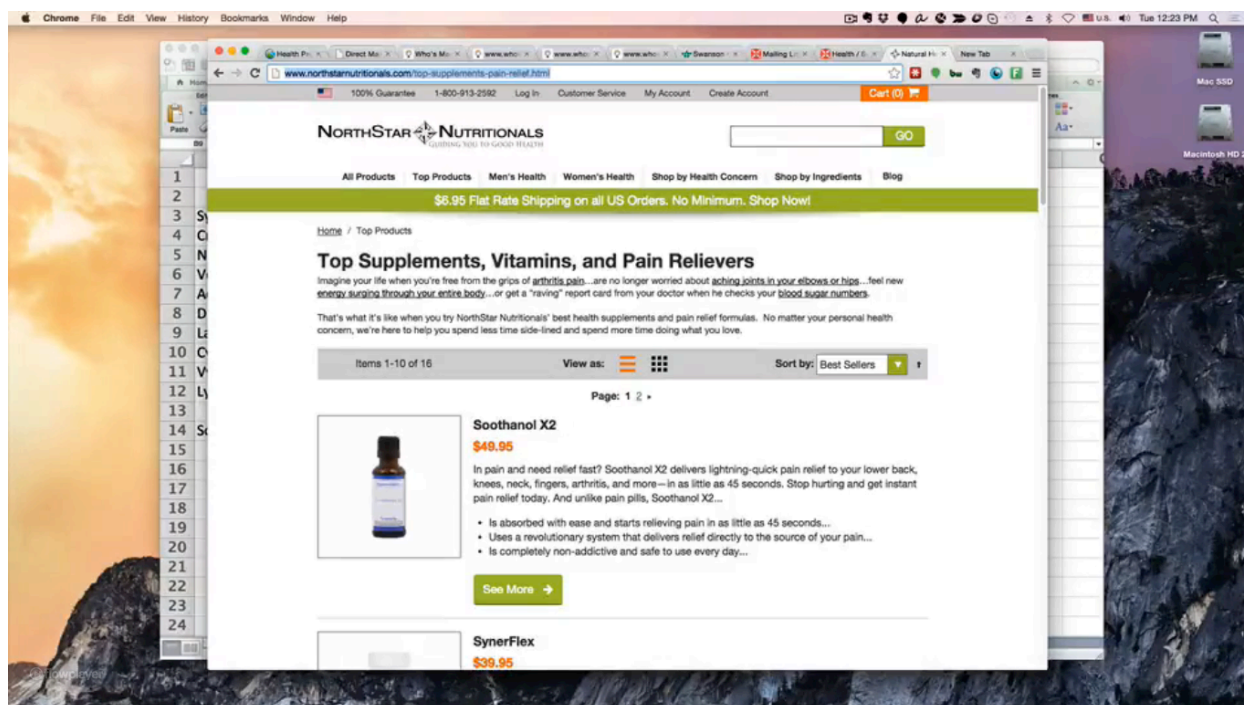
- Brain health products
- Circulation products
- Cholesterol products
- Heart products
- Vision products
- Blood sugar regulation products

When you look at information like this, you want to look at the price points as well. Keep in mind that Swanson Vitamins like to keep their products as cheap as possible. It's a really good exercise to look at condition-specific products such as these. You now have several sources of useful data to use. It's smart to cross reference the data from one site with that of another to validate that more than one company is having success with certain products.

This sort of information can be helpful in finding the truth about a marketplace before you go and invest any money in a product of your own. This is all about increasing the likelihood of your success by making sure that you're going into the right markets. Once you know that there is a demand for a certain type of product and that other people are making money with it, then you can find ways to differentiate your product from other similar ones in the marketplace. Then you can look into other things that you can do to amplify your success even further.

The purpose of this lesson was also to teach you how to start with broader categories and drill down into more specific categories. Your homework is to look into some of these sites. Look at some of these different products, these advertisements, and these categories. Maybe you can order a product or two from a company, record the call, and make inquiries about some of the company's top-selling products. Just seeing how they approach you as a customer can be worth the \$29 or \$39 you might spend on a product. This is a very valuable lesson, and it was something that Buck did himself when he first got into this business.

If you record your calls, you always have them to reference later. He uses Skype's call recording software called SkypeOut along with a little Call Recorder plug-in to record his calls. Buck actually takes this a step further by having his calls transcribed. Making these inquiries along with searching for information on these sites can really help you zero in on the right market for you, which would be one that 1) multiple companies are already finding financial success with 2) that there is not just a demand for, but a 'house is on fire' type of urgency to them, and 3) are something that you're interested in, even better, have a personal story about.



Of course, what you do is up to you, but Buck really wants to encourage you to pick a market that you truly have an interest in. You shouldn't just pick a market just because you know there's money to be made in it, in other words. If you pick the right market and have the right message, the likelihood of you finding success will increase exponentially. That doesn't necessarily have to include a problem that you have a personal connection to, but it really helps if you can connect with your audience that way and if you can understand what your product does for people on a deeper level.

Towards the end of this lesson, a member recommended looking into NorthStar Nutritionals (www.NorthStarNutritionals.com). This site is shown above. Their featured products provide pain relief. Buck did already know about this company prior to this. It is one that invests heavily in both online and offline marketing. So, this would be another good site to look at when you are doing your research.

Questions & Answers

Would heartburn be a hard sale online?

Buck says that he knows at least one person who is selling seven figures in the acid reflux market. Sometimes you can take an indirect approach when you are marketing your supplements. As previously mentioned, you can sometimes use eBooks to bring people into your sphere of influence, and then you can recommend a solution to them. This strategy works extremely well. Of course, the sales cycle takes a little more time if you do things this way, but it also can be well worth the weight.

Is the data in the spreadsheet meant to show what the demand is, or would you use it for targeting?

This is meant to validate potential markets that you would want to enter. If you already have a supplement business of your own, this information could potentially be used in different ways. Further on in the training, you'll learn more about targeting and other such things. Right now, we're just taking a look at where the money is being spent.

Does Macromark provide any email lists at all?

Yes, they do provide email information for some companies, but they are mostly a direct mail company.

Will you show us how to rent a list that's up on Macromark?

Yes, list rental will be covered further on in the course. Direct mailing customers isn't really Buck's area of expertise. He and his partners built their business nearly exclusively online. However, they are starting to look into opportunities for going offline. The partners all feel like this should be the next evolution in their business.

Is there a way for me to confirm and validate how much a company is selling?

There are ways that you can get an idea of how much product a company is moving. When he was first starting out, Buck used to call up companies through their toll-free numbers and talk with them. He recommends calling up these businesses and ordering a product that you think you might have an interest in. Buck says that he will sometimes call using Skype and record the call. There's a program that he uses for this that's called SkypeOut. Then, he will start asking questions as he places his order like:

- How well is this product doing?
- Are people happy with it?
- Do you get a lot of returns?
- How much are you guys selling?
- Are you selling a lot every week?

You'd be surprised at what you can find out this way. A lot of times, these representatives will say things like "Oh yeah, we've had over 1,000 orders just in the last two days.", or whatever the case may be. So, you can kind of infer how well a product is selling this way, and you might even want to ask if there are products that are selling better than the one you're inquiring about.

Does Who's Mailing What offer many direct mail creatives for the health industry?

There were a few, but not a lot. True Health and Primal Force are some examples of companies you might look at. Even though there aren't a lot, you would want to pay attention to the ones that are here to see what they are advertising and how they are advertising it. This will help you tremendously in your decision making.

I was wondering about the upsale and cross-sale potential because I have one product, but I feel like it is very limited. I was looking at the Real Dose site, and it carries a great message and everything. However, I was wondering if a small category like that was enough for upsells and cross-sales?

In terms of starting out, Buck recommends focusing on one product. For upsells, you can typically just sell more of the same. When people are buying your product consistently, then you have a good argument for them to begin buying three or six month supplies all at once. You might even get them to start buying a year's supply at one time.

One very successful offline marketer that Buck knows uses telemarketers to sell a 12 pack. So, the customer starts out thinking that they are going to buy a 30-day supply and end up buying a one-year supply. They are able to get their AOVs as high as \$300 this way, which is very high for this industry.

One mistake that people commonly make in this industry is trying to build too big of a catalogue too quickly. It's good to have a vision for that, but it's easy to get deluded by trying to do this too fast. You really want to have a great message for your star products and focus on making them successful. Then you can start adding products to promote on the backend, whether they are upsells or future cross-sales.

What about affiliate sales?

That's one of Buck's biggest frustrations. He has had trouble finding companies that he feels good enough about to promote. Not only do some of these guys have products that are crappy, but they will go on to promote other crappy products to customers. These might be more of their own or someone else's. This makes Buck and other credible vendors guilty by association.

On the other hand, if customers have a good experience with what they have been sold, they are likely going to come back for more. As you probably know, customers within these types of markets will usually try more than one product to try and address a problem. So, return customers can be very valuable in this industry. Buck's wife, for example, tries a skin care product about once a week, or at least it seems that way.

Do you have any concerns about having Amazon fulfill your orders?

If you're listing products on Amazon, Buck recommends using Fulfillment by Amazon (FBA). This way, the Prime logo will show up. That definitely will increase your conversions. Buck and his team don't sell a lot of product on Amazon, so it's not their primary focus. However, if you do choose to go that route, it can definitely be advantageous to use FBA.

Buck does say that he would have that be your primary fulfillment center. You should still have a third-party fulfillment center to use for products being ordered through other channels. Buck's top-tier fulfillment center's representatives are going to be at the live event. So, they are going to be at the event to answer your questions as well.

Is it good to buy supplements in smaller quantities when you are starting out so that you can test out the market, for dietary supplements in particular?

When you are selling dietary supplements, it's good to think about whether they are some that people are going to have to take for only a small window of time. There are a lot of great markets that fit in this genre. However, there are also a lot of products that will need to be taken continuously. These will, of course, bring in more lasting income streams for you.

Buck's manufacturer and his formulator will be attending the live event. They are going to be talking about one of their partners. He has about a dozen off the shelf formulas. So, they are going to be talking about purchasing short-run supplies, and then once you've done that and validated your market, getting a larger product line.

Do you get a lot of sales from cold traffic? What kinds of conversion rates are you seeing?

Yes. Real Dose does get a lot of their clicks from paid traffic, or pay-per-click (PPC). They use Facebook, Yahoo, Bing, Google, and other services for this. This is one big topic that will be covered in the traffic section of the training. You know, cost-per-clicks (CPCs) are all over the map, and it really depends on the quality of the source as to what the rate of traffic will be. So, conversion rates are going to vary. It's not unusual in this industry to see 0.5% to 1% conversion rates from cold traffic.

Again, since CPCs vary, Buck couldn't really give any specific number, but let's say that your CPC is \$0.50. You would want to make sure that your AOVs are such that you are getting a return on your ad spend. If it fits the company's criteria, they will dial it up. If not, they will dial it down accordingly.

When will we get the link to sign up to the live event?

You should have already received it. So, you need to check your spam folder for the email. If you can't find it there, contact Support@HealthProfitsAcademy.com. Here's another important point. If you are coming to the live event, and you haven't accepted the EventBrite invitation, Buck has no way of knowing that you're coming. So, if you show up without doing that, you're going to get cold stares from the person who is doing the reception.

If you are coming to the event, you need to confirm that. If you have purchased an additional seat, an EventBrite invitation will be sent out for that person as well, and they will need to

accept it too. If you have any trouble with any of this, you can email Support and they will make sure you are taken care of.

Some people have mentioned that they were having trouble using the group code for the hotel. Buck is currently trying to work this out. The hotel is slowly releasing more rooms, and they are surely going to sell out. So, please get the EventBrite invitation taken care of and be sure to reserve your room. If you have any trouble, contact Support. The room is going to cost \$138.00 if you reserve early enough to get a room at the Marriot. That is an amazing rate for Boulder, Colorado.

Do you know if there is a way to get on the lists that you find on Macromark? For instance, let's say that I wanted to get on someone's list that isn't on Who's Mailing What. Is there a way to do that?

The simplest way is to go to Macromark, and click on the 'Health, Senior, Diet' category from the catalogue area. You could also perform a search for a specific condition. When the results come up, click on a company's name that you're interested in. If you see that a company has a lot of company's renting their buyer's list, that's who you want to connect yourself with. After you find one like this, find out as much as you can about them, buy a product of theirs, and get on their list as a buyer. You might have to poke around a little to find the company and their toll-free number in order to buy their product.

Have you ever talked to distributors that try to purchase your products and get them on their shelves?

The possibility of evolving into retail will be discussed further later on in the training. This is a whole different dimension in itself. You don't have the customer relationship in this case, and you have to fight for shelf space. There are slotting fees involved as well.

Commenting on this, Buck states "I personally don't think it's a fun place to be." He says that he loves working directly with his consumers, and he feels like there's plenty of room for building an eight-figure business online as well as through direct mail, direct response radio, and newspapers. He adds that he feels like as soon as you go retail, you lose control and no longer have the relationship with your customers you could have.

How do you envision this program working for those of us who already have products in the supplement space? Should we phase are businesses out and start over?

There is certainly no reason to “throw the baby out with the bath water”, as they say. If there is a product that you have already invested in and you’re already selling, you don’t need to start over. However, you’ll want to apply any of the marketing systems, traffic sources, and other strategies you learn from the training to your existing product whenever possible. If for some reason you think that you have selected a product that’s not really a “house is on fire product”, you might not want to mothball your original product, but you might want to add another product to your line that you think might have a better chance of success.

I’m curious if it would be wise to come up with workout programs to accompany some of the supplements out there.

It works very well to have info products bundled with dietary supplements. You can add a lot of value to a product this way, especially a lot of perceived value. Adding a video, a video series, and eBook, or even a website with some tips and tricks are good ways of doing so, and these types of things make the customer feel like they are getting access to a program rather than just purchasing some supplements. If they have a support system or a program like this in place, it makes the customer feel like they have more of a chance for success.

Info products really aren’t that expensive to create. You can even hire and maintain experts to put a system in place, and this is just a one-time expense. Plus, many of these experts can be hired quite inexpensively. Buck has had very high-quality eBooks created for just a few hundred dollars. So yes, there’s a huge opportunity here for that, and it doesn’t have to have an extremely high production value as you would find with P90X or something of that nature. You can have a great info product or an awesome video series for not much of an investment.

On the flipside, you can publish information products like this to bring customers in and then recommend supplements on the backend. You could also promote supplements on the frontend and the backend using these info products. These are all options that will be discussed later on in the training.

Do organic or GM products sell better than the alternatives?

Buck feels like people are becoming savvier when it comes to organic vs. non-organic products. As far as GM, certain kinds of products sell better than others. So, if you’re selling powders,

mixes, drinks, and things of that nature, the GM and the organic ingredients are going to be a differentiator.

If you're talking more about condition-specific formulas, people are more concerned that the product works and that it's different than the rest in some way than that it contains organic ingredients. That being said, there are circumstances where you can make the case that yours is organic while everyone else's isn't, it may work in your favor and be worth the extra expense. In other words, this may be a good way to differentiate your product, provided that the studies are there to back up your claims.

I have a supplement that's starting to get some really good traction, which is exciting! In fact, I'm starting to get the attention of physicians across the country, and one of them recently asked me if I had wholesale pricing available. I didn't know what to say. So, I just wanted to ask you for advice on how to deal with this. What do I say about pricing, and do you have any advice on how to go about getting these orders fulfilled?

It's fine to have a wholesale program. This happens to the Real Dose team all of the time. They didn't have one originally; they were pretty much forced into it because people were contacting them with these questions. It's recommended that you have an affiliate link and a wholesale link on your website. You don't have to put the terms right there on the page. You can just say, "Hey, if you're interested, we have a great program and incredible products. Not everyone qualifies, but if you want more details, contact me here."

In terms of wholesale programs, Buck has had some where he has taken 40-50% off of the list price, and he does so by the case. So, this is going to depend on what you're selling. Let's say that a case of yours contains 24 units, and you decide that the minimum order quantity would be three cases. Then, you might say that if the person buys 10 cases they would get 50% off, and if they buy between three and ten, they would get 40% off.

This is how Buck and his team do it. You see? It's not really that difficult; you've just got to have a high-level view of how this is done. There are some more details that you should know about, so Buck is going to make the Real Dose wholesale program available so that everyone can see how it works. This way you can look over the terms and conditions yourself, and you can take a look at the order form that they send to people. You can just copy that and use that for your business.

Do you actually send them to a separate webpage for your terms and conditions and for the order form for your wholesale program?

No. Real Dose actually sends them out to the customer. Buck recommends having control over the way that your products are sold too. For instance, you wouldn't want them selling them on eBay or Amazon. You might allow them to sell them on a website of their own. You might also want to put some rules within the terms telling them that they are not allowed to advertise your brand name on Google or Yahoo Bing. If they are advertising for a certain condition, that's different. Buck believes that it's important to be very militant about how your brand is sold, however. You want to own the store on Amazon and on eBay for your product.

Right now, I'm only selling on Amazon. Should I keep some of the product at my home for now, and just send the cases off as I get these wholesale orders?

You could start out that way. Then, when you're ready to have a third-party fulfillment center, go ahead and seek one out. One thing that's great about using a fulfillment center other than Amazon's is that they are often a lot more flexible to work with than FBA. It's a good idea to use a fulfillment centers for products that are being ordered outside of Amazon, and again, it's a good idea to not rely on Amazon completely.

Are you going go over setting up corporate entities or give tax advice during the training or at the live event? Do you have any recommendations for best practices that you can go over?

Buck may have an expert go over corporate formation and possibly even outsourcing the accounting components of your business. A lot of people try to act as their own bookkeeper, and you might be good at it, but the truth is that as your business grows, you really should focus in on product development and marketing as opposed to being engaged with in the line items in your bookkeeping system.

There are many different ways that you can incorporate a U.S. based company. Buck prefers to have limited liability companies. People commonly have debates about where you should have your nexus. Buck thinks that Wyoming is the best place to incorporate in because it's a very friendly state, and the startup costs are low, and you have the ability to get privacy for your company right out of the box. Plus, there are no state income taxes in Wyoming.

Now this information wasn't meant to start a debate, and this isn't legal advice; Buck is simply sharing what he has done. WyomingCompany.com is Buck's resource, in case you would like to

look into this yourself. This and related topics will be covered in greater detail throughout the course.

Do you use a lot of outsourcers in your business, or is it a relatively small team that you use?

Buck considers their team fairly small for the scale of business that they have. They may have 25 people in the company, and a lot of them work part-time. He says that he often talks to people that brag about having 150 or more employees, and he considers that a lot of people to have to manage. Now that being said, some companies in the supplement space run their own fulfillment companies while others may have their own manufacturing facilities. Buck just doesn't feel like it would make any sense for Real Dose to do anything like that.

You, of course, can do whatever you like, but he's going to teach you how you can run a virtual team and work from where you like. Buck really enjoys having the freedoms that his business brings him, and he knows that many other people would like to have the same. That is why he is teaching you how he has built his business. You can do whatever you feel is right for you and your business, but he recommends keeping things as flexible as possible.

Are there any problems with being in California and incorporated in Wyoming?

Absolutely not. You can be in any state and incorporate in Wyoming.

After you decide on a market, what do you do next?

There are some preliminary things that you need to set up, like setting up your company. You can then decide whether you want to go with an off-the-shelf formula or go with a custom formula right out the gate. Buck did custom formulas initially, and there are advantages to doing so. Note that this is a more expensive route, but it gives you more control over your product and allows you to differentiate it more.

If the next step for you is to create a customer formula, you'll want to have a conversation with your manufacturer and their staff formulator telling them about the market you have selected and showing them formulas that you feel are similar to what you would like to go to market with. After that, start discussing the potential for changing the formula up a bit based upon the research you have done and what you have learned. You really should follow the training for a bit longer before you start taking these steps, however.

Would you advise testing with an affiliate product before doing a custom formulation? If so, could you cover some basic testing strategies early in the course?

That's actually not a bad way to go about it. The drawback to this is that you're margins might not support you buying media. If you're willing to be an affiliate for a high-quality product with a good marketing system, or you were willing to frontend their marketing system (with their permission of course), that could be a way to validate a market. However, it's very likely that you would lose some money because affiliate payouts don't necessarily support you buying cold traffic to that offer.

That being said, if you already have a list or you are using free traffic sources, or if you are doing anything else that would reduce your cost per acquisition, this would be a relative way to test a market out. In Real Dose, Buck and his partner built a business that was very successful at acquiring customers and recommending products on the backend to those customers. They were able to do so very inexpensively, and in many cases, they did it with SEO and low-cost pay-per-click traffic. So, in the training Buck is going to share some techniques for promoting supplements using content as well as for promoting either your own or affiliate products on the backend.

Is there a place one can go to find existing information on ingredients that can be used for our supplements?

This will be covered in the formulation step of the training. For now, the short answer is that there are two different places Buck recommends. First, you can talk to your formulator. Obviously, they can guide you towards some novel ingredients that have studies associated with them. There are also trade magazines that are published by companies like Nutrition Business Journal (NBJ).

NBJ is based in Boulder Colorado. It holds an event called NBJ Summit, and a lot of great dietary supplement companies attend this event as well as similar ones. If you're in this for the long haul, and you're serious about building an eight, nine, ten-figure business in the dietary supplement space, then it does make sense for you to start putting some of these events on your calendar.

One great event that Buck advises you to check out is Supply Side West. That's usually held in Las Vegas, Nevada each year. This is one of Buck's favorite events. You can normally get to this event very inexpensively. Plane tickets are cheap, hotels are cheap, and the event itself is

relatively cheap, especially if you just want to walk show floor. Buck says that he can't count the number of times that he has bumped into ingredient suppliers that have information on ingredients that are backed by human clinical studies. You want to use the exact term "human clinical studies" when you talk with them, and you will want to get into the specifics of what conditions you intend on treating with your product.

There are three sources that you can use to find out more. The first is talking to your formulator, the second is looking at trade magazines, and the third is attending industry events such as Supply Side West and the NBJ Summits. Natural Products Insider is another trade mags that you might look at, and Natural Products Expo is another event Buck mentioned. Natural Products Expo is actually another event that's put on by NBJ, but this one is held in Anaheim, California each year. You can learn more about these events and journals by searching for them on Google.

Do you have any tips for coming up with a good brand name?

There's a couple of different ways to approach this. Obviously, this involves the branding of your company as well as the unique selling proposition that you have for your company. Buck and his partners put a lot of emphasis on Real Dose Nutrition as a brand and what it stood for. You really want to focus in on what makes your company different and what people who buy from you should expect.

You'll want to put less emphasis on your individual product names. These can be a little more generic. For instance, Real Dose has a product called Weight Loss Formula #1, which is very generic. However, having "#1" in the name, gave the product a lot more "oomph", according to Buck. This somehow implies that this product is the best.

Another approach is to come up with names that suggest the benefit that the person is going to receive from the product. For instance, the name "Abilify" suggests that you are going to be able to be happy. This name also contains some alliteration. So, it rolls off the tongue nicely and is easy to remember. Other names might have nothing to do with the condition that they deal with and nothing special about them besides the fact that they are catchy.

Buck likes names with alliteration in them as well, meaning the reputation of sound. He also makes sure that they pass "The Telephone Test", as Buck refers to it. This means that if you called your mom and told her the name, she should be able to call you back and correctly repeat that name to you or write it to you in an email. If it fails that test, you probably will want to go with a different name. First, however, you'll want to work on your company name and what it stands for.

If you do use a name that suggests a benefit, be careful not to go too over the top with them. You have to be wary that you don't infer that your product can cure someone's condition, in other words. For example, don't name your product "Diabetes Cure Formula #1". That would get you in trouble with regulatory agencies. You see a lot of supplements that use very generic-sounding names like "Blood Sugar Control Formula #1", which can sometimes work, but they have a tendency to sound the same as everyone else's. Buck hopes to help you come up with a name that's catchy and creative but describes the benefit of your product too.