

Health Profits Academy:

Preflight Training #2 – Class Notes

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Research:

- 1) Continue becoming more sensitized to potential markets by looking up “Top Sellers” on Google. Buck performed a Google search which led him to a MedScape article. He found the current top sellers to be:

A. By Prescription:

- 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

B. By Sales

- 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
- 2) Look for similarities within each of the lists that you find. For instance, drugs for depression and acid reflux are listed several times over within these lists.
 - 3) Look at the ads that people are mailing out.
 - If a company is spending money on ads for a product, chances are that it's a top-seller.
 - If they are mailing an ad out multiple times, chances are likely that the drug that the product is a real winner.
 - Good sites to perform your research on include:
 - <http://www.Macromark.com>
 - <http://www.WhosMailingWhat.com>
 - <http://www.SwatsonVitamins.com>
 - <http://www.NorthStarNutritionals.com>
 - 4) Compare what you find when you look into these direct-mail sites and online vitamin seller sites with the original information you discovered about "Top Sellers".
 - 5) Look for data that verifies that of another source and for any similarities you see over and over again.
 - 6) Pay close attention to what companies are willing to spend excessive amounts of money on.
 - 7) Pay close attention to whether or not a market is a "House is on Fire" market.
 - 8) Consider calling a company or two and asking them about their top sellers. It's amazing what you can find out. You may even record the call with a program like Skype Out to use for future reference.
 - 9) 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.
 - 10) In conclusion, look for products:

- that multiple companies are already finding financial success with
- that there is not just a demand for, but a 'house is on fire' type of urgency to them
- that you're interested in, even better, have a personal story about.

Notes:

- 1) 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 extremely important.
- 2) Buck wants to see you backing up everything that you say in your sales copy with scientific evidence and references to reliable sources. Also, make sure that all your formulas are backed by human clinical studies.
- 3) If you want to find out more information on ingredients that can be used for your supplements, you can:
 - Talk to your formulator
 - Look at trade magazines such as the Nutrition Business Journal
 - Attend industry-related events such as Supply Side West
- 4) Think of different ways that you can differentiate your products. For instance, if you have a weight loss product, you might consider adding some sort of exercise program or coaching product to the package. You may also consider trying to sell multiple bottles at once, especially if your supplement that requires continued use. In other words, instead of trying to sell one bottle containing a 30-day supply, you might try selling a bundle of two bottles at a time so that the person can have a 60-day supply.