

Health Profits Academy:

Session 1

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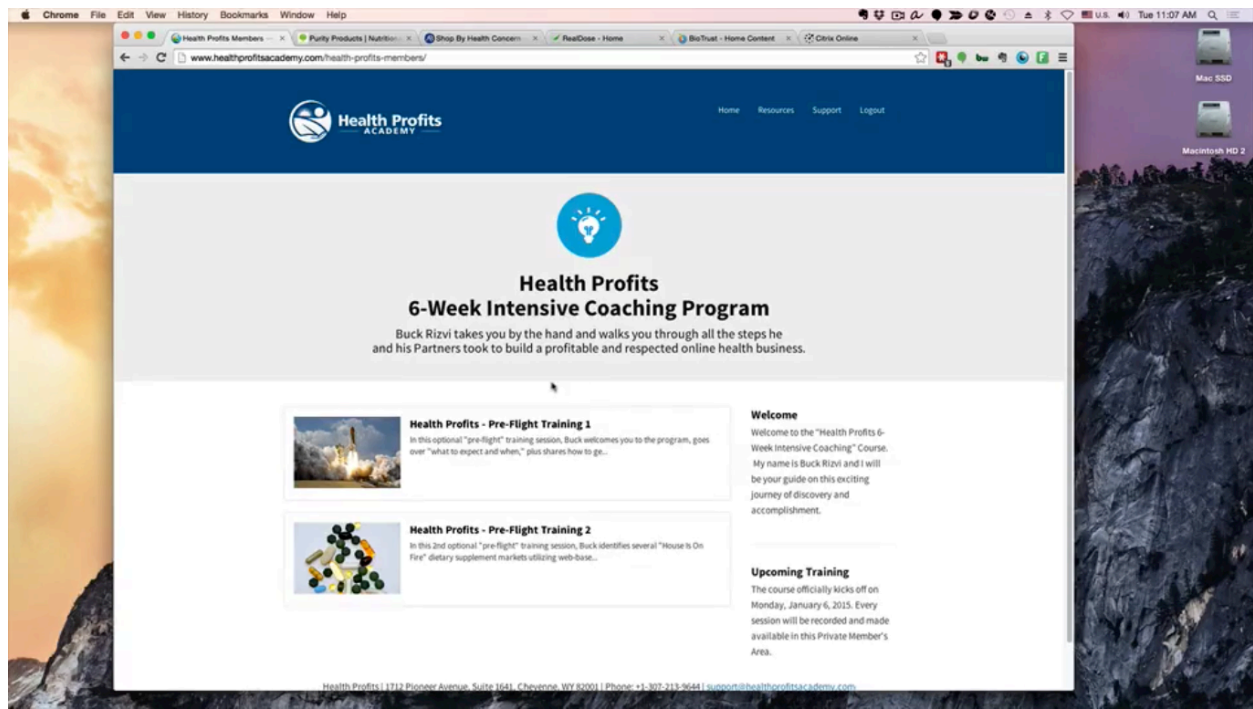
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Introduction/Membership Area/VIP Rolodex



Welcome to the first session of Health Profits Academy! Buck says that he feels very excited and blessed to be able to hold these sessions. An amazing course lies ahead, and there is an incredible amount of material to work through in a relatively short period of time. Many of you are coming to Health Profits Live, which Buck is also extremely excited about. If you haven't received the update, you need to know that he did extend the amount of time that you have to register and confirm that you will be attending. You definitely should have received the Eventbrite invitation for that. If you have not, please contact Support.

There is a very high caliber of people in this training. Possibilities for collaboration are going to be discussed. There's definitely going to be a chance for that at the live event. There are over 200 people in the community right now. It's a great group, and hopefully the people that are involved will have an abundance mindset and share as well as help each other.

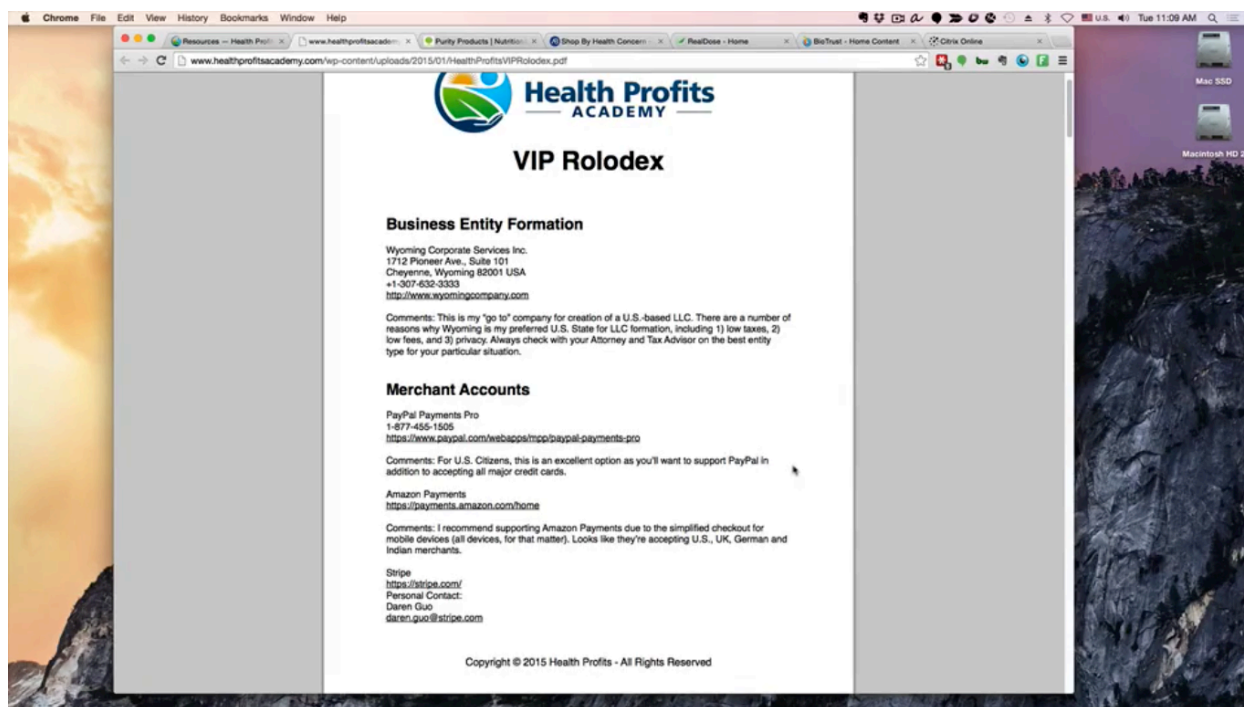
The membership area is finally opened up. Eventually, it will become fully fleshed out with all of the training modules, additional videos, and bonus materials. There are actually a number of videos that will soon be added to the bonus area. A number of partners that have helped to get the word out about Health Profits Academy have also been very gracious in sharing some additional bonuses that are going into the membership area. These are going to be extremely valuable.

Buck is also investing in getting all of the training material transcribed and detailed course notes and checklists are being created. He is working with a technical writer for this. As these sessions take place, they are being summarized and made into a form that will make it really easy for you to review the material use as a reference resource.

You can reach the membership area by visiting <http://www.healthprofitsacademy.com>. There is a 'Member Login' button on that page. Click on that and you will be redirected to a page where you can enter in your username and password. If you have forgotten your login information, you can click on the 'forgot password?' link to retrieve it. After you are done entering in your credentials, simply hit the green 'Log Me In' button and you will find yourself on the membership sites homepage, which is shown above. This page will contain a 'Message of the Week', so do check in at least once a week and look for that.

This homepage will serve as your 'Master Control Panel'. This is where you can get access to all of the trainings if you happened to have missed a live session or you want to review one of them. You'll find that there are "little bread crumb trails" on each age, which make the site easy to navigate.

Additional materials will even be added to the preflight training modules, including the transcriptions, checklists, and course notes previously mentioned. So, within about a week of the training taking place, you'll have a lot of additional support materials that were derived from the training videos themselves. Buck feels like this will help to support people's different modes of learning. Therefore he is adding all of this in the hopes that these materials will make it easier for you to process and take action on the information you are being given week by week.



Over on the right-hand side of the homepage updates will be listed. Up on the upper right-hand side, there is a 'Resources' link. Click on this and you will find that Version #1 of the VIP Rolodex has been added. More will be added to it, and some of the resources in it might seem very basic. However, Buck realizes that someone who is starting out may need some fundamentals.

Buck says that going through and compiling the rolodex made him realize that he's got a lot of really great contacts. These are people that he knows and trusts. There's quite a bit of information within it, and he doesn't want you to become daunted. Please understand that this rolodex is going to be explained and covered throughout the training so that you have an understanding of what resources you'll want to refer to as you go through the processes within the training.

The rolodex first lists a company that is Buck's favorite to use for business entity formation in the U.S. There are people in the training that are from outside of the U.S., and how this will work for you will be discussed in just a moment. Buck is actually planning to hold a special interview for people who are non-U.S. citizens.

Next, the rolodex lists some merchant account resources. In many cases, Buck uses more than one vendor. Sometimes you'll want to have more than one vendor as well. His primary account for RealDose Nutrition is PayPal Payments Pro. That's really for U.S. citizens. Buck also has an Amazon Payments account where he Tier 2 partners with them. Tier 2 is a top-level account that allows the company to process as much as they need to and get paid daily.

Another really interesting one is Stripe. Amazon just moved from Kickstarter to Stripe. It's a really scrappy upstart that is taking the market by storm right now. They power Facebook and a great number of other online companies. They are very easy to deal with and get going with. Buck says that he only has one issue with them and that is that sometimes Stripe doesn't integrate with some of the shopping carts RealDose uses. However, they do integrate with Ontraport, which is the shopping cart that is going to be demonstrated in this training. Stripe is a great option for that.

For the folks outside of the U.S., Buck is friends with Kevin Parlin, who is the president of PayRamp. There is a quote in the Rolodex from him that states "We're one of the very few providers who can set up international signers with U.S. merchant accounts if they have a U.S. entity, bank account, and address (we have a great resource who's been helping international marketers set up U.S. entities within all 50 states for 17+ years). Or we also have true international merchant solutions if they would like a merchant account based outside of the U.S."

There are also sections in the rolodex pertaining to legal liability and webhosting. Buck didn't want to include all of the resources he had when it came to webhosting because there are a thousand different options out there and everyone has their own opinion on this. The ones listed are some that he has used and has found to be very good or he has found out that they were very good through colleagues of his.

Buck will typically let you know where he stands. For example, the membership area is run on SiteGround, which Buck feels is a very good option. That's an inexpensive option that will help you to get going, and they have fantastic customer care, he says. Buck has also run his sites on LiquidWeb for many years, and he currently runs RealDose on Rackspace. The former is the most expensive option.

As the training proceeds, Buck will try to help you to strategize, especially for people that are just getting started and want to keep their costs low. Buck is trying to put himself back into the bootstrap mentality, and he really feels like you should put yourself there too. Even if you have a pile of cash to invest in your business, there's no reason to go and burn it on things like expensive hosting.

A couple of options are also listed for video hosting. There aren't a ton of options here either; Buck pretty much just listed some of the services he uses. Wistia is an easy option, but it is more expensive. There's a more technical option, which is using Amazon and CloudFront.

When it comes to email helpdesk options and some of the other software options that he is recommending, Buck has used other programs in the past like Zendesk. However, they have made some transitions when it comes to some of these software options, and usually it's

because of either functionality or cost. Cost is not always the #1 driver. What it usually comes down to is if the team can get 80% or 90% of the functionality they need and save a lot of money, they will usually make a switch. For instance, Zendesk is a fantastic solution, but Help Scout is a fantastic solution and it saves them money, so Help Scout is what the company uses.

There are a lot of people online who think that they are very good book keepers, and many of them are probably extremely disciplined when it comes to this. When you have that skill, it's easy to think that you should be the one doing the book keeping. You might also delegate the task to your spouse or another family member. Buck, however, advises that you don't do your own book keeping. That's because you'll have so much on your plate that you will need to focus on much more important, high-leverage tasks. The rolodex contains an option for outsourcing your book keeping. Obviously, there are thousands of book keeping and accounting firms out there.

Buck and his partners run their business basically on Quick Books Online. Hundred-million dollar companies, and even some valued much more, run on this service. Buck recommends that you simply set up an account with this service, have a book keeper manage that and handle the payments for you, have an accountant take care of it for you, pay the fees, and move on. Don't try to do this kind of stuff yourself.

A lot of people in this training have been holding their breath in wait for contract manufacturers. Buck's top recommendation is Vitaquest International, Inc. Both Buck's account representative and the chief formulas are coming to Health Profits Live; he's also going to get them on one of the training calls. So, you guys are really in for a treat. This is a top-shelf company which manufactures supplements for some of the biggest companies on the planet. They really know what they are doing, and Buck highly recommends them.

Another company that Buck has listed is Private Label Nutraceuticals. This is the company that RealDose was working with starting out. They are more aggressive when it comes to pricing, which can be good, but they don't really have the flexibility or the formulation systems that Vitaquest has. Also, some of you may be considering getting into heart health, and if so, you might consider using Anderson Global Group. Russ Anderson, who runs the company, has some unique ingredients that he has exclusives on. He's "Mr. Fish Oil", Buck says. So, if you are interesting in anything that has to do with Omega 3, he would be the guy to get in touch with. Furthermore, he has great top-level manufacturing contacts that RealDose works with in addition to Vitaquest.

Next, there is a section of the rolodex titled "Formulation". Formulation and manufacturing is going to be covered extensively in this training. Vitaquest is RealDose's go-to company when it comes to this. Rick Handel is actually going to be at the live event speaking on the topic of

formulation. He and Buck will go through a whole case study on how they go about formulating products at RealDose. This information is going to be presented both on the online training and during the live event.

In the rolodex you also find contact information for the 3rd party testing lab that RealDose uses. While you could skimp on this, Buck advises that you don't. The reasons why will be discussed further on in this lesson. For now, just know that RealDose goes the extra mile when it comes to their products. They send a sample of every batch of their product to a lab and verify that 1) it's free of contaminants such as heavy metals and 2) that the active ingredients are at the level that are on the packaging and in the promotions. That is very important to those at RealDose, and it's not that expensive to do this.

Not only can they use this in their marketing, but this also gives them extra confidence in the products that they sell. To a lesser extent, this is also important to do because if someone comes knocking at the door claiming that their product is contaminated or that there is some other kind of issue, the company has the documentation to prove that the batch being questioned has been tested and was found to be fine. So, this can be helpful when it comes to liability.

When it comes to printing, Buck has been using the same services for years. The first one listed in this section of the Rolodex is Consolidated Label Co. Buck has been using their services for eight years, and he still has the same rep. Her name is Linda, and she takes very good care of Buck and the other members at RealDose. Everyone at Consolidated Label is very professional and does a good job. So, Buck doesn't go anywhere else; he gets all of their labels printed there. They have an in-house art department, and they can get everything done for you relatively inexpensively.

Another company that Buck has listed is The Box Co-Op. You're going to learn about packaging in this training. This particular company has a nice retail box that they put on their products. So, if you ever decide to get a retail box made, whether it's for a single-bottle formulation or for a kit, this company is one that can take the artwork from your packaging designer and put it onto a box that's self-configuring, which is more important than you might think. Buck recalls ordering boxes from a company in Eastern Europe when he first started out because he thought he was going to save on printing. Well, they shipped him the boxes flat and he had to glue them together. So, that was a big mistake. Buck comments "It was really funny using a glue stick and trying to get those working. That's not recommended."

You will learn some tricks of the trade when you get to this step. Even if you're doing online sales, you might want to have a retail box to improve the out of box experience for the consumer. If you're going to do that, it's highly-recommended that you put on UV coating.

You'll learn these types of tricks of the trade, things that you don't think about. If you just buy a retail box and don't put the UV coating on, and then the ink starts to smear when it gets rubbed, you'll regret it. So, this is the kind of thing that will be discussed further on in the course.

A lot of you probably have online traffic on your mind. In fact, you're probably thinking "If I can just get enough traffic, all of my prayers will be answered and people are going to buy in droves." One of the first agencies that the partners at RealDose worked with is Qualityscore. Well, one of the top guys there will be coming to speak at the live event as well. He or another representative will be joining in on one of the calls too. This company is "the cat's meow" when it comes to buying traffic for some of the biggest health offers online. These guys really know their stuff when it comes to Google, Facebook, Yahoo Bing, etc. They are truly a full-service agency.

While Qualityscore typically works with larger clients, they're worth talking to and see if you want to get started with them. It's highly recommend that you learn how to do a basic setup of your ad network accounts and initial optimization yourself. This will obviously save you some money, and it will give you an understanding of how all of this works. Then, at the appropriate time, you might bring in a third-party company like Qualityscore. Again, Buck thinks very highly of this company and advises you to use them, if at all possible. That being said, RealDose has grown so much that they can do all of their digital marketing in-house now, which of course would be optimal. However, Buck says that if he went back to using an agency, Qualityscore would be it.

Luckily, the technology involved in running this sort of a business has become much, much easier. Buck did leave one company off of the 'Shopping Cart' portion of the rolodex, which is Infusionsoft. The reason he did is that is because he uses it for some things, like Health Profits Academy, but not for RealDose. However, he thinks he will add it to the rolodex soon.

The team is uses Ontraport as a checkout service. Ontraport will actually be attending the live event and getting on one of the calls during this training. Ultracart is another service that Buck uses for their shopping cart, but there is also a shopping cart inside of Ontraport that you can use; Buck just doesn't use it because it doesn't support Amazon payments. That's really the reason why they aren't using Ontraport's cart at the moment.

Ontraport does offer an all-in-one service. They offer affiliate management, a shopping cart, page-building services, and analytics. Furthermore, you can do your email follow-ups with it, and that's what RealDose uses it for primarily. They not only store customer data in their account, but they have all of their email follow-up sequences done and automated in Ontraport. According to Buck, this works amazingly well. Once you reach a certain volume of

emails, they do charge you. RealDose has over 300,000 customers, so the cost does scale up because of the amount of emails they send. If you're just getting started, however, you're going to have a small number of customers. So, you might be looking at spending about \$299 a month on this service.

Buck talked to the CEO of Ontraport, Landon Ray, and discussed a small start package being set up so that people that are just starting out have a good option. This will be discussed in more detail later. Another service in the rolodex is Shopify. The reason this is recommended is because Buck doesn't want to take a 'kitchen sink' approach. Buck is always looking for ways to improve the customer experience. People are spending much more time on mobile devices than ever before.

Just think about it. How many times do you check your email using your mobile devices versus your desktop or laptop? The team wants to support a very quick, easy, responsive design for checkout on a mobile device. That's why they are looking at Shopify at the moment; Ontraport doesn't really have as responsive or clean of a design when it comes to mobile. That's one thing the partners are looking into, primarily for their corporate store and not so much for the direct response checkout. Buck will explain this further when he begins explaining the marketing systems.

One big thing to think about is that you aren't going to want to do everything by yourself. Listed in the rolodex are some virtual staffing options. There are all kinds of sites you can look for outsourcers like GetAFreeLancer.com and oDesk. Buck just included the services that he uses personally in the rolodex. They are OnlineJobs.ph and Elance.com.

Elance was what he used when he was first starting out. That's where he found his packaging designer, his webmaster, and his programmer. He also found a marketing director. You can find all sorts of contractors on this site. You might look for a virtual assistant or an accountant there. This really is a plethora of resources. Many of them have portfolios that you can look at prior to hiring; that way, you can reduce the number of frogs you have to kiss in order to find your prince.

OnlineJobs is more of a bazaar in terms of what's available. There are Filipino resources to be found there. It can be very inexpensive from a cost standpoint, but you have to have a pretty good process in place to really find the best workers. This is something that you'll be learning how to do throughout this course as well.

The first service listed under 'Design' is 99Designs.com, which is a service that Buck absolutely loves. This is a good place to go for your first logo or website design done. It's very inexpensive to do so with this service. If you don't know about this site, it's a design service where designers compete to create the design you're ordering. This can make it much easier for you

to get up and running. Buck added Elance to this section of the rolodex as well. That's because this was the service he used to find a designer when he first started out, but he recommends looking into using 99Designs even initially.

Buck says that he is asked about copywriters often. Hiring a copywriter is another scenario where you have to kiss a lot of frogs. With that being said, Buck believes that there is an inner copywriter inside of all of us. Everyone has the ability to write persuasive copy. Buck is sure that you have a good head on your shoulders if you are a member of this training, and many members in this training probably have advanced degrees. Writing was a fundamental component that you had to have to get where you are.

There are actually some very well know techniques for persuasion. Buck is going to have a very special guest speaker on one of the calls to talk about copywriting and copywriting systems. Also, a guide on copywriting can be found in the member's area. It is titled "Instant Health Copywriting Genius". This is being provided so that you have the ability to write copy yourself without having to pay for another service. This can be a very helpful resource for you.

DirectResponseJobs.com is a service that you might consider using. Buck has found a couple of really great copywriters on this site. These are people who are trained by American Artists, which is a division of Agora. In other words, they have been formally trained and they have some sort of certification. On top of all of this, there will surely be copywriters hunting around for clients at the live event.

When Buck first started out, a lot of the technology that's available today didn't exist. For example, if you needed a landing page or a 'thank you' page, you had to code everything yourself. So, let's say that you were creating an entire sales funnel, you would have to have a programmer and an html coder put all of this together, link it together, and test it to make sure everything worked. Making it look good was another story.

Nowadays, you have these great products like LeadPages. It was a LeadPages template that Buck used, in fact, that created the page you first registered for the Health Profits webinar on. It literally took Buck a few minutes to put that together. All he really had to do was enter in the date, upload the picture he wanted to use, a type in a little bit of bullets of copy. A page built by LeadPages has the ability to link into systems such as Ontraport and infusionsoft.

A product called ClickFunnels was put out by a friend of Buck's. Well, he's more of a colleague. His name is Russel Brunson. Buck is really impressed with ClickFunnels. This is funnel-building software that allows you to build funnels for your business without having to hire an html coder to do it for you. It used to take weeks for coders to prepare a funnel.

When you have an environment like ClickFunnels that allows you to set up a funnel instantly as well as change layouts with ease for split testing, you can make your business much more successful because it's easier to figure out what works. Not to mention that the layouts provided by these programs have already been proven to bring about high conversions. Buck did use ClickFunnels for Health Profits Academy at one point.

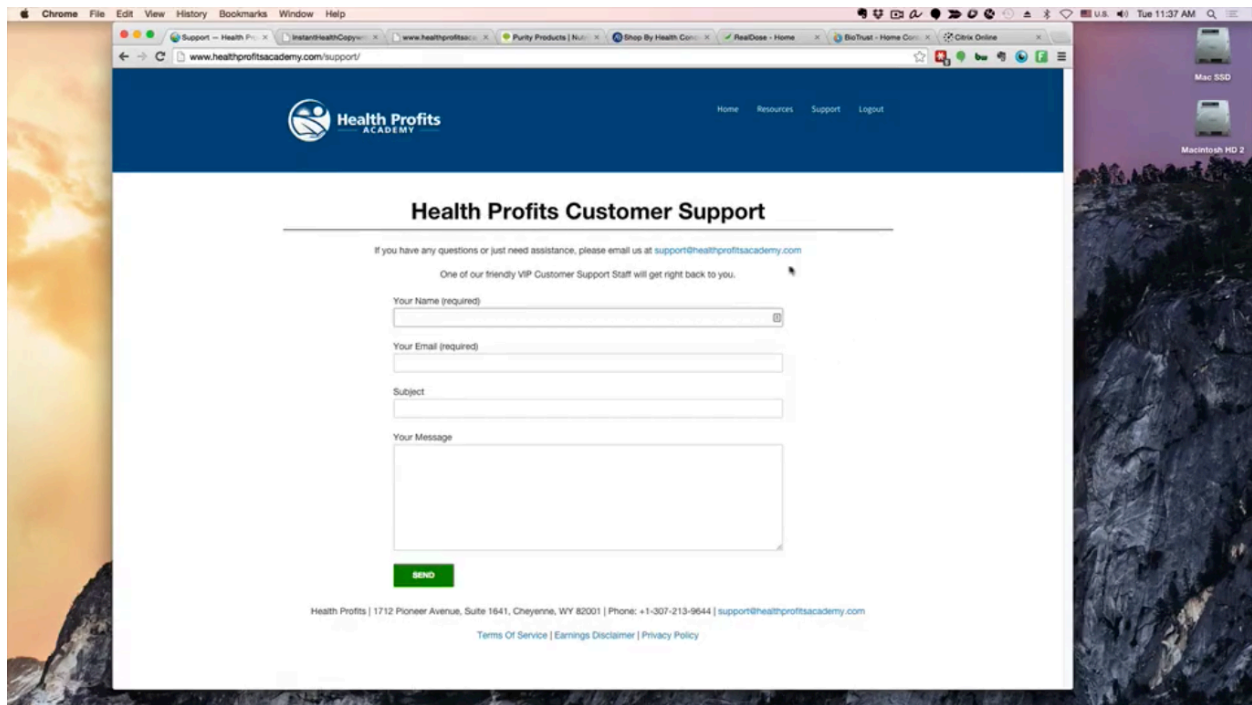
10MinuteFunnels is a program that Buck has a license for but isn't currently using. He does know the software's creator, Kyle Graham. Kyle will be showing off this software at the live event. It's very gracious of him to take the time to come out and give a demonstration. Buck knows people that are using 10MinuteFunnels, and he knows that this is a good option for people who put up multiple funnels for their business. Right now, it's a little rough around the edges, but the program does hold a lot of promise.

In the world of direct-response marketing, you are going to use tools that allow you to see where you are, make a change, and hopefully, bring about improvements. You're going to be doing this constantly, so you need tools to help facilitate that. At RealDose, Buck uses Visual Website Optimizer and Google Analytics.

That was a summary of what's included in the VIP Rolodex. After going through it, Buck realized that there were a few more things that he wanted to add. This is a living document anyway, and he welcomes any input you may have as well. If you have a resource that you think really needs to be added, send a suggestion into Support@HealthProfitsAcademy.com. As of right now, the rolodex only contains resources that he either knows are great first-hand or that someone he knows and trusts well highly recommends.

You should also send an email to Support if you are having any trouble logging in. You'll need to do the same if you haven't received your login credentials yet. However, you should check your spam folder first because sometimes emails can be misdirected there. A lot of times this can happen with MSN email addresses and AOL email addresses in particular. Whether you use these services or not, please check your spam folder to make sure that there aren't any messages from Buck@HealthProfitsAcademy.com or Support@HealthProfitsAcademy.com.

On top of that, please add both email addresses to your contact listed. You will want to make sure that each is white-listed in your account. This will help ensure that you receive all of the communications that come from Buck and his team. Obviously this will help you, and it will clear up a lot of the workload for the support team so that they can concentrate on more vital matters, making everything run smoother for everyone.

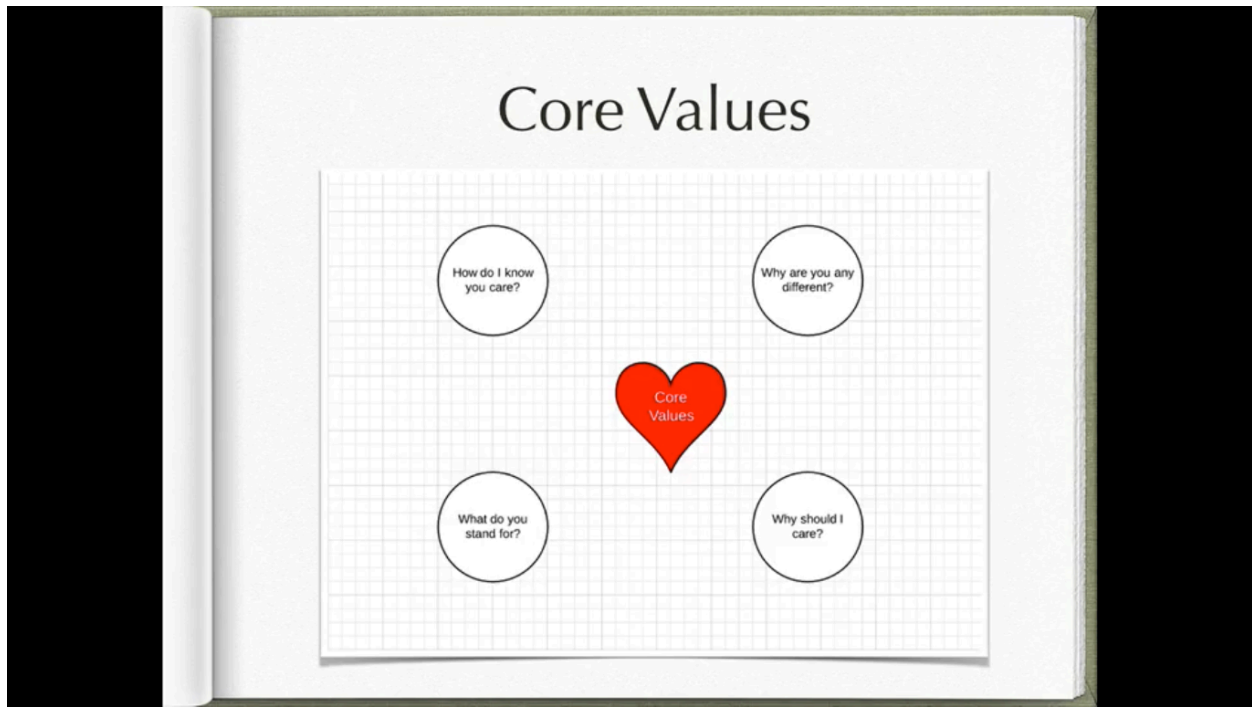


You can also reach Support by clicking on the 'Support' link that's located on the upper-right of the membership area. The page that you'll be directed to is shown above. As you can see, you simply fill out each of the fields and type your message in the text box at the bottom before clicking on the 'Send' button to complete the process. You could also click on the email address link at the top of this page and the email client that you use should pop up. The support team continually monitors this email account, and you will typically get a response within 24 hours of submitting your request.

You need to know that the membership area is still missing a forum. The team did try very hard to get a single sign on up and running prior to this first session. Please take note that, once this is in place, it is meant to help members to communicate. In other words, Buck himself is not going to be monitoring the forum or even in their very often at all. Mark isn't going to be in their much either.

The forum will be a great place to have discussions, figure out things, and find help from other members if you need it, but you need to know that if you want to ask questions of Buck or Mark, the forum isn't going to be the best place for you to go. Finally, anytime you have a technical issue, please message Support. The forum is meant to be a place where you can collaborate with other members.

Core Values



The “Ugly Truth” is that there are a lot of people in this business just to make money. They may pay lip service to the idea of helping people, but they are really just in business to make a buck. They see eight-figure or nine-figure businesses, and they want to build a business that makes the same amount or more. However, instead of building lasting businesses with good reputations, they try to get in there and make money as fast as possible. Unfortunately, if that’s the attitude that you have, and you retain that attitude going forward in this business, it’s really going to be hard for you to differentiate yourself.

The reality is that there is a lot of competition in this industry. In fact, there’s a lot of competition in every market segment that will be covered in this course. You really need to put yourself in the frame of mind that you’re going to provide a service and help people to get what they want. This may seem like a “warm and fuzzy” discussion, but this is actually quite critical because in the world of dietary supplements, your customers are going to want to know that you care. They are putting what you give them into their mouths and ingesting it. They are relying on you to give them the outcome they were hoping for and that you’re bragging about.

There are a lot of bad actors out there, and Buck would like you to help him force them out. He wants to make sure that you’re not using their techniques and that your philosophy is in alignment with his own. RealDose has been modeled after companies that show a consistent

level of caring and support as well as those that established their core values very early on. Really, you're answering a lot of questions when you determine what makes your online health company different. Your customers need to know what is different about you, why they should care about you, and why they should buy your products.

Other companies are out there saying some of the things that you are. So, you need to know, and let others know, what it is that you really stand for. You need to stand for your own principles, and that begins with determining what those principles are. The fact of the matter is that a lot of your customers are going to be women, and women tend to have a great ear calling out bullshit. They are also very sensitive to things. Therefore, if you are sort of cold and aloof, if you're only talking about science, and if you're only bragging about how much better your products are, that's going to put them off.

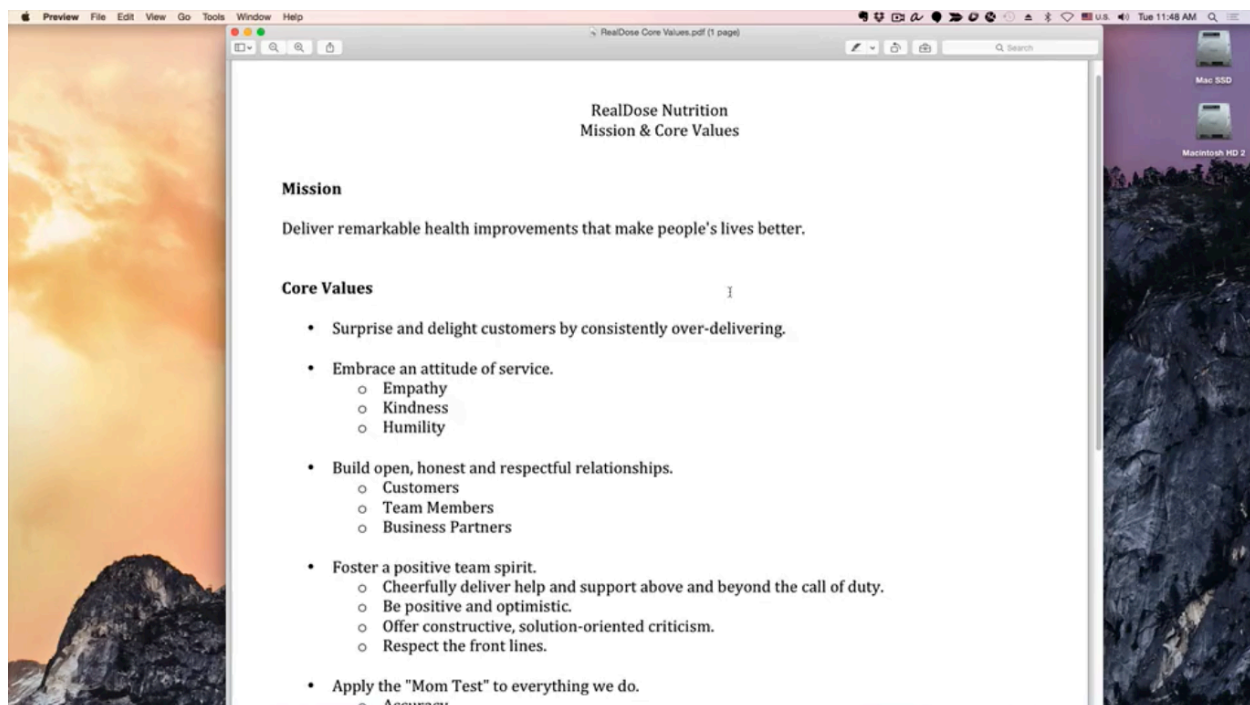
Buck says that women make up a large part of the demographic for their products, especially when it comes to weight loss supplements. You really need to learn to speak to the audience that you are targeting, and in most cases, that's going to largely consist of women. They are going to be asking "How do I know that you care?" When it comes down to it, it's not what you say but the actions you take. You need to show through your actions and send out vibrations that you do really care about your product. Then you allow your customers to discover those aspects about your business.

Don't underestimate the power of spending some time coming up with your company's core values. You're going to have this business for a long time. Buck has been doing this for eight years, but you might find yourself doing this for 20 years or 30 years. There's really no telling. The point is that if you're going to put a ton of time and energy into this business, why not feel really good about what you're doing.

If you don't have your guiding principles written down, you don't have boundaries to help you stay on track. Anytime a decision needs to be made, you need to be able to reflect and consider whether what you do jives right with your core values. If something comes up that doesn't, that makes your decision easy, right? You just say "No, I'm not going to do that." So, you need those. You need to write them down, and you need to share those with the rest of your team.

The decisions that you make in your business, including the guiding principles that you set, should come from an attitude of abundance and an attitude of service. Don't focus on making money. Instead, focus on your customer getting their desired outcome. If you do this, people are going to feel that about your business. They are going to trust you, and they are going to buy from you again and again. So, you want to make this central to the way you set up your business.

Buck says that he tries to think about each one of the members as though they were a brother or sister. He wants to be there to give you advice and tell you the same things that he would tell himself if he could go back in time. He really wants to take you under his wing, and he wants you to know that you can trust him because he does have your better interests at heart. That is how he looks at the members of this course, and he looks at all of his customers this way rather than just viewing them as patrons.



Above you'll find a screenshot of the mission statement and core values that the partners put together for RealDose. Some of this was modeled after the Zappos mission statement. Buck met Tony Hsieh, who is the CEO of Zappos, and he says that if you haven't read Tony's book, *Delivering Happiness*, he recommends that you pick it up. If you really internalize what Tony teaches in that book, it's going to help you, fundamentally, to have a better business. First of all, this is going to make your virtual team feel like you really care about them, and a lot of your caring is going to exude from them.

This is the attitude and care that the partners at RealDose take with their members, and this results in these team members wanting to stay with the company. There are people on the team that have stayed for years and years because they know what RealDose stands for. Quite frankly, the team members aren't just there to make money either. Many of them know that they could make more money elsewhere, but they want to stay with RealDose because they know they are part of a company that's doing things differently.

RealDose Nutrition's mission statement currently states that its mission is to "Deliver remarkable health improvements that make people's lives better." Buck and his partners may modify this in the future. It's really the core values that really define who they are as a company, Buck says. In the 'Core Values' portion of this document it states:

Core Values

- Surprise and delight customers by consistently over-delivering
- Embrace and attitude of service
 - Empathy
 - Kindness
 - Humility
- Build open, honest, and respectful relationships
 - Customers
 - Team Members
 - Business Partners
- Foster a positive team spirit.
 - Cheerfully deliver help and support and beyond the call of duty.
 - Be positive and optimistic
 - Offer constructive, solution-oriented criticism.
 - Respect the front lines.
- Apply the "Mom Test" to everything we do.
 - Accuracy
 - Trust
 - Integrity
 - Real Science
- Do more with less.
- Never settle
 - Be passionate about constantly improving products and the customer experience.
 - Constantly seek knowledge and the truth, even if it challenges our existing beliefs.
 - Never give up on you goals, and don't let failures stop you.
 - Make things simple and easy to understand.
- Be generous
 - Give back via causes that have real impact.

- Be accountable.
 - “No failure, only feedback”
- Be healthy.

The company's core values are really what all of the company's business decisions are based upon. You may have noticed that the core values start off with a promise to delight their customers by over-delivering. Also, they have promised to keep a good attitude and build open, honest and respectful relationships. This includes all of the different types of relationship involve, whether it applies to partners, customers, or team members. For instance, Buck and his partners don't treat people at the company badly just because they are the bosses and others are subordinates.

They don't treat their suppliers with “screw you” types of attitudes either. Buck and his partners are in it for the long haul. So, they are always looking for any possibilities to create win-win scenarios for everyone involved. Buck says that “Foster a positive team spirit” is a big one to him. In this day and age we find ourselves adrift in news stories and articles describing violence, war, crime, and so on, it can be hard to be positive and cheerful because we are surrounded by so much negativity. In spite of all of this, Buck strives to be positive and optimistic, and he thinks that this shines through not only for the customers, but for the team members as well.

Customer support is really revered at RealDose. Whether they are in the Philippines or in the United States, whether they are providing support over the phone or through online chat, the company really these employees in high regard. He recommends that you do too because these people are the ones talking to your customers. If they feel beaten down and they don't feel respected, that's going to resonate back to the customer and cause problems for you. Buck believes that this is one of the reasons why RealDose has an A rating even though they aren't registered with the Better Business Bureau. Buck feels like this is a testament to these core values and keeping a good attitude.

It was previously mentioned that the “Mom Test” is applied to everything that they do at RealDose. What that means is that if there was a product or service that you wouldn't feel comfortable pointing your own mother towards, then you shouldn't go forward with it, even if you could make a lot of money with it. That's something that they won't sacrifice in terms of their integrity. In addition to this, the team strives to make sure that everything they say is accurate and that it is backed by real science and human clinical studies. This will be discussed further when the formulation steps are covered.

The next value listed is “Do more with less”. This goes back to the idea that you should try to save money even if you had a big pile of it to spare. There’s no sense in wasting it, after all. The team is running a profit center, meaning that they are trying to generate profits so that they can help more people, including themselves.

The “Never settle” section is sort of a page out of Apple’s playbook. Take their Omega 3 product for example. There is a supplement that they have which is highly concentrated in Omega 3, and it does very well. However, they went to a trade show and discovered an Omega 3 formula that they thought was superior. Once they knew that this was available and learned about all of the benefits it had, they made a fundamental decision to reformulate the product offer the superior version. This is another attitude that’s going to resonate with your customers and make them trust you more.

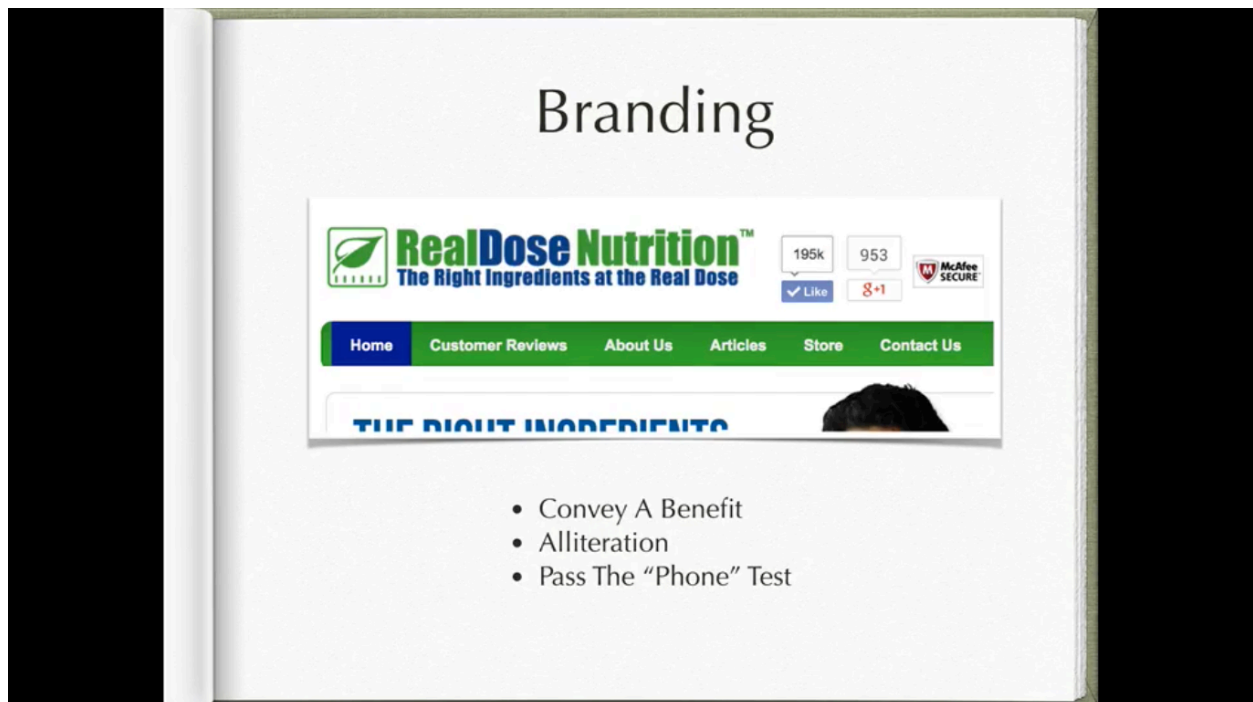
The rest, Buck feels, are pretty standard. You want to be generous. RealDose gives back by donating to various charity organizations, such as Vitamin Angels. Also, Buck and his son recently donated a few thousands of dollars worth of toys to Toys for Tots. Buck tries to keep an attitude of generosity, and he tries to pass it on to his children and those who work for him. He feels like you never lose this way, and it will always come back to you somehow.

Buck never thinks of anything as being a failure. He thinks that as long as you have the ability to continue on another day, any mishaps are really just feedback that will help to steer and guide you onto the next thing. The last value listed is “Be healthy”. After all, if you’re in the health industry, you really should do your best to “walk the talk”. He and his wife try to eat right, exercise, and live their values overall.

This isn’t a ninja trick on how to buy health offers on Facebook. Anyone can do that. This is even more important because, once your traffic arrives, if they don’t feel this sort of sincerity, you’re just going to be thrown into the bleachers with everyone else. You don’t want to come across as though you don’t walk the talk, you don’t really care, and you’re just sharing the same messages as everyone else.

Feel free to use RealDose’s mission statement and core values sheet as a model for your own. They did borrow some of these values from other companies as well, such as Zappos and Apple. Again, you’ll want to get a copy of the book *Delivering Happiness*. Not only is this a really good read that contains great advice, it also talks about the trials and tribulations that Tony Hsieh went through. There are some cautionary tales in this book that are definitely worth reading.

Branding



Obviously, you're going to need a company name. Buck's first company was Organica Research, and then he changed the name to Ultimate Lifespan. Then, of course, there's RealDose Nutrition. As you can tell, the names convey something. They convey a benefit in each case. Organica Research would convey, probably, something green, natural, and potentially organic. The term 'research' brings science to mind and implies that there are actually facts backing what this company is promoting.

The same idea is true for Ultimate Lifespan. That suggests that an ultimate lifespan is what you would get after using this company's products. RealDose Nutrition was named as a result of collaboration between the partners. In this case, they decided to focus on the science. So, as opposed to having a soft, kind of green type of feel, it insinuated that the supplement had the right ingredients at the real dose.

Conveying a benefit with your company name is a great way to get people to respond to your company. Access to your domain name is also important. For instance, you want to use a .com domain whenever possible. Another thing that Buck likes to do is try to use alliteration when he names something like a company or product. Now, RealDose Nutrition is a name where alliteration is not used. The term 'alliteration' refers to the repetition of sounds, by the way. One example would be "Feel-good Fat Burner". Google is another example of a brand name that has alliteration in it.

Buck likes to have his brand names pass what he refers to as “The Phone Test”. What he means is that if you were to call up your mom, or maybe your brother or sister, and tell them the name you’re considering over the phone, they should get it. They should be able to say it back to you or type it up into an email and send it back. In other words, it should be catchy, it should make sense, and they should be able to remember it.

Another thing that you should come up with is a tagline. Buck’s tagline for Organica Research was “Better Health, Naturally!” Taglines can come and go, meaning they are more transient than the brand name of the product. Your tagline should convey what it is that you stand for and what someone can expect if they’re going to do business with you. This is what the Real Dose tagline does. You can see in the picture above that their tagline states “The Right Ingredients at the Real Dose”. That immediately makes you understand what this company is about. This automatically makes a person think “This is a supplement company that is very selective about their ingredients, and there’s something to do with dosage that I should pay attention to.”

There are definitely 1,000 different ways that you can go about branding your company. Try not to over-think this, but some names are better than others and there are reasons behind that. Before making a final decision on a name, it’s really best that you can secure a .com domain for it. If you live outside of the U.S. or plan on marketing to countries outside of the U.S., you should certainly grab a domain that pertains to that country, like one ending in .au or .uk, but get a .com domain too and make sure that you have that commercial domain as well.

That being said, Buck advises that you not jump in and register for the trademark. He thinks that you should make sure that the name is not registered as a trademark and maybe register a domain or a few domains for your business. Then, maybe down the track you should register the trademark. It’s going to cost you money to do so. In Buck’s experience, it costs about \$1,500 to do so. Therefore, if it would make you sleep better at night to go ahead and do so then that’s up to you, but Buck really recommends that you hold off.

Rome Wasn't Built in a Day



Buck is consistently being asked “How long is it going to take me to get my business up and running?” The reality is that Rome really wasn’t built in a day. There are a basic set of steps to achieving what it is that you need to get done. Some of them are going to have to be taken concurrently, and some of these steps should be take consecutively. The business setup itself might take you a couple of weeks, and Buck estimates that the formulation of your first product will take about four weeks. The formulation process may take a bit longer because there may be some indecision and you may want to get some validation. You might decide, for example, that you want to attend a trade show and learn more about the specific ingredient options that you have.

Buck says that he has gone through formulation exercises that have spanned from three weeks to six or nine months. Those long-term cases usually involved powders that had a flavor profile and the company was not under a lot of pressure to get them launched. They wanted to make sure and get the flavoring right, so they were delaying themselves as a result of that. That’s why a process like this could get elongated. In any case, three or four weeks should be about how long it should take you to formulate your first product unless something comes up where you feel like you should research further prior to your formulation.

According to Buck, the manufacturing step is akin to having a baby. Your first custom formula is going to take 8-12 weeks to manufacture. You really can’t do it any quicker than that. The

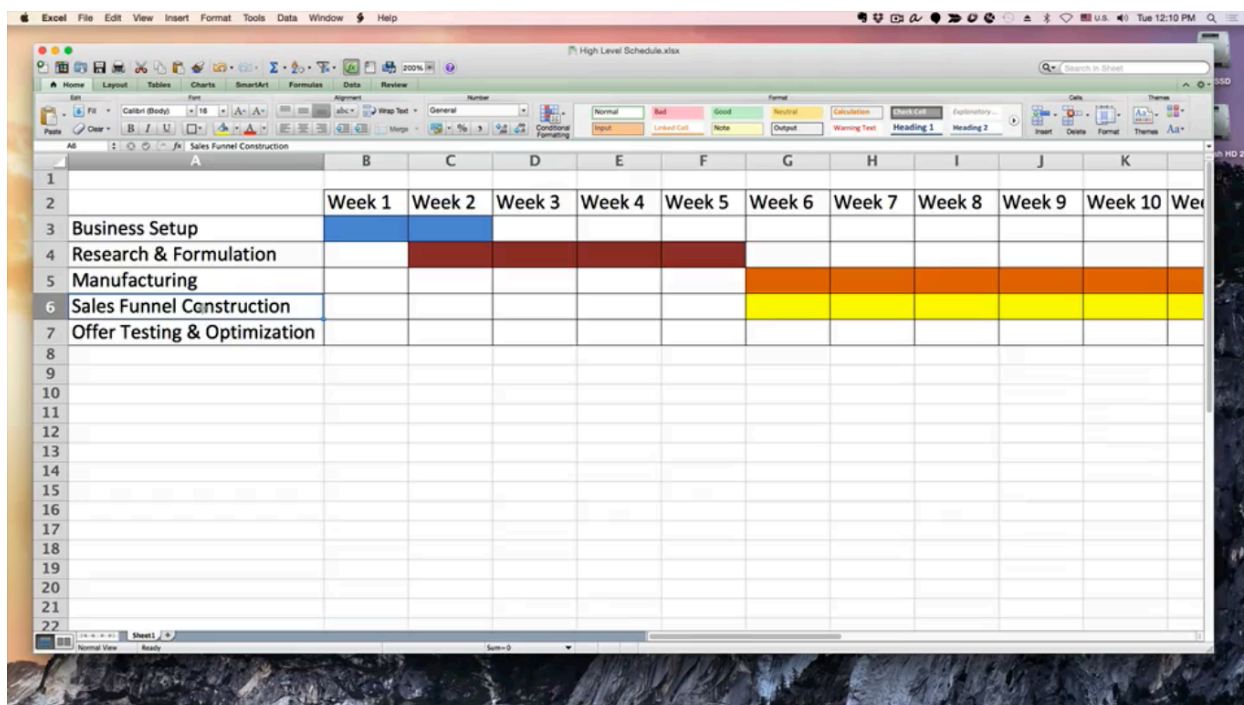
good news is that, during that time, you can be working on other activities like putting together your sales funnel, making sure that your fulfillment center is ready to receive inventory, that you have all of the support pieces in place, and that you're ready to take your first customer.

Consecutive to that will be getting into your offer optimization. In the screenshot above, you can see that Buck has written that this will take 4-8 weeks, but honestly, this is a process that really never ends. The truth is that ads will fatigue as will a sales funnel, and there are things that you'll want to reinvent and recreate over and over again.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22
1	Business Setup																						
2	Research & Formulation																						
3	Manufacturing																						
4	Sales Funnel Construction																						
5	Offer Testing & Optimization																						
6																							
7																							
8																							
9																							

To help give you a better understanding of how the process of getting your business up and running might flow, Buck created a visual for you. It is shown above. During your first and second week, you'll need to concentrate on setting up your business. At that point, you should have gone through the first two sessions of this training, and you'll probably already have an idea in your head about what market you want to go into as well as what product you want to bring to that market. As you begin to research the product that you would like to produce, you might begin working with a formulator and looking at different evidence found concerning certain ingredients in order to begin formulating the best product possible. Again, Buck estimates that this overall process will probably take you at least five weeks, if not longer.

Next, you're going to get your first product manufactured. This is going to take quite some time. Buck has this process marked from Week 6 to Week 17 on the spreadsheet. Running concurrent with this is the process of constructing your sales funnel, which you will need to be doing as you wait for your product to be manufactured. Again, you'll also need to do other tasks to make sure that you're ready for your first customer as well, like making sure that your warehouse is ready to start taking inventory and make sure that your support team is prepared to start talking to customers.



Hypothetically, you should be ready to launch your product around Week 18. This is all based on a custom formulation, by the way. If you're dealing with an off-the-shelf formula, you wouldn't have to spend so much time on the formulation and the manufacturing process would be greatly simplified. In fact, in many cases they may have the bottles sitting on the shelf, and that's going to be a much quicker turn around.

On the chart, Buck has the offer optimization portion spanning from Week 18 to Week 22, but again, this is really an ongoing process. You need to give yourself 6-8 weeks to run enough traffic through and do some split testing to see what's working and what's not. That way you can fix the things that aren't well-optimized and you can begin generating more profitable sales. Buck has learned to do this so well that it's kind of like riding a bike to him, so it can be hard to reconnect to what all of this is like for someone that's just starting out. That's why he is trying to be as detailed as he can and break down the steps so that they can be easily understood and followed. He also wants to be clear so that your expectations are realistic.

Remember, you're building a business that's going to be a living, breathing organism. It's going to be servicing your customers and delivering great products to them, and it's potentially going to outlive you. Therefore, a six month runway to getting your business set up for the long-term is really a tiny span of time when it comes to the grand scale of things. During this six-month time period, you're going to be getting your business set up, getting you first product formulated, getting your offer optimized, and getting that business to begin producing a positive cash flow. On a per-transaction basis, you want to get to profitability as quickly as possible. That's the name of the game.

Every business that Buck has started, whether it was in the dietary supplement space or not, he funded out of his own pocket. He did not turn to angel investors or other partners for funding. That attitude and stubbornness has served him well. He highly recommends that you take on the same attitude and go about your startup in a similar fashion.

Hopefully, you now have your expectations properly set and the visual representation shown above was helpful. Buck should have said this in the very beginning; it is something that is very important and needs to be said. One of the things that helped him immensely when he was starting his business was having the support of a significant other. His wife supports him 1,000%, and she believes in him in spite of the fact that there have been some dark times where things didn't go so well. Through thick and thin, she has been there for him.

If you have a life partner, it is quite critical that you sit down with them and discuss the runway you were shown with them. Make sure that understand what it is you are doing and that they are aware it's not always going to be "peaches and cream". There are going to be speed bumps at times. Buck is going to be there as a guide. He is the instructor, and you aren't flying this plane by yourself, but there will be some turbulence.

Buck's goal is to help you to be successful. In fact, he wants to see you succeed more than anything else. Just know that this is his #1 mission right now, and that's why he is not holding anything back or filtering any of the information he is providing. If you need him to help you make some of the harder choices, he will. However, he wants to make sure that you're conveying all of this to your partner so that you are getting support from that direction as well and not just quizzical looks from your partner.

Market/Product Research – Zoning In



Most of you did the homework that you were assigned in the Preflight Training, and you are now thinking about and maybe even zoning in on what you think are great markets to be in. It's likely that you have chosen to sell a product that is within one of the following categories:

- Weight loss
- Cleansing/Detox
- Joint health
- Eye health
- Energy
- Sexual health
- Heart health
- Blood sugar
- Digestive health

- Anti-aging (Skin)
- Immune health

There are products being sold successfully in each one of the broad categories listed above. Your product may be a powdered formula packaged in some sort of a capsule, or maybe it's an Omega 3 formula of some kind in a liquid form. There are many different forms that any potential product can take and various delivery systems. All kinds of topics can be discussed when it comes to choosing a product, but you need to begin by thinking about which markets are most appealing to you. Which issues are tied to you directly, and are there any that have affected a family member or a close friend?

RealDose's first product was Weight Loss Formula #1. Now they have five products altogether. They are adding a couple more at the moment, but they started with weight loss. Does that mean that you should start with weight loss? The answer is "Maybe, maybe not." It is a great market to go into, and it's huge. There's a lot of different ways to skin a cat, as they say, and there are a lot of approaches that you can take. Not only are there tons of different ways to make a product, but there are a many ways that you can bundle that product with information and support.

Cleansing and Detox was the market that Buck first started in at Ultimate Lifespan. He had a product called Ultimate Digestive Health which sort of crossed the line between digestive health and cleansing. This is still a very, very strong market. There are a number of excellent detox products out there at the moment, and you could wrap a very good story around that.

Joint health is an exceptionally strong market too. Many of these products are being sold via direct marketing to customers, especially in the Baby Boomer audience. Eye health falls in the same category. In Preflight Session #2, Advanced Bionutritionals was discussed. They had a product that provides adrenal support. That would probably go under the Energy category. That would be an interesting spot as well.

Don't roll your eyes at sexual health. Buck recalls watching TV with his wife and he noticed that Hulu was overflowing with Viagra ads. You had these big companies promoting pharmaceutical drugs for sexual health. Over half of men over the age of 40 have some form of a problem, so this is obviously a big market. There are opportunities to address this market and do so in a classy way. So, don't discount this too quickly.

When it comes to heart health, Buck wants you to know that he has been on the phone with a number of companies in this space. One of them is doing huge things offline. It is extremely strong as an online market as well. Blood sugar is another market that Buck finds very interesting. In fact, they are actually looking into getting into this market at RealDose. Right now, Buck is looking into a competitive

product called Gaia Herbs Glycemic Health. His mother-in-law has a lot of problems maintaining her blood sugar. Many people are diabetic or pre-diabetic, and they are looking for ways to get off of insulin and any other medications if at all possible. The blood sugar market is definitely big and growing very rapidly.

Digestive health is a category that has been discussed before. Buck has his own digestive health product. This also includes things like probiotics. There's a lot of interesting science that will be covered when the training reaches the formulation step. A formulator is going to join in on this training, and hopefully he will be able to discuss what's happening with probiotics as it relates to weight loss. You're going to begin to see lines connect between these different categories. For instance, you may notice that a digestive health product may also help them with cleansing and detox. It will also help them with skin issues.

Many times, the reason people purchased Buck's digestive health product, which used to be called Ultimate Colon Cleanse, was because initially they wanted to flatten their stomach, but they found that they lost weight too and that their skin was better. This also helped people's hair to become thicker, and there were a few more benefits involved as well.

You might be interested in launching a skin-care line. If so, you need to know that the manufacturers that Buck works with also produce skin care products. There are some really great off-the-shelf formulations that you might want to look into for developing new products and going after the market that way. Last on this list is immune health, which is an awesome market to look into as well.

At this point, you probably want to ask "Buck, which one should I do?" Well, that's something that he can't answer for you because it's really up to you. Now, you know that Buck's first product was in 'Cleansing, Detox, and Digestive' health, and he was able to build a multimillion dollar company with that. After that, he got into weight loss. His next company was into weight loss initially as well, but then they moved into other categories. Any one of the categories listed above could be a good start.

Buck feels that if he were just coming into this all over again he would go into weight loss because that's a really strong option, and so is heart health. Blood sugar might be one that he would start out with as well. Those three really stand out to him the most. He's still a big fan of the 'Cleansing/Detox' market though. Buck is hesitant to recommend anything though because ultimately it comes down to you and your own interests. For instance, if you're more drawn to anti-aging lines, then he doesn't want to draw you away from that by saying that you'd probably be more successful in another category or something like that.

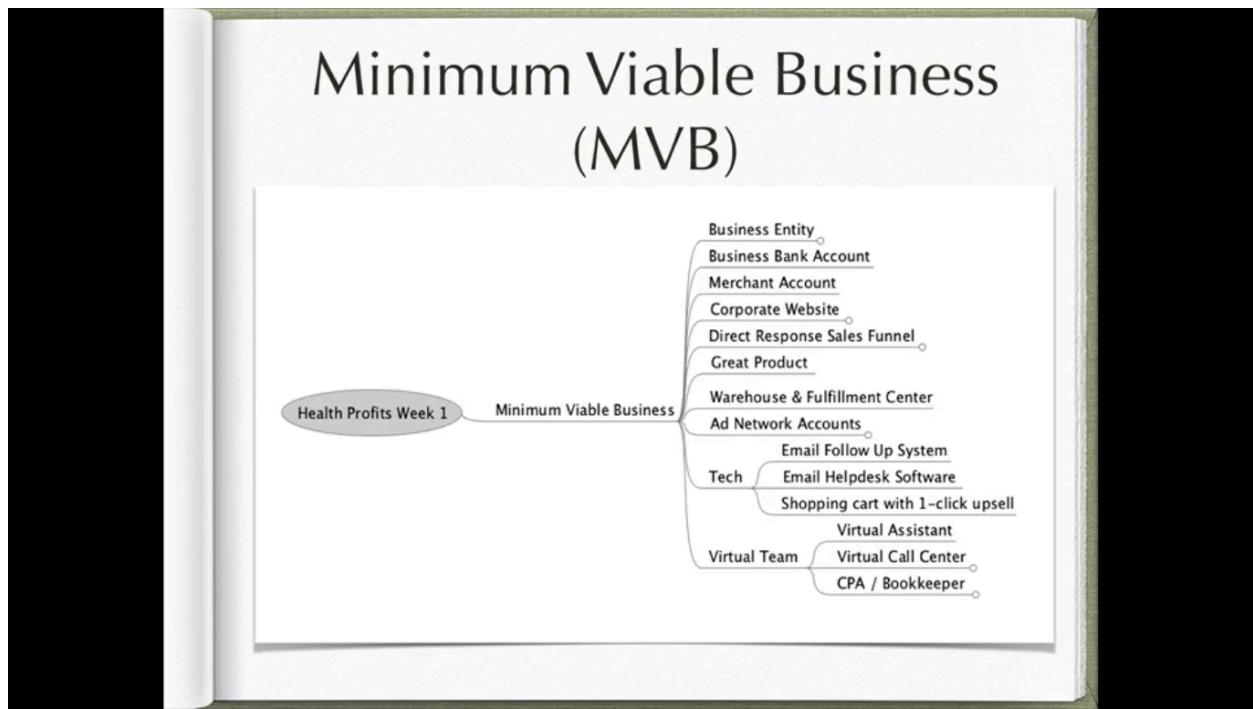
Again, any one of the categories above would contain good markets to go after. The only categories that Buck isn't 100% on are immune health and energy. There are a number of good

products in each of these categories, and there are definitely some good stories that you can wrap around these types of products. Buck says that one of the biggest decision factors for him is picking products in which the benefit is very noticeable. He states, “If you can have a product where people notice the difference, and notice it in a big way as rapidly as possible, then I think that is a winning category.”

Certainly ‘heart health’ is a great market, but it isn’t really something that people are going to notice helps them unless they are measuring their blood pressure every day. That’s not to say you shouldn’t go into this market; you could help a lot of people out this way. A type of supplement that’s going to have a more noticeable effect, however, would be a blood sugar regulation formula. People are immediately going to feel the difference and see it when they check their blood sugar. Do you see? Even though one medication might be as helpful as another, one of them may get more recognition because the effects are more obvious.

Weight loss is another category of products where people are going to begin noticing the effects right away. They are going to see the numbers change on the scale and they are going to feel better and have more energy. The same thing goes for the ‘cleansing detox and digestive health’ category. As many of Buck’s customers did, your customers are automatically going to see a difference in their health, skin, etc.

Minimum Viable Business (MVB)



MVB stands for 'Minimum Viable Business'. A MVB has certain basic components. They are as follows:

- Business Entity
- Business Bank Account
- Merchant Account
- Corporate Website
- Direct Response Sales Funnel
- Great Product
- Warehouse & Fulfillment Center
- Ad Network Accounts
- Tech
 - Email Follow Up Systems

- Email Helpdesk Software
- Shopping cart with 1-click upsell
- Virtual Team
 - Virtual Assistant
 - Virtual Call Center
 - CPA/Bookkeeper

To begin with, you'll need a business entity, such as a limited liability company set up in the U.S. Then, you'll need a merchant account so that you can accept payments and a bank account. You'll also need a corporate website. Don't try to hide, and don't make it hard for people to find you. This would be indicative of you having a fly-by-night business. The more warm fuzzy feelings you can give your customers, the better. Further on in the training the minimum trappings that you are going to want to have on your website will be discussed.

Something else that will be vital to your business is your direct response sales funnel. Where are you going to send a visitor once they have seen your ad? Where's the initial landing page going to be? What process will they go through from there? Then, of course, you need to have a great product. Product formulation will be covered within this training in great detail. Right now, just concentrate figuring out what market you want to go into and what product you're going to sell to that market.

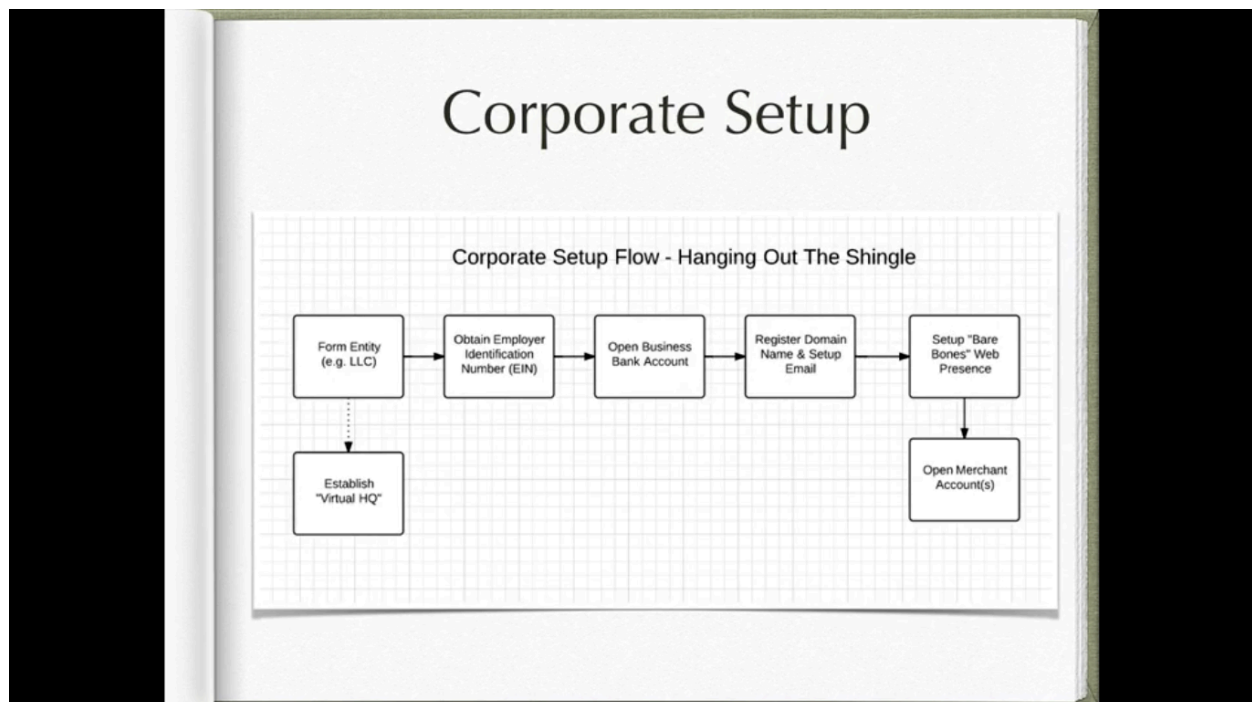
Obviously, you're not going to want to sell this stuff out of your house, so you're going to want to have a warehouse and fulfillment center for your products. You'll want to have your ad network accounts set up. Buck recommends that you use Facebook, Google, and Yahoo Bing. Those are the big three anyway. Finally, you're going to want to have some basic technology set up and a virtual team.

As far as the tech goes, you're going to want to have a shopping cart that accepts sales and a follow-up system so that you can follow up with your customers at the very least. You need to be able to get in touch with them so that you can set them up, send them their order receipt, and tell them what they can expect next. You'll also want to tell them how to use the product, make sure they are consuming the product, and remind them to buy more of the product. Furthermore, you'll want to have some sort of support capability set up for your customers. At the bare bones minimum, you need to have some email helpdesk software. There are options for this in the VIP Rolodex.

You don't have to have a huge virtual team starting out, but Buck recommends that you have at least one virtual assistant, people to answer the phones, and someone to keep your businesses books for you. Buck admits that when he first started out he let all of the calls go to voicemail and followed up with customers himself, but it wasn't long at all before he had a virtual call center set up. There are ways that you can set this up inexpensively, paying someone by the minute someone to take orders for you over the phone.

Buck says he thinks it's very important for you to have a phone number for your business. Again, you don't want to be perceived as a fly-by-night company, and that's what it's going to look like if you just have a PO Box on your website. He also highly recommends that you don't do your own bookkeeping, as previously discussed. He doesn't recommend having your family members handle the bookkeeping either. It's not that you should beat up your bookkeeper or anything, but it needs to be someone that you have some authority over.

It's too easy for a spouse or family member to get their feelings hurt if you get too assertive about the bookkeeping, and that's not a good situation to be in. You don't want to have to worry about hurt feelings all of the time as you're trying to run your business. The bookkeeping, in particular, is something that you're going to have to be very direct and straightforward about. If cases arise where things aren't going right, then you know you can rely on someone you have hired to get things done quickly and efficiently. In any case, a lot of this can be mapped back to the resources within the rolodex.



Above you'll find a breakdown of the steps to your corporate setup. A modified version of this as well as another presentation on it will be provided for those who aren't U.S. citizens. Even if you're not a U.S. citizen, you're still going to want to have a U.S. entity, and U.S. bank account, and a U.S. mailing address. That's going to make it much easier for you to get a merchant account.

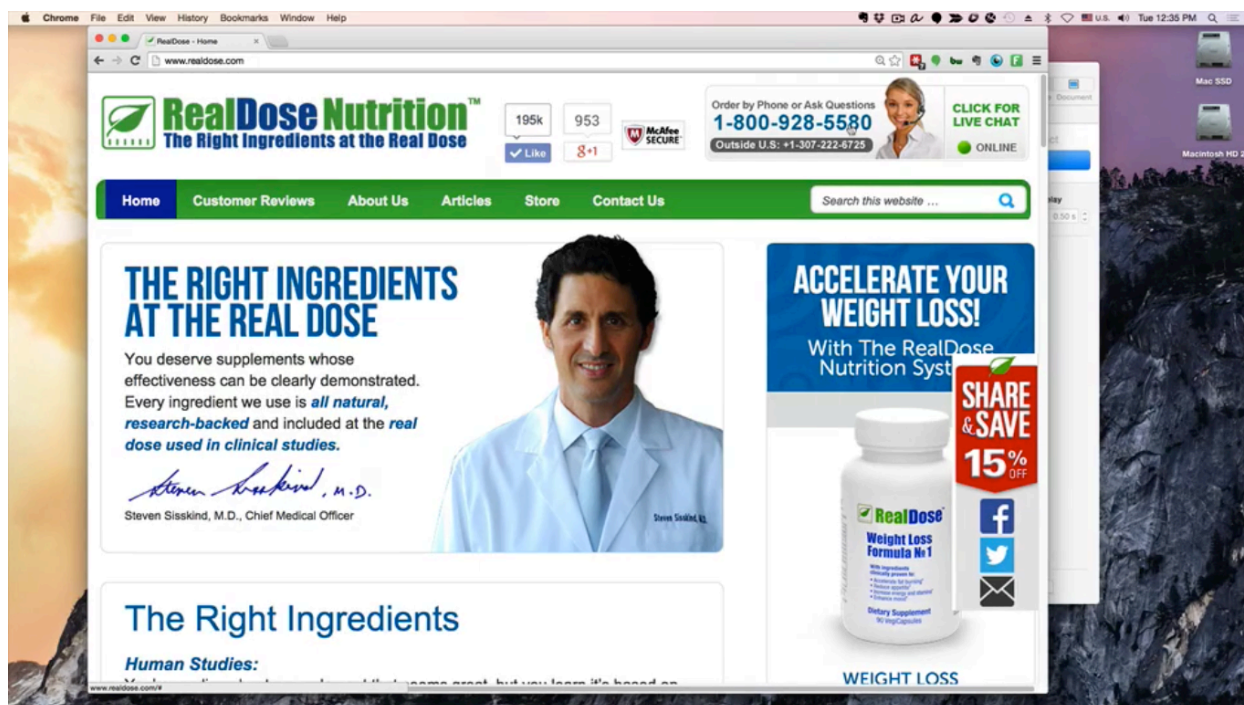
You do need to start taking the steps for a basic setup, and you need to do so fairly quickly. You're going to begin by forming your entity, and it is highly recommended that you use the Wyoming corporate services company that can be found in the rolodex. That company will also set you up as a resident agent, and they will provide you with a virtual address. If you want to use them as your "nexus", if you will, you can use them as your virtual headquarters.

They will even provide phone services for business purposes, not for order taking or anything like that. In other words, you can use them for messaging and the forwarding of messages. Also, they will take your mail and forward mail. So, it's a great one-stop solution to establish a virtual headquarters. You're going to want this. You're going to want a nice address to put on your website. Buck advises that you refrain from having PO boxes. Have a real mailbox that people can deliver packages to.

Once you have your entity set up you can get your employer identification number through the IRS, and then you can simply walk into your neighborhood bank and open up a business bank account. This is a pretty straightforward process. The process is going to be a little bit different for those living outside the U.S. For example, some banks do require you to be there physically to open up a business bank account.

After your bank account is set up, and you've done your homework concerning the name you're going to use, you can move forward to register your business' domain. If you want any related domains ending in ".co.uk" or something, go ahead and register those too. You should also set up the email for that domain. Especially if you use GoDaddy, you can get an email setup for your domain very quickly and easily. You could also use one of the hosting services from the rolodex like SiteGround.

There's also a free email service that will be added to the rolodex that's called Zoho (<http://www.zoho.com>). Google Apps used to be free for small businesses, but it's not anymore. You have to pay around \$50 per email account per year. Buck uses Zoho, and they offer free accounts for the first ten users. By the way, they have an environment much like that of Google Apps.



The next thing you'll want to do is set up a bare bones web presence. It doesn't take much to accomplish that. First of all, you would want to have a nice logo. You want to show that you have a real company and that you have taken the time to put a brand on your website. Your contact information should also be very visible.

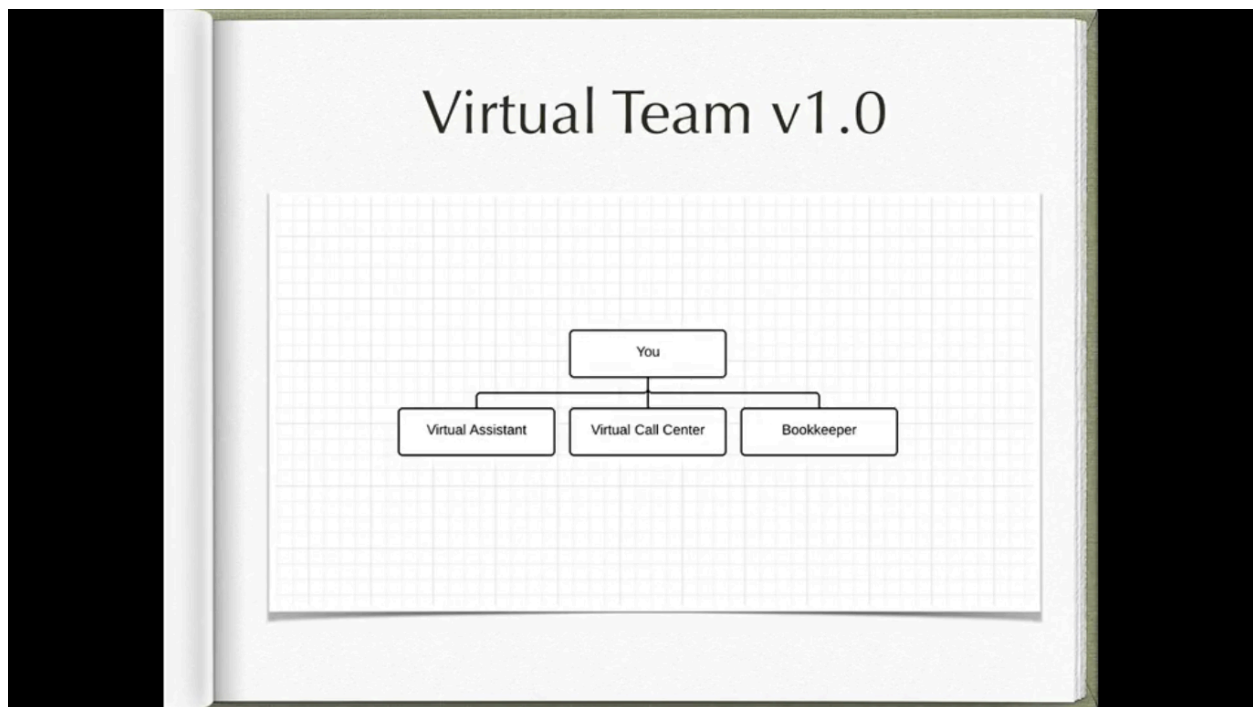
RealDose's website is shown above, and it's more than a bare bones website, but you can see that their logo is shown up and the top as is their 1-800 number. It's an absolute fact that having your businesses phone number prominently displayed will increase trust and ultimately conversions. RealDose has gone the extra mile by providing a live chat. You don't have to do this, but it is recommended that you do if at all possible.

Aside from showing your logo and a phone number, a bare bones website should also have a 'contact us' page, and 'about us' page, and a nice, clean summary about what your company does on the homepage. You just want to show that you have a presence and that your business isn't a fly-by-night company. If your address is not in the footer of the site, you might also want to place that there. You can look at RealDose's website (<http://www.realdose.com>) and model after it if you like. You don't have to include everything that's there.

Again, you just want to show that you have a presence, so having a logo, some contact information (a phone number and address), and a little bit about your company on your corporate website will be enough starting out. This isn't just important for your customers; suppliers that you are working with are going to want to see that you have a website up as well. If you're not very proficient when it comes to building a professional-looking website, you can

turn to companies like 99 Designs for help getting the basic design up and getting that logo on that site so that you look and feel like a real company even though you don't have your products loaded up yet.

The final step in this process is to open up your merchant account(s). When you do this, people are going to be looking at your homepage and the domains that you're going to be using since you will be in ecommerce. They will want to see what products you're selling too, but you can just say that those products are in process. They will just request that you let them know when you have your products up and your shopping cart up and ready. At that point they will take a look at that and enable your account. You have now been walked through a basic corporate setup. You'll want to go ahead and get this out of the way so that you're up and running for the next step.

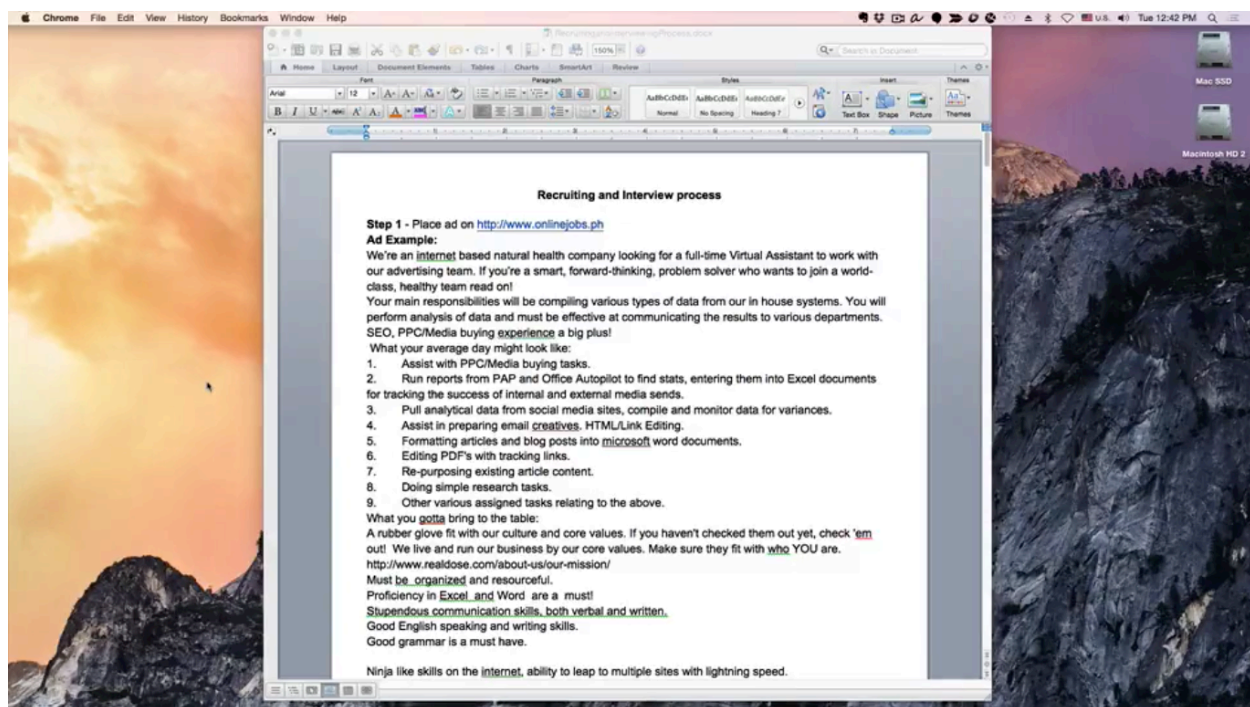


Once you have your basic setup in place, you will want to start looking into putting together a core team. As you can see in the picture above, your core team should consist of you, a virtual assistant, a virtual call center, and a bookkeeper. It really is that simple. If you want to go hog wild, you can add a lot more people, and this doesn't include contractors and people that you'll want to be working with on a project-by-project basis. This refers to your day-to-day operations team.

It's highly recommended that you take the time to get a virtual assistant. Again, you might begin by answering the phone calls and emails yourself, but you get out of that mode as quickly as you can. Your primary focus should be on product development, the marketing, and working

on your distribution channels. Those are the three main things anyhow. Your focus shouldn't be on the busy work (sweeping the floor and taking out the trash), and you definitely don't want to do your own bookkeeping. This can't be stressed enough. These kinds of things might make you feel like you're being productive, but you're not really because your distracting yourself from the major aspects of your business that you, as the business owner, should be concentrating on.

You might notice that the slide shown above is titled "Virtual Team v1.0". This is the first version of your team, and you will be adding to it as you move along. Buck now has dozens of support agents now, for instance, so his business has a different set of requirements when it comes to managing the people on his team. His business also requires more people due to the technology and software he uses. You'll learn more about who to add and how to change things as the process of scaling up your business is being discussed.



Of course, if you're going to put together a team, then you'll have to go through a hiring process. Buck and his team have put together a document for you titled "Recruiting and Interview Process". As you can see in the screenshot above, this isn't the prettiest of all documents, but it lines out the hiring process in a step by step manner that works quite well. This is the exact same procedure that Buck follows when he hires virtual assistants or customer service agents from the Philippines.

This is a very comprehensive document, and it is specific to RealDose. However, that shouldn't matter that much since you are starting the same sort of company. The first step in the

document directs you to OnlineJobs.ph. Keep in mind that this is a job fair type of environment, and you will probably have to kiss a lot of frogs before finding the right person. However, these instructions will help you to get through that process in the shortest amount of time possible and get to the gems.

Buck considers this million-dollar advice. This is how he went about finding some of his most trusted and valuable employees, such as Mark. The people that he has found in this manner are truly the people that make RealDose run as incredibly as it does. Furthermore, when you go to a site like OnlineJobs.ph and find Filipino workers, you can hire them for pennies on the dollar. You're not taking advantage of them because, even at that rate, you're paying them well for their cost of living. Now, this document is a little out of date and still quotes \$380 per month as a reasonable rate. That number has gone up a bit.

Buck once shared this document with the CEO of a \$200 million direct response company. He had another company that he was involved with, and he passed the document on to the general manager of that company. They ran with it and ended up hiring a dozen people before Buck even got a chance to talk to that CEO again. This process absolutely works. This document is going to help you to get to "the cream of the crop" much faster than you would be able to otherwise.

Now the main bulk of the coursework has been covered. Hopefully this has framed things up for you. You should continue the path of narrowing down what markets and products you're interested in pursuing. At this point you know what the hottest markets are, and you can start zeroing in on ingredients and formulations for certain products. In the next session, you'll be taken behind the scenes and learn how Weight Loss Formula #1 was formulated from start to finish.

You're going to know why Buck and his partners selected the ingredients they did, how they went about talking to their suppliers, and why they kicked certain things to the curb. Conversations that they had with the formulator will also be discussed, and you'll find out about where they got it manufactured first as well as the issues that they ran into along the way. Buck is really excited about presenting all of this to you, and it will likely help you a lot to know all of this starting out. For now, you need to prepare for the next lesson by beginning the process of setting up your MVB. These are the things that you need to be focusing on for now.

Questions & Answers

How should we go about trademarks?

Buck says that he ran his business for quite some time before securing the trademark for it. Go ahead and go to Trademarkia.com and verify that the brand you would like to use is not taken. The site has a pretty good search capability. You'll want to search for the full brand name, and then also do partial searches for it just to make sure that no one has it.

Buck recalls that he had a soy wax candle business once that they named Old Country Candle. It operated for some time, but they didn't pay attention to any businesses that had similar names. Well, the moment he went to register the trademark, it became a problem, and it was just because he didn't take the time to do a basic search on a reliable website like Trademarkia.com. That's why Buck advises that you go ahead and look for any registered trademarks that are similar to yours.

I noticed that you had all of the letters in RealDose run together in your trademark. Was there a reason for that?

This was done for no other reason other than for style. The partners actually trademarked the name both as "RealDose" and "Real Dose" just to make sure that they had the right to the name both ways.

What is the minimum order quantity for VitaQuest?

Buck says that he thinks it's 150,000 capsules or tablets. Of course, that depends on how many bottles that ends up making up. They may be willing to go lower than that, but keep in mind that you're getting access to one of the top manufacturers in this industry. Therefore, you really want to make it worth their while.

You could leverage them for formulation assistance as well. They may charge you a fee for that if you don't use them for the initial product run. Then, you might turn to a company like Private Label Nutra. That's what Buck and his partners did starting out, and they were able to go with a much lower quantity.

Do you ever hire outside formulators?

Yes, they have. There's currently one assisting them with their probiotics formulation. They get a lot of introductions to these formulators through the formulators at Vitaquest, and they have also met them through trade events.

I'm thinking about creating a formula to help with rheumatoid arthritis. Would it be best to make a formula to solve that one pain, or would it be better to have a product that would allow me to create multiple isolated funnels to help with carpal tunnel, tendonitis, back pain, and all of that?

That's a great question. When Buck and his partners formulated Weight Loss Formula #1, they chose several different ingredients because they wanted to be able to go down multiple pathways of affecting successful weight loss. That ended up being advantageous because the people using the product began getting all of these other side benefits. For instance, people reported being able to sleep better at night, and they started having less food cravings.

This experience has caused Buck to believe that looking into additional benefits is definitely a good idea. Be sure to back any claims with clinical evidence, but you could definitely point out things like "This is for joint pain, but there's actually evidence that it can help to improve your vision too." That should work for you, especially if these side benefits appeal to the same audience that you were originally targeting. You obviously want to center in on one major benefit. However, you can then add in all of those other "satellite issues", as Buck puts it.

Does Vitaquest have off the shelf formulas in addition to custom formulations?

They have a partner company that manufactures through them. That company has about a dozen products, and Buck is planning to get someone from that company on the phone to talk about those products that are available. That's one option. Private Label Nutra has a lot too. When you get off the shelf, you kind of have to settle for what you get.

Does Vitaquest have an in-house team that can help me with custom formulas? I don't want to have to reach out to a third party.

Yes they do. Rick Handel, who is part of their team, will be speaking at the live event. You'll have the chance to talk to him in person if you attend, and a nice fireside chance about formulation will be held on stage at the event.

When you do have a supplement manufactured, let's say through Vitaquest, do they also take care of the packaging and so on?

That's a great question. Vitaquest sources the raw ingredients, and the initial inspection of those ingredients. They are able to do the blending of the ingredients, if necessary. They will encapsulate those ingredients or create tablets out of them, and they will bottle the product, put on the neck rings, and put on the label. You have to furnish the label though. That means that you will get a package designer to design a label for you. Then, you'll send it down to Consolidated Label, which is one of the companies in the rolodex. Vitaquest will tell you what size of a label you'll need for the bottle that you've selected. You'll have the labels shipped directly from Consolidated Labels to Vitaquest, and then Vitaquest will put them on for you.

So, if I'm ordering 10,000 units, then I would have to get 10,000 labels printed?

That's basically correct. There are some ins and outs of printing that may affect the number of labels you order slightly. You can use whatever label service you like, by the way, but Consolidated Label is a great service. They know this business well, and they have an in-house team that can fix any problems that may come up.

When will you be covering topics pertaining to warehouses and fulfillment?

When it comes to fulfillment, Newgistics in Aurora, CO, is his go-to company. They handle both the warehousing and fulfillment. Tom Behnke is their VP of ecommerce fulfillment, and he will be coming to the live event as well. Plus, he'll be joining in on one of the calls for the course. The contact information for Newgistics was not in the rolodex at the time this information was originally presented, but it should be in there now.

Can I get my merchant account and everything else set up even though I'm in Singapore?

A separate interview is going to be held with Kevin Parlin, who is the president of PayRamp. He is an expert on getting merchant accounts for non-U.S. citizens. By holding this extra session,

Kevin and Buck will be able to walk you through exactly what you need to do in order to get set up. Buck is planning to hold this session within the second week of this training course so that nobody falls too far behind.

What are the pros and cons of setting up your business entity in the state that you live in?

Every state that you live in is different when it comes to corporate taxes, fees, and privacy. Buck is a big fan of paying little-to-no taxes, and he feels the same way about fees. He also feels like his business should have the maximum amount of privacy possible. If you're a fan of those things too, you'll want to set your entity up as though you're in Wyoming.

Wyoming is still very much a frontier state. They are into privacy, and in fact, Wyoming was the first state to offer a limited liability corporation entity in the U.S. When you create an LLC using Wyoming corporate services, your name doesn't have to be in the public record. That doesn't mean you are hiding anything, but you don't really want the door wide open for people to come and find you. So, if you follow Buck's advice and create your business entity within Wyoming, it will be registered with the Secretary of State in Wyoming, and you'll have privacy right out of the gate without having to pay extra for it.

In other states, like Florida, it can be a bit problematic to register an LLC because there is no privacy and people can find you in no time at all. When it came to Organica Research, Buck originally had that business registered in Nevada, but he had it transferred to Wyoming. That was because the state of Nevada was charging all kinds of annual fees. Initially, those fees were really low, but they just continued to rise and Buck says that he never could figure out why. There didn't seem to be any rhyme or reason about it. In Wyoming, the fees are very low, and what you are charged for seems very reasonable in Buck's opinion. Buck's final reason for recommending that you choose Wyoming is that it's a state where you don't have to pay corporate income taxes.

Do you advise that we start an LLC?

That's probably the most flexible option for you if you're a U.S. citizen. There are a lot of things that you can do with it. You might want to talk to a tax professional or some other type of legal professional before moving forward with that, but as a business owner, Buck feels like this would be the right type of business for most of the people in the course.

Are there any specific disadvantages to setting up your entity in California?

Buck was actually talking to a member of this training who is a CPA in California, and he informed Buck that people were required to register a foreign corporation. That means if you live in California and set up your company in Wyoming, you may be required to let the Secretary of State in California know that you have an entity in Wyoming. Buck doesn't believe that this will increase your tax liability in California, but you should check with your accountant. Again, Buck is not a CPA or an accountant by any means.

Buck feels like if you have an entity where you are actually shipping and storing products for customers that should be your nexus in terms of taxation. RealDose is headquartered in Boulder, Co. They warehouse their products in Boulder, and ship them to customers from there. This causes them to have to pay taxes in the state of Colorado, not to Wyoming. This may or may not be sound legal advice though because, again, Buck is not an accountant and he is not an attorney. So, he can only really offer advice stemming from his own experience. These are issues that you might want to refer to a tax attorney or at least your accountant about.

Did you say that you use Shopify for the corporate website?

RealDose is now evaluating Shopify for their corporate store. There are two different ways that people can buy a product from RealDose at this point. First, they can come to the homepage and buy the products. This is a typical environment where you browse, find what you want, add it to your cart, and check out. It works very similarly to Amazon.com. Right now UltraCart is what's being used. That's because UltraCart supports both PayPal's and Amazon's checkouts.

There are pluses and minuses to using UltraCart, but the big minus is that UltraCart doesn't have a responsive design for mobile use. It's also a little slow and clunky. The team has been looking at Shopify for the store. Shopify is also a software service cart, and it has a great ecosystem of plug-ins and partners. So, for this store, the team is considering using Shopify for the 'browse and buy' checkout process.

There are also direct response pages that people can buy products from. They generally have a video and a story on these pages. People can look and figure out what they want, and then they can add to cart and check out. When it comes to these types of pages, the team is probably going to stick with UltraCart because it supports a one-click upsell. This will be discussed further in the sales funnel step of the training. To make a long story short, Shopify doesn't support one-click upsells, which is a key feature that is needed for the direct response pages. However, it is good for a store.

Are most of your sales coming in from the direct response sites then?

Actually, a large amount of the sales come through the store. What happens is people will come to the direct response landing page, maybe as a result of seeing an ad on Facebook, and it may have interested them, but they didn't buy right away. They may move on to Google RealDose or look up Dr. Sisskind. You know, they do a little bit of homework on the company, and then they wind up on the store's website.

Was the store's design outsourced?

Buck has an in-house tech person that he uses for building the sites. Another reason why Buck is looking into using Shopify is because they have really nice website themes that give you a very clean presentation without having to do a lot of additional work. Buck is trying to guide you towards things that are prebuilt and known to work well without you having to hire too many people if it's not necessary.

I'm great at business, but I'm horrible when it comes to anything technical. Where should I look for someone to do this type of work?

Kids that were born just prior to or during the millennium would be good to use for that sort of thing, if you can find one with a good work ethic. They were raised on Facebook, Tumblr, and those types of platforms. It's not a big deal for them to build their own blog, for example, because they are so used to doing those sorts of things.

You could also look on OnlineJobs.ph. There are a lot of people on that site that are skilled in those sorts of areas. Buck says that he is very big on investing in someone's training. So, he will send someone he hires to watch the training on the Lead Pages site and things like that. Then, he will send them some sort of visual, like a screenshot, to explain what he wants done. It's important to communicate visually, even if you just draw something on a napkin, scan it in, and send it. You want to be as clear as you can be when you are letting these workers know what you want.

My first tagline is "Zip Zest Rejuvenation" and my second one is "Created by Nature, Proven by Science". Should I use both of them or just choose one?

You should definitely just choose one. The first one, “Zip Zest Rejuvenation”, evokes feeling. That’s probably going to appeal to a more emotional audience. If your target audience consists primarily of women that would probably be the best to use. Plus, it’s kind of whimsical and unique.

Your goal should always be to simplify, factor out, and reduce complication. Also, don’t be afraid to be different. Zip Zest Rejuvenation is a very fun tagline that would likely appeal to different people, and especially certain audiences. There are people, such as Buck’s partner Mike, who are very analytical. If those types of people were your target audience, then it would be better to go with the second tagline.

I already have a supplement business. Should I take your advice and start an LLC, or should I just use the S Corp that I already have?

You could probably just use the S Corp. If you’re concerned that one business might impact the other from a liability standpoint, there could be some benefits to separating the two businesses. For instance, if someone sues one company, you don’t want it to take down both companies. If they are similar businesses, like you’re selling supplements inside of Amazon but would like to sell them outside of Amazon now, it’s probably okay to use the same corporation. You might double check with your tax advisor on that, but there’s probably no reason why you couldn’t use the same S Corp.

I know that you recommended using QuickBooks. Will the accounting firm in the rolodex set that up for you?

That firm was put there as an option. Buck uses another private firm that doesn’t have the ability to scale up and accept a lot of clients. The company listed in the rolodex likely has their own software, but you can check to see if they’ll use QuickBooks. Either way, they’ll set you up. Anytime you have an expense, you send it to your contact so that they can keep up with it for you. They make sure that everything is categorized and the bills are paid. You just want to have a system in place for that so that you don’t have to think about it.

A lot of brands are trademarked. For example, Vibrant Health is an established brand, but what if I used Vibrant Health Labs? Is that infringement?

You can sometimes trademark a name for a different class of use. For instance, if you had a golf course and you wanted to use Vibrant Health Golf, you might be able to get away with it. That's not to say that the company wouldn't come after you, but they would have less of a leg to stand on. If the company has a supplement or any type of product in an adjacent market, like any health-related category, you should go for a different name.

Buck had a business called Old Country Candle, and he ran with that for quite some time. Then, he went to trademark it, and out of the woodwork can all of these attorneys. They look at trademark submissions, and they look for a company that's probably infringing. When they find one, they contact the company that's at risk of infringing upon to say "Hey, I'll represent you if you want to go sue this person." This is the kind of situation you don't want to find yourself in.

When you do start to sell, is there an easy way to ramp up your sales?

This is going to be discussed later on in the training. You are going to start out slowly and make sure that your offer is converting before you go and blow a lot of money on getting traffic. Then, once you know that you have a working system for Yahoo Bing, for instance, you'll scale it there, move to Google, move to Facebook, and start using other channels as well.

If I do use a name that's somewhat similar to someone else's, the most they can do is send a cease and desist letter and you change your name, right?

Yeah, that's what happens 99 times out of 100. Especially since yours is a small business, they aren't going to claim damages and all of those sorts of things. At least that wasn't the case when this happened to Buck. However, it would be a big pain for that to happen to you because you'd have to redo all of your labels, your logo, your website, etc.

Is it good to put bullets on your labels, or should you just use that in the advertising?

Label design is going to be covered in the training. Buck puts benefit bullets on his labels. Since he takes pictures of his products and incorporates them on the online store, he thinks that's worth doing.

If I have any pressing questions, should I email you?

Buck has other commitments. So, to get your questions answered promptly, it's best if you take advantage of the Q&A. If you're not going to be on the Q&A call, but you need your question answered, you could submit your question to Support@HealthProfitsAcademy.com. Buck will turn that into an FAQ and respond to the question on the Q&A call. If you have a support question, like you have trouble logging in, just contact Support and they will help you right away. However, if it's a question that concerns your business, Buck will answer it during the Q&A.

In regards to referencing to clinical trials, do you ever submit your own products to a clinical study, or do you just use the ingredients in proportion to a previous study?

For the purpose of this training, you're going to select ingredients that have been used in clinical studies, and then you're going to include them from the same source and at the same dosages. Doing clinical studies of your own is beyond the scope of this course. The partners at RealDose did look into this, and they actually funded an initial study. They actually had a false start with it, and now they are restarting it. It is a difficult and very expensive proposition. This would cost you a minimum of \$150,000-\$300,000. The fact of the matter is that you don't need this to be successful.

I'm starting with a small budget. So, I wanted to private label something with a smaller minimum order quantity. Then later scale up to creating custom formulations. However, I can't find a selection I like. Can you help?

Yes, when you private label a supplement, you are trapped into settling for what a manufacturer has available as opposed to having a full smorgasbord of ingredients to choose from. Both of Buck's businesses were started with custom formulations right out of the gate. Then, later they tested some off-the-shelf formulas first to make sure that there was a market, and then they came out with their own version. So, it works both ways.

Do you have any thoughts about using a service like Paychex?

QuickBooks Online actually has a third-party service provider that connects to a payroll company. To simplify this, Buck lets his accounting firm take care of that for him. Anyway, there are some services that plug into QuickBooks Online. Buck is a big fan of keeping things simple and inexpensive. He only pays about \$30 a month for his QuickBooks account. Then, it's like a flat fee per paycheck to do the payroll stuff.

Do you have any thoughts about testing the viability of a product?

Testing an off-the-shelf formula would probably be the preferred way of doing it. Verifying that there are other companies selling a product successfully is something that you should do in addition to that. Also, look at the sales processes that they are using that allow them to sell successfully to a market. All of these things are going to help reduce any risks that you take, and that's really what it's all about. If you were going after a new market, and you had no example of someone that has already pioneered, that's when you would face problems. If you are the pioneer, you've got to worry about getting hit with arrows.

What's the best way to set up an MVB on a shoestring budget?

That depends on how thin your shoestring is. Obviously, your biggest expense is going to be the inventory. Warehouses aren't extremely expensive, especially if you start out by using FBA on Amazon. Furthermore, this expense is going to be offset by the proceeds. There are overhead costs that don't shut down whether you are selling or not. An example of this would be the software platforms you are using. Services like Ontraport and LeadPages have a monthly fee associated with them.

If you're running your business inside of Amazon, you can leverage their tools, their cart, and their low shipping rates. The flipside to that is that you are going to need to send traffic to your products on Amazon, but the reality is that you'll probably be sending other people business too. That's not necessarily the most advantageous route for you to take, and it doesn't necessarily maximize your revenue per customer. Also, if the customers are all owned by Amazon, you really can't remarket to them. One thing that really makes this business hum is that you have the ability to promote more products to your customers without restriction.

Buck says that he likes Amazon and FBA, but you don't want your whole business to be dependent on Amazon. However, he does encourage people to take advantage of these services as a portion of their business. Take note that there are actually two different ways to use FBA. First of all, you can use it just for fulfillment. You can send orders for fulfillment, and they will ship your product out for you whether you sold that product on Amazon or on your website. That's one way to treat FBA.

There are some limitations to that though. For instance, if you want to support Prime, you have to have your product warehoused in more than one center. There are also some restrictions when it comes to shipping overseas. If you use Logistics, which is what Buck uses, a lot of those restrictions go away. They will warehouse the product, they will pick, pack, and ship, and they will handle all of the details when it comes to using the right methods to get the product to the

right country. Amazon's not going to be a big help to you when it comes to these things. This way of doing business is more complex, but there are some rationales behind it.

People are building successful businesses on Amazon. Buck has noticed that the most successful people there have a differentiated product. The big problem is that a lot of times someone will steal your place, and since you don't own the customers, you're back to square one.

I've noticed that a lot of businesses in the health space partner with doctors. Is that a must, and if so, how do you do that?

Buck has decided to hold a session on credibility because that question has come up many times during this training. It's not necessary for you to partner with a doctor to be successful in this business. Buck ran a very successful supplement business without a doctor. Obviously, there are big advantages when it comes to credibility and conversions to teaming up with a doctor, and there are a lot of ways that you could go about teaming up with a doctor.

In Buck's case, the doctor that he works with is a full partner and fully invested in the company. If you didn't want to partner up in this way, you could pay the doctor royalties for the use of their name and likeness. The way amount you pay would be based on their involvement. For instance, you would pay them more if they are reading scripts for you and things like that as opposed to just using their likeness. There are a lot of doctors out there that would love to be a part of something like this, especially when it comes to working with people that know what they are doing and are building their business in the right way.

When I was looking up your website, I found two different ones. Did you do that for split testing purposes?

There was a snafu with McAfee that caused an issue with the site's security seal. The issue was resolved that same day, but it had some ripple effects. The site wasn't infected or anything, but there was some error with McAfee that put the team in a position where they had to launch a new site in order to continue running media. So no, there isn't any sneaky genius plan to run two sites or anything like that. That being said, you will be split testing landing pages to figure out which components work best.

You mentioned that an LLC would probably be best for people located outside of the U.S. My partner is in the U.S., but I'm in Canada. I know you're not a CPA, but I was wondering if you knew whether or not an LLC would work for my partner and me.

This all comes down to taxes. Buck says that he has heard taking distributions out of a U.S. entity could cause you to be subject to a withholding. Now, that's not the end of the world. You just have to file a tax return and then you'll get the withholding back if you don't owe any tax. The question is "How do you minimize your taxes?" This is really beyond the scope of Buck can answer. Your primary focus right now should be on getting your MVB up so that you can start accepting payments. After that, you can figure out how to argue with your tax authorities on where the money goes.

Questions such as this may be addressed when the Q&A with Kevin Parlin. Buck is also planning on interviewing a tax attorney that's well-versed on foreign entities. Hopefully, between these two discussions some of these issues will be cleared up.

How do I make sure that my "house is on fire" product contains ingredients that are really backed by human trials?

In the formulation step of this training, Buck is going to reveal his favorite sources for finding ingredients that have clinical human studies backing both the generic form of the ingredients and specific branded ingredients. This is all going to be presented in a "behind the scenes" walkthrough of how the partners at RealDose formulated one of their products.

What platform did you use to build your website? Did you get people from 99 Designs or Elance to help you?

WordPress was used to build the site, and Buck used 99 Designs for the website's design. A cool thing about using 99 Designs is that they actually have packages for website design, and they implement that in WordPress for you. So, you wind up with a functional site in WordPress that's ready to go. You do have to add in your own content afterwards, although there might be a way for you to submit the site's content as part of the design job.

I see your store on the website itself. So, that's actually built into the website? It's not integrated into something outside of it, like Shopify?

It's built into the website, but the carts that RealDose is using make it really easy to plug your store into a WordPress site. Basically, the cart is imbedded into your site. It's not hard at all to do this. By the way, you're initially going to have one product, so your store is going to be as simple as you can imagine. You may not even need a full-blown store when you first start out. After you have more than one SKU, that's when you'll start thinking about having a store and enable people to put things into a cart and checkout.