

# **Health Profits Academy:**

## **Session 1 – Class Notes**

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**Buck Rizvi**

## Ongoing Communication

- 1) You can reach Support by contacting [Support@HealthProfitsAcademy.com](mailto:Support@HealthProfitsAcademy.com).
- 2) Be sure to check your spam folder to ensure that you're not missing any messages from [Support@HealthProfitsAcademy.com](mailto:Support@HealthProfitsAcademy.com) or [Buck@HealthProfitsAcademy.com](mailto:Buck@HealthProfitsAcademy.com).
- 3) You can submit any questions that you have for the Q&A sessions at [Support@HealthProfitsAcademy.com](mailto:Support@HealthProfitsAcademy.com).

## The Membership Area

- 1) The Membership Area is now opened up. Within it you'll find necessary resources such as:

- Video Training
- Class Notes
- Checklists
- The VIP Rolodex
- "Instant Health Copywriting" document
- "Recruiting and Interviewing Process" document
- RealDose's mission statement and core values
- A messaging area for contacting Support
- Additional resources pertaining to each class

\*\*\*Note: The membership is not completely fleshed-out and resources will be added as the course progresses.

- 2) You can reach the membership area here: <http://www.healthprofitsacademy.com>

## Core Values

- 1) You need to stand for your own principles, and that begins with determining what those principles are.

- 2) Spend some time coming up with a mission statement and your company's core values. Type them out into a document as Buck and his partners have done. This will be a living document; it will change over time.
- 3) 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.
- 4) Buck recommends reading *Delivering Happiness*, which was written by Tony Hsieh, the CEO of Zappos. Internalizing what Tony teaches in this book will help you to build a better business.
- 5) Apply "The Mom Test" to everything that you do, meaning that you shouldn't move forward with any product or service that you wouldn't feel comfortable recommending to your own mother, or any decisions you wouldn't feel comfortable telling your mother about.
- 6) RealDose's mission is to "Deliver remarkable health improvements that make people's lives better."
- 7) RealDose's core values are:

### **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 your 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.

8) These are all thoroughly explained in Class 1 of the training, and the original RealDose "Mission Statement and Core Values" document can be found in the member's area. Feel free to model your own "Core Values" after RealDose's.

## **Branding**

- 1) You will need to come up with a company name, a company logo, and a tagline for your company.
- 2) Your company name should convey a benefit and communicate what your company does and represents. For example, Organica Research conveys something green, natural, and potentially organic, while Ultimate Lifespan suggests that an ultimate lifespan is what a person would get after using your company's products.
- 3) Conveying a benefit in your company name is a great way to get people to respond to your company. Using a name with alliteration, such as "Feel-good Fat Burner", also helps to get people's attention.

- 4) See if your brand name can pass the “Phone Test”. In other words, call up someone that is close to you and that you trust, like your mom or a sibling, and tell them the name. See if they “get it” and see if they can say it back to you or email it back after some time has passed.
- 5) You’ll need to come up with a tagline that represents your company that paints a clear picture of what it is about. Real Dose’s is “The Right Ingredients at the Right Dose”. Organica Research’s was “Better Health, Naturally!”
- 6) Before deciding on a brand name, you need to check and make sure it isn’t trademark. If it’s not trademarked, Buck recommends waiting to trademark it until later on. You should also make sure that your tagline isn’t trademarked.
- 7) Check to see if you can secure a “.com” domain before moving forward with a certain brand name either.

### **Your Corporate Setup**

- 1) Buck created a spreadsheet that provides a timeline for you to follow. It can be found within the member’s area. Buck estimates that each process should take the following length of time:
  - Business Setup – 1-2 Weeks
  - Formulation – 2-4 Weeks
  - Manufacturing – 8-12 Weeks
  - Sales Funnel – 12 Weeks
  - Offer Optimization – 4-8 Weeks (actually ongoing)
- 2) Of course, this is subject to change for your business, but hypothetically speaking, you should be ready to launch your product around Week 18. Then, you will begin the optimization process from there.

### **Zoning In**

- 1) If you haven’t figured out what you’re going to sell yet, here are some of the most popular and successful markets that you might consider zoning in on:

- Weight loss
- Cleansing/Detox
- Joint health
- Eye health
- Energy
- Sexual health
- Heart health
- Blood sugar
- Digestive health
- Anti-aging (Skin)
- Immune health

### **Minimum Viable Business (MVB)**

- 1) You need to start taking action when it comes to setting up your MVB, and you need to do so quickly.
- 2) Your MVB should contain the following basic components:
  - A. Business Entity
  - B. Business Bank Account
  - C. Merchant Account
  - D. Corporate Website
  - E. Direct Response Sales Funnel
  - F. Great Product
  - G. Warehouse & Fulfillment Center
  - H. Ad Network Accounts

I. Tech

- a. Email Follow Up Systems
- b. Email Helpdesk Software
- c. Shopping cart with 1-click upsell

J. Virtual Team

- a. Virtual Assistant
- b. Virtual Call Center
- c. CPA/Bookkeeper

- 3) It is highly-recommended that you use the Wyoming corporate services company that was previously mentioned in the training for setting up your business entity. This corporate service company can help you to set up your virtual headquarters. Contact information for it can be found within the rolodex.
- 4) Having a real business address, not just a P.O. Box, and a real phone number will help people to be confident that your business isn't just a fly-by-night company. Display these prominently on your website; it's been proven that this leads to better conversions.
- 5) After setting up your business entity, you'll need to do each of the following:
- 6) Obtain an Employer Identification Number
- 7) Open a Business Bank Account
- 8) Register a Domain Name & Setup an Email System for Your Business
- 9) Setup a "Bare Bones" website, establishing a presence. At minimum, it should contain:
  - Your company name
  - Your company tagline
  - Your company logo
  - An "About" section containing information about your company
  - A "Contact Us" section containing solid contact information

#### 10) Open a Merchant Account

- Start a Virtual Team. At the very least it should include:
- You
- A Virtual Assistant
- A Virtual Call Center
- A Bookkeeper

11) Those are the basic steps to be taken for now. Continue setting up the rest of your MVB after you have finished these. You'll still need:

- A helpdesk system
- More website content
- Connections to ad networks
- A direct sales funnel
- A warehouse/fulfillment center