

Health Profits Academy:

Session 3

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The “Kevin Grimes” Interview



Welcome! This is the 3rd Session of Health Profits Academy. This lesson contains some really important information and fun stuff to go through. A very special guest was interviewed during this session. His name is Kevin Grimes, and he is going to be speaking at Health Profits Live as well.

Kevin is an attorney, and he is Buck's outside counsel for everything having to do with compliance. Buck says that he has been coming to Kevin for six or seven years now, but Kevin thought that it might be more like 10. Buck had him speak in this training in order to give you a basic understanding of the ins and outs of being compliant and a little knowledge and insight on how the FDA and FDC work. Here is how the interview went:

Buck Rizvi:

Okay. Well, I'm really excited to have you on the call today, and I know we've got a segment of what I would call keeping it legal so to speak. I'm just going to go ahead and press play here.

Keeping things legal what I would call, how to sell ethically because that's what we're all here, and it's very important component why we're here. I say, tongue-in-cheek, stay out of jail. Keep in the good graces of all the regulatory bodies, state, federal, what-have-you. Right, Kevin?

Kevin Grimes: Absolutely.

Buck Rizvi: Okay. I thought we're do this as an interactive session because Kevin, you've got so much in your brain and so many things that as a business owner, you need to be aware of and steer clear of in a sort of, I think of it as an entrepreneur of things I need to be aware of.

I don't necessarily, in terms of execution and knowing all the Latin phrases and the ins and outs of that. I just need to know. A, this is an important point for me to pay attention to at this phase of my business development and product development and marketing funnel, construction, and I need to know who to contact when to give me advice. Would that be fair, Kevin?

Kevin Grimes: Sure. Yeah. Absolutely. I think a condition kind of from which we all labor is we don't know how much we don't know. Part of this, at least from my perspective, is just helping people move up the learning curve. One of the things, but you're not talked about this earlier, just to help people know what the issues are.

We'll be providing them with the checklist of "Hey, here the issues that cant' come up on the legal and regulatory side just so you know" and to your point, not all of them need to be addressed right now. In fact, a lot of them don't need to be addressed right now.

Buck Rizvi: Very good. That's very reassuring because it can be daunting. This stuff can be daunting so what I want you to take ... In fact, for this entire training session today is that really, yes, take notes and add to your database. Just be aware of these things so when the time comes, you know what to do. We'll also put together sort of an action checklist when it comes to compliance.

Kevin, in your training, you mention something about sort of old versus new and maybe ways that help products were promoted in the past that got people into hot water and then the correct way to approach it. I think you called it 'old mindset' versus 'new mindset'. You mind kind of explaining what you mean by this?



Compliance **(aka how to sell ethically & stay out of jail)**

Kevin Grimes:

Absolutely. I don't mean to suggest by calling them old versus new, the marketers aren't still promoting dietary supplements via disease prevention and curing. That's still very much alive and well, and the regulators are still responding to that.

My point is that marketers need to make a very, very significant paradigm shift and obviously, this affects so much of the marketing strategy and that is that drugs and dietary supplements really are polar opposites. Again, from a legal and regulatory perspective, in terms of how they should be promoted.

The definition of a drug is an article intended for use and to cure, treatment, and prevention of disease, or disease syndromes. Dietary supplements, like I said, are the polar opposite and that what they should be about is maintaining an optimal state of health.

Buck Rizvi:

Okay. We all know (nod, nod. Wink, wink) that many of these supplements actually can prevent and cure. I think we have this sense that there's a line being drawn here and so this is sort of the separating the philosophical argument here versus the reality of what the regulatory bodies want you to do.

It's not saying that what we're doing doesn't have the potential of prevention, doesn't have the potential of resolving what the FDA would actually call a disease, right?

Old vs. New Paradigm

- ☐ **Old Mindset: "Disease prevention / curing"**
- ☐ **New Mindset: Helping the body, its systems, structures, and functions maintain and promote optimal health**

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Kevin Grimes:

Yeah.

Buck Rizvi:

...in US. At least for this, for the sake of our discussion and our argument here is no, it doesn't. It just basically helps you maintain a normal healthy state. Is that right?

Kevin Grimes:

Yeah. Well, in fact, congress preambled the Dietary Supplement Health and Education Act expressly acknowledges that there is a relationship between supplements and disease prevention treatment. That's what their head was in 1995 and again to your point, and maybe we'll cover this a little bit later, there is much that marketers can't say about supplements and how they, as a practical matter, do help to prevent, treat, and cure diseases, but we can't make those claims directly.

That kind of doubt is something we'll be covering at the live event, and that is really the secrets of how to get there.

Buck Rizvi:

Good.

Kevin Grimes:

There are three secrets I'd like to talk about.

Buck Rizvi:

Okay. Awesome. Let's get into claims because it really comes down to "Hey, I want to be able to say that might stuff cures whatever X, Y, Z condition, right? I

mean, I would love to be able to do that." From your perspective, there are claims that can be made and there's a way to do it, right?

Kevin Grimes: Absolutely.

Buck Rizvi: You've talked about health claims versus general well-being claims. If I do make health claims than do it the right way, it has to be substantiate as a really, a high dollar word for it, it's got to be supported by some kind of scientific evidence. Competent and reliable is the statement that I guess FDA uses, is that right?

Kevin Grimes: Yeah. Well, and the FDC.

Buck Rizvi: FDC.

Kevin Grimes: Competent, reliable and scientific evidence is from the FDC.

Buck Rizvi: Okay. I guess the first point is, you can make health claims. We're going to get into that but they have to ... I have to say, inside the line of what would prevent you from making a drug claim. Can you describe what you mean by general well-being claims? Because that might confuse some folks. What's this thing?

Kevin Grimes: Absolutely. They're really the most benign of all the claims, and there are basically claims like "Ever since I started taking this product, I feel 20 years younger. I have so much more energy. I can play with the grandkids all day long. I feel better than I've ever felt in my life." Things like that. As the name suggest, general well-being.

Buck Rizvi: So sort of how I feel, what I'm able to do, my lifestyle, those kinds of things because I've used this product, is that fair?

Kevin Grimes: Exactly. Yeah. They're very, very subjective claims.

Buck Rizvi: You can't really get into the "Why?" like "Because I took this supplement and now, my joints are ... the pain is completely gone from my joints". That sort of thing, that kind of gets you in trouble?

Kevin Grimes: Yeah. Exactly. Well, it can. I mean, joint pain is a separate category of its own. There are some joint pain claims that are okay and some that aren't. I want to double back just for a second to the health related claims. Actually, what the FDA calls "health claims" because these really don't require substantiation because the substantiation is already been established.

Health claims are actually claims that describe the role of a dietary ingredient to a disease that the FDA has approved. For example, the FDA has approved claims for calcium and osteoporosis, or soluble fiber and coronary heart disease, or plant sterol and coronary heart disease, so there are some. Because the FDA has approved them, the FDC recognizes that substantiation is there.

Buck Rizvi: So those are white-listed, you don't have to provide extra substantiation from the FDC standpoint?

Kevin Grimes: That's exactly correct. [inaudible 00:10:45] well established. There's another category called qualified health claims. These are health claims that the audience isn't as strong but the FDA has also blessed. There's a laundry list of those as well like selenium and cancer, anti oxidants in cancer, Omega 3 and coronary heart disease, etc., etc. Again, as long as your claim merits exactly what the FDA has blessed, you'll be fine.

Buck Rizvi: What's the simplest way to get a list of those qualified health claims? We're getting to get some question coming in here, but is there a simple search term, we can just look under the fdc.gov or fda.gov and find that list?

Kevin Grimes: Yeah. You could go to fda.gov and type in 'qualified health claims' or 'health claims'. The second category, health claims authorized based on an authoritative statement by a scientific body. They're not very many of those, but yeah, any of those search terms will get you there.

Buck Rizvi: Qualified health claims on the search box on fda.gov should get you there. Okay. Great. Getting to substantiation if it's needed, so you're saying that there's a set of things that have already been white-listed and you can make claims without having to provide substantiation with this, great. If you are making a claim, then what is that mean? What kind of proof do you need to be able to substantiate the claim?

Claims

- ☐ **Health-related claims about the benefits or safety of nutritional products **MUST** be substantiated by competent and reliable scientific evidence**
- ☐ **Claims of "general well being" do NOT need to be substantiated by competent and reliable scientific evidence**

Kevin Grimes:

Yeah. Absolutely. Generically, those four words you had up in the earlier slide, competent and reliable scientific evidence, that's the standard. Of course, that begs a question, "What does that mean?" [inaudible 00:12:31] has further define that essentially as test, studies, clinical trial, analysis conducted by qualified professionals, etc., etc.

A lot of people mistakenly think that substantiation is primarily a legal issue. It's not. It's primarily a scientific issue and basically, the question is the evidence that we've got, whether it's a human study, whether it's in vitro, whether it's something else. Is the quantum and the quality of the evidence such that scientist would agree that from a scientific perspective, would agree that it supports the statement that's made?

Buck Rizvi:

Did you just say quantum?

Kevin Grimes:

Quantum, I did.

Buck Rizvi:

Man, I need to help you.

Kevin Grimes:

I apologize. The amount and the physical involvement. My bad. I'm sorry.

Buck Rizvi:

Help me, man. I need to translate.

Kevin Grimes:

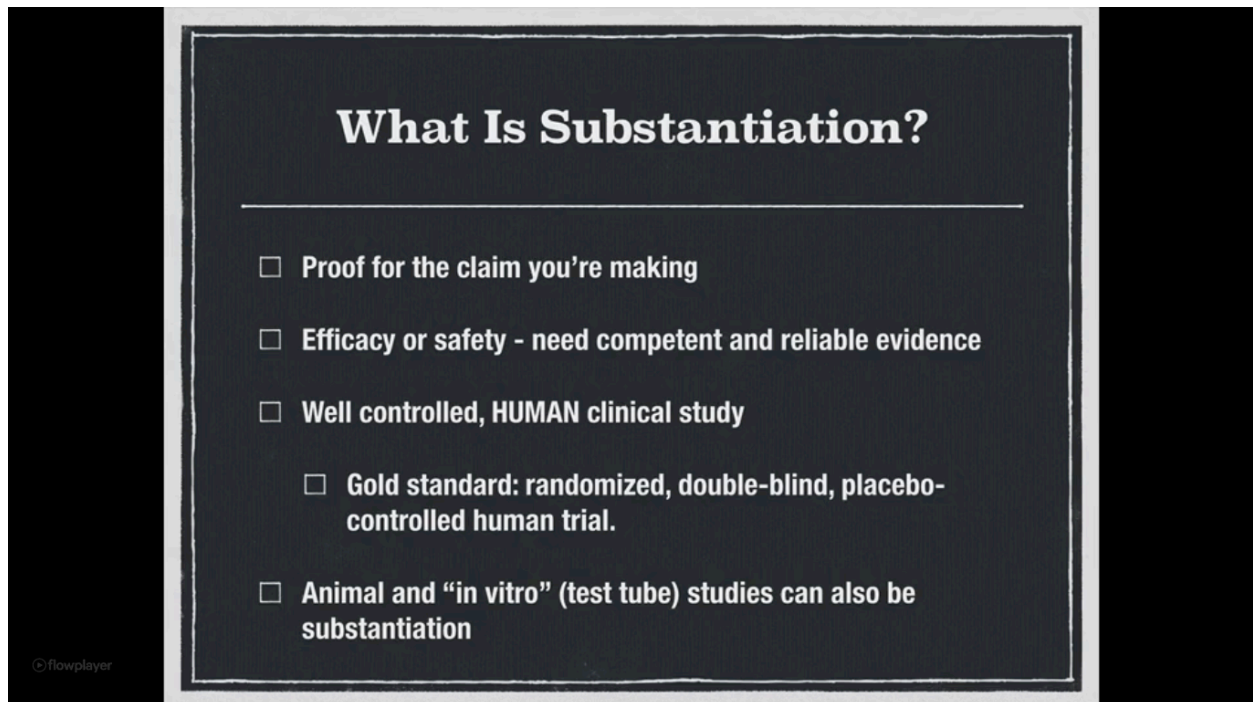
I hope everybody will forgive for that.

Buck Rizvi: Okay. No worries, so a well-controlled ... I heard you use the phrase "well-controlled human clinical study." I've already talked to them in the formulation step of our training about what kind of studies represent a well-controlled human clinical study because that's really, I mention the gold standard that you've talked about in the past, randomized, double-blind, placebo-controlled human trial.

One thing that really was interesting to me is this notion of, I'm not recommending people go there, but I'm just curious how this applies. When can you reference an animal study or a test tube or what's called in vitro study? How is that usable?

Kevin Grimes: Yeah. Well ...

Buck Rizvi: Should you stay away from it? Is it usable? What's the situation at?



What Is Substantiation?

- ☐ Proof for the claim you're making
- ☐ Efficacy or safety - need competent and reliable evidence
- ☐ Well controlled, HUMAN clinical study
 - ☐ Gold standard: randomized, double-blind, placebo-controlled human trial.
- ☐ Animal and "in vitro" (test tube) studies can also be substantiation

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Kevin Grimes: Yeah. Well, in vitro, yes. Again, the problem is it really depends on all of the different facts and circumstances. Unfortunately, we really don't have time on this call to go into this. Let me just mention one thing, but I don't know if you ever seen, the FDC has an awesome resource on their website on this issue because yes, substantiation, both an FDA and FDC issue. On the FDC side if you just type in "dietary supplement marketing advertising" or "advertising guide," they've got, it's probably a 30-page document. Half of which is dedicated to all thing substantiation.

Buck Rizvi: Okay. Great.

Kevin Grimes: This is such a huge, huge topic and it really is the [farm issue 00:15:18]. The FDC is the proverbial 2,000 lbs. gorilla, and substantiation is always the issue when we talk about dietary supplements 99% of the time.

Buck Rizvi: Okay. That guide, maybe I'll give them. I know I have that, but if I can get a link from you, and I'll just share that with everybody to the guide. I don't know if they still publish it as a PDF or is it now, just web-based?

Kevin Grimes: It's a PDF.

Buck Rizvi: It's a PDF? Okay. I'll make sure that I'll put that guide in to the member's area for people's enjoyment on all things substantiation.

My feeling in all of this is that you really want to stick as much as possible with the well-controlled human clinical studies, especially the gold standard studies. Because then, it's much, much easier to nod and say with a straight face that your product can do these things as long as it's not stepping over the line and making a drug claim.

Then if the FDC comes knocking at your door, then you've got the documents right there. You can deliver them and say, "Well, I've already compiled this information. Here's what it is." I think that's going to help folks a lot.

Kevin Grimes: Absolutely. I want to be careful that we don't lead people into believing that just the fact that it's double-blind placebo-controlled, it's an absolutely panacea. Because as you all understand, there's so many variables that go into study, the size, the length of the time, the test subjects themselves. Hey, if this is all done on 30-year old males and the product's marketed population at large, there all sorts of ways that the FDC can argue well.

This really doesn't [surprise 00:16:58] in terms of substantiation so again, yeah, it is the gold standard but like I said, there are lot variables that go into whether it meets the standard.

Buck Rizvi: What I've been suggesting to folks is to work with competent manufacturers, formulators, and ingredient distributors that have a track record. By doing so, when they have ingredients or recommended ingredient that does have a human clinical study that these companies that have been around, that are working with large brands, shipping tens or hundreds of millions of dollars worth of product. They also go through a very rigorous betting process with

these ingredients and with the science that are backing these ingredients so it gives them an extra level of assurance if you will that this study is valid.

Kevin Grimes: Better yet, I mean, I even like to tell clients that hey, if your manufacturer is telling you "Hey, this formula has the following ingredients and these ingredients do X, Y, and Z," ask them to provide you with the substantiation. Put the monkey on their back and save yourself a lot of time, money, and grief by having them marshal all that substantiation and then develop a folder for each individual claim, making enough folder, put your collection of substantiation.

Buck Rizvi: Great. That's a very important point because you want to have that folder assembled before someone comes knocking on your door, right?

Kevin Grimes: Absolutely. In fact, the law is crystal clear on this is that marketers must have substantiation in their possession when they first start making the claim. After required substantiation can be totally disregarded by the FDC in the courts.

Buck Rizvi: Interesting. Do your homework and assemble it ahead of time. You guys heard it here, right? You got to make a note of that. Let me get into hearsay, is that the right term?

Kevin Grimes: Right.

Anecdotal Evidence Is NOT Substantiation

- ☐ Examples of Anecdotal Evidence:
 - ☐ Personal observations
 - ☐ Case study reports
 - ☐ Random investigations

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Buck Rizvi: Anecdotal evidence is not substantiation, that's another high dollar word, [eyebrow 00:19:07] word. What is anecdotal evidence? What are some examples of that, Kev?

Kevin Grimes: The most common examples are consumer testimonials. Well, physicians, a lot of them do case studies on patients and that's wonderful. They have the right and the privilege to do that, but the problem is a thousand testimonials or even 5,000 case studies will never rise to the level of competent reliable scientific evidence, it's purely anecdotal so that won't work.

Another example that's very, very common is information that's put in patent applications. The US Patent and Trademark Office isn't evaluation the efficacy of a particular ingredient. They don't analyze whether what's submitted in the patent application constitutes competent [rival 00:29:52] scientific evidence.

A lot of folks would make maybe one or more of the ingredients in their product is patented, and they think they can take whatever is in that patent and then use it to market their product. That ain't necessarily so.

Buck Rizvi: Wow. Then the other big one is, read my lips, testimonials are not substantiation.

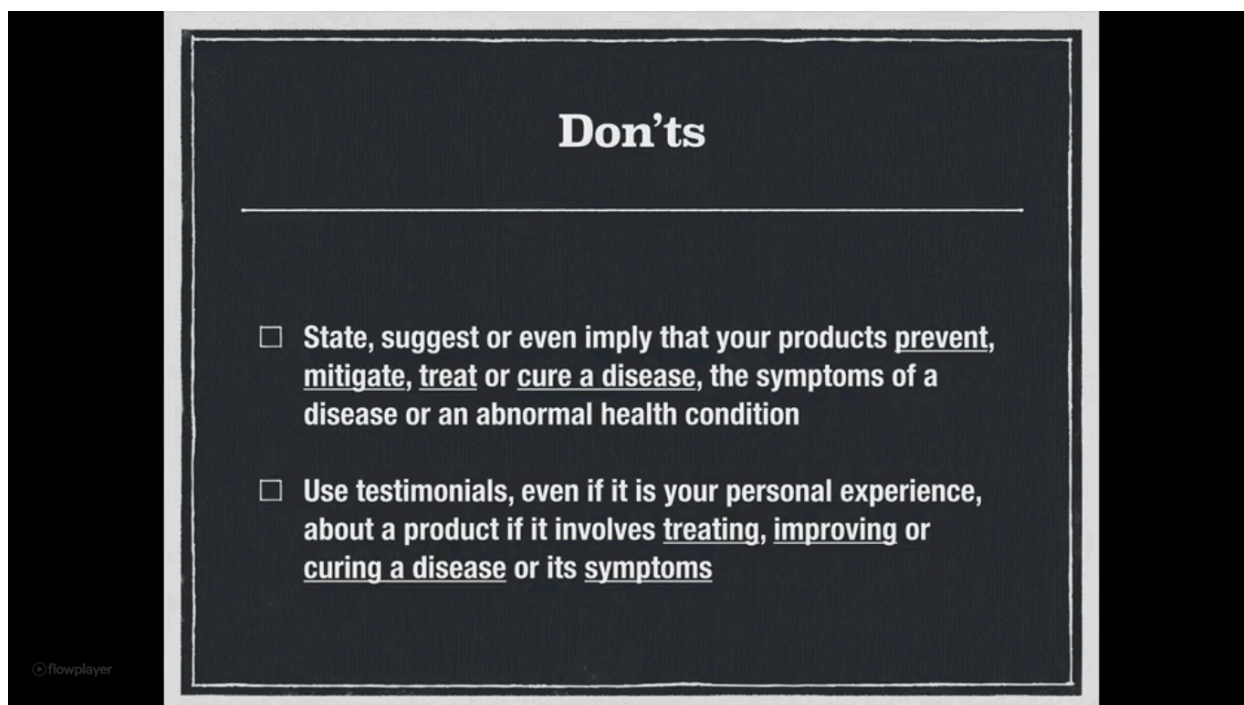
Kevin Grimes: So true.

Buck Rizvi: Like you said.

Kevin Grimes: [inaudible 00:20:17] marketers need to understand to the extent there using testimonials to promote their product. Whatever the consumer, whether it's a consumer or expert testimonial or endorsement, whatever is said, of course, is a statement of the marketer and that statement has to be backed up by adequate substantiation.

Buck Rizvi: Okay. Fantastic. Why don't we get into the lightning round here of sort of do's and don'ts? Because I know you're going to be covering a lot of this when we get together live this weekend and then I will open up maybe for a couple of minutes for questions because we have so much information to cover on the sales funnel, so maybe five minutes or so of Q&A, does that sound good, Kevin?

Kevin Grimes: Absolutely.



- Buck Rizvi: Perfect. Let's get into the don'ts. You said don't state, suggest or even imply that your products prevent, mitigate, treat or cure a disease. This is the fuzzy one, the symptoms of a disease or an abnormal health condition.
- Kevin Grimes: Right. Yeah. Because the FDA has really expanded in the regulations the definition of disease and to what they call an abnormal health condition. I can certainly provide a copy of that regulation. It's very short, very small, it's easy reading but again, their concept of disease is much broader than most [like 00:21:39] people would consider, and I think probably most physicians would consider.
- Buck Rizvi: Okay. Very good.
- Kevin Grimes: Yeah. What's important to understand too in that bullet point that you brought up is that obviously express statements, express claims are problematic about diseases and so are implied ones.
- Buck Rizvi: Okay. Give me an example.
- Kevin Grimes: "I took the product and it cured my arthritis." An implied claim is "I've suffered from arthritis for 10 years and ever since I started taking the product, I don't have any of the stiffness or pain that's been with me for the last 10 years." That's an implied one.

Buck Rizvi: Makes sense.

Kevin Grimes: They're both claims.

Buck Rizvi: Right. Using this, so that kind of leads to this question, this don't, use your testimonials as your way of [skirting 00:22:27] you saying that it prevents, mitigates, treats or cures a disease, right?

Kevin Grimes: Absolutely. I'm going to share a sentence. This is the million dollar sentence, and this is so frustrating for marketers and the sentence is "Just because it's true doesn't mean you can say it." Your point, absolutely, there's no question that supplements do have in certain circumstances, the capability of curing, treating or preventing certain diseases. Unfortunately, we just can't go there with the dietary supplement.

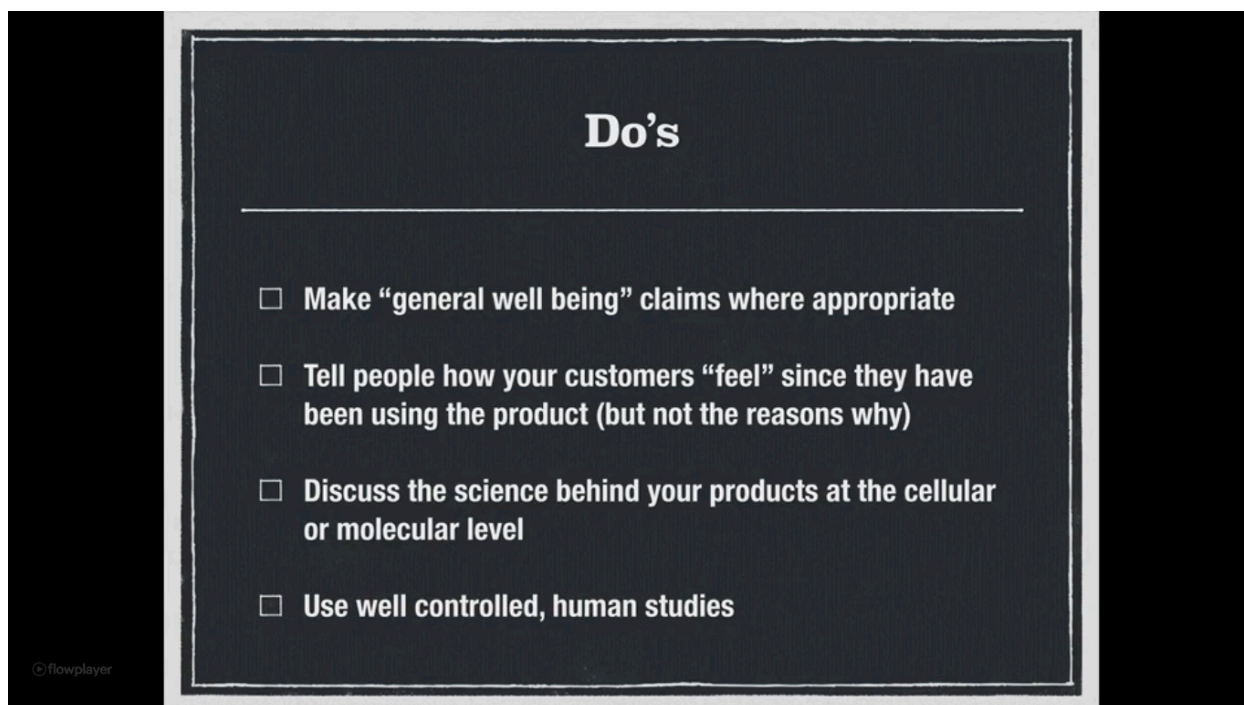
Buck Rizvi: We have to kind of focus people more on the general wellness claims, right? Or might have to redact or edit testimonials to just reference those kinds of things?

Kevin Grimes: Well, yeah, but we need to learn how to. Congress authorized [inaudible 00:23:14] the ability to make structure function claims. These are the darlings of dietary supplement marketing and unfortunately, the vast majority of folks [who are 00:23:22] marketing supplements really don't understand how to take advantage of that real estate, and we'll talk more about this in the live event.

Buck Rizvi: I'm not going to steal your thunder on that because I think that's the ... so we'll get into the darling component on the live event and also make that available to everybody, all members of course.

Let's talk about the do's. You say you can make general well-being claims, we talked about that, right?

Kevin Grimes: Absolutely. Yeah. Those are great subjects to testimonials too.



- Buck Rizvi: Okay. Telling people how you feel since they've been using the product is fine, okay?
- Kevin Grimes: Right. Yup. [crosstalk 00:24:01]
- Buck Rizvi: "I feel great. I'm more active."
- Kevin Grimes: Imply or suggest disease prevention, cure, treatments, etc. Yeah.
- Buck Rizvi: You mention this, this is really interesting. I love this, this is one of my secret sauces if you will and that is...talk about how it works at the cellular or molecular level, the science behind your products. What do you mean by that?
- Kevin Grimes: Absolutely. Well, this is one of the secrets to marketing. A lot of people, I call it going from point A to point Z in one giant step. This product prevents cancer, you can't go there. However if you go from A to B, B to C, C to D, etc., in little baby steps, you can pretty much get to the same place.
- For example, let's talk about antioxidants and free radicals and again, I don't mean to take so much time but explaining what free radicals are, what they do at the cellular level, explaining what antioxidants are, what they do at the molecular and a cellular level, explaining how they interact to molecular and cellular levels, explaining what the significance of reduced free radicals, of course into your body, etc., etc.

You can pretty much get to the same point that "Hey, antioxidants help reduce the incidents of cellular degeneration, which in turn, helps reduce the incidence of the blah, blah, blah." This is really the key and it takes more real estate obviously but again, this is one of the secrets is explaining the science in detail about your products at the cellular or molecular level. That is huge.

Buck Rizvi: So you'll get into some specific ways or maybe examples of ways people can do that in the live event?

Kevin Grimes: Sure. Absolutely.

Buck Rizvi: Okay. That's great. Then we talked about this before, well-controlled human studies when you talked about the gold standard, right?

Kevin Grimes: Yup.

Buck Rizvi: Can you just give me really high level because a lot of these folks, I'm going to provide a more detailed checklist that you and I have discussed. At 30,000 foot view, when are the points in time when they need to be think ... I know they need to think about compliance all the time but in terms of when they would typically work with someone like you to review something, or maybe a system with submitting something, that kind of thing, what are the major points?

Kevin Grimes: Okay. I kind of divide some marketing throughout four different stages. Stage number is really getting your product ready which means, first of all, do I really have a dietary supplement or is it a functional food? Is it drugs or something else? Getting the label ready. Also something we haven't talked about is good manufacturing practices and marketers are manufacturing. I'm not a manufacturer. There are portions of the GMPs that potentially apply to manufacturing and we will get in that.

Stage Two is really getting your website ready in terms of understanding what types of claims you can and cannot make which I'd been talking about understanding substantiation, making sure that you've got that all lined up on your website. Making sure that your non-product related claims are appropriate.

For example, if you thought the FDA had a regulation about everything, you're right. They have a regulation on free claims. Any time a product is promoted as being free in any way, that regulation potentially kicks in. The third piece is what I call getting your people ready to the extent that someone is using affiliates or bloggers or third parties to help promote your program.

Buck Rizvi: That's a big one.

Kevin Grimes: Yeah. In 2009, the FDC amended its endorsements and testimonials regulation to establish that "Hey marketers, you are liable for what your bloggers and affiliates say." When I say bloggers, I mean sponsored bloggers, not just unrelated bloggers. You have a responsibility to train them, and you have a responsibility to monitor their compliance.

Then the last piece is, phase four is kind of what I call getting your backside ready. Everything from insurance to adverse event reporting, hopefully that never ever happens like if it does, we can know about that.

Buck Rizvi: It's actually a very straightforward. It sounds scary and it sounds like "Oh, I would never want to have an adverse event" but I mean, it's actually very perfunctory, it's very easy, I don't know why I use that word. It's actually a very straightforward process and by and large, I mean, other than some issues of tainting certain ingredients from other certain countries, the dietary supplement as a whole had a great track record in terms of safety.

Kevin Grimes: Yeah. You're absolutely right. The good news is you don't have to worry about all this stuff or be concerned about all this stuff on the frontend, but folks need to at least be aware that "Hey, these are issues."

Buck Rizvi: Okay. One thing that we didn't touch on, I just want to make sure that is people are aware of that in this process, if they want to make any claims or we'll say structure function claims about their product in their marketing then there's a form that they submit to the FDA and this is for US companies. They submit to the FDA saying that they're going to use this.

Again, it's not one of those scary things, and it's not something that they need to get. They're not asking for permission, and they have to wait for an approval. It's not an approval process, it's just an announcement process to the FDA that you're doing this. Is that right?

Kevin Grimes: Yeah. It's a notification process, and it's not just for US-based companies but it's for anybody that markets supplements in the US. Yeah, it's a notification statement, not a registration statement. Yeah, marketers must notify the FDA within 30 days of first marketing the products about all of their statements of nutritional support. Basically, those are structure function claims. Yeah, it's very, very simple, very perfunctory.

There's a formula and you send it to this address, here are the pieces that have to go in there, and then you just include every single statement of nutritional support and boom, mail it off.

Now the good news is if the FDA has some concerns about that, they will generally contact you. It won't be some type of a regulatory enforcement action, it will be usually be in a form of a courtesy letter saying, "Hey, you submitted this. We have a little heartburn about claims three and four and here's why" and [constantly do 00:30:29] about it.

It's much better to be on the receiving and then a courtesy letter than it is some type of an enforcement action. You really filling those notification letters is really a plus.

Buck Rizvi: Excellent. You actually, it's not like a bad thing that you're getting on your radar on their radar is showing that "Hey, I'm a legitimate business. I'm following the rules. I'm demonstrating that, I'm submitting my notice and again, we've ... knock on wood, with my companies, we've never had a problem." You could view the FDA as your friend as opposed to your enemy.

Kevin Grimes: Absolutely true. Yeah. Correct.

Buck Rizvi: Fantastic. All right. That takes us to the end of this section, maybe we'll just get a couple of questions in, let's see, someone's asking for a link of whether they submit this to the FDA. Yeah, I will make a note of that, Henry and we'll make sure you know what the form looks like and where to submit it, so no problem about that.

Let's see, Kitty is asking a questions, if she's talking about a book and not her products, can she talk about clinical research regarding disease claims on the radio? She has an interview today for example.

Kevin Grimes: Yeah. That's a fantastic question. When congress enacted the Dietary Supplement Health and Education Act in 1994, it included what was called an exemption from labeling. Label and labeling are very, very different. A label is just that which is fixed to the product or an outside box. Labeling is defined as anything that's intended to promote the product and prior to the the [say 00:32:06], if a marketer or a manufacturer use ...

Now, let's say for example, you had this great clinical study from Harvard Medical School about vitamin E and its ability to prevent certain cancers, prior to 1994, if you use that even though it had nothing to do with your product and

the fact that your product [made by me 00:32:23], if you use it to promote your product, the FDA said, "Oh, that's part of your labeling?" And it's making drug or a disease prevention claims, and that's a drug claim.

Congress said, "No, no, no. We don't want that kind of limitation" and so if an article, whatever the piece is about meets certain criteria, meets the five criteria set forth [to the say 00:32:43] and that is it can't mention any particular product, any particular manufacturer. It's got to be balanced and that it's got to present the science, the pro and con equally well and a couple of other criteria.

Yes, it can be used to market a product. It certainly can be discussed.

Buck Rizvi: Well, it sounds like she's not even going to market the product. She's going to talk about ... Right, there's not going to be any product reference in those cases. I think from that perspective, she was clean on that.

What's your favorite go-to resource for finding clinical studies? Is it PubMed? What would you recommend for research and clinical studies that might exist on ingredients?

Kevin Grimes: You know what? I would probably ... I mean, free is great, but there are medical and scientific literature researchers out there. Obviously, they charge for their services, but they're also very, very good at what they do, and I guess I would say, I mean, depending upon my budget. If I had the money to do so, I would certainly engage those guys, that would be my first choice, and I can get you a list. There are not a lot of them out there, but I can get you a list of some of those.

Buck Rizvi: Oh, that would be ... Okay. I would very much be in your debt for that list. I think everyone would be interested in that.

Kevin Grimes: Yeah. No problem.

Buck Rizvi: Outstanding. Thank you. I'm going to leave that there, so that was for Peter. William is asking if you have a supplement with multiple ingredients and one them, the FDA has already kind of white-listed with a qualified health claim, can you just go ahead and claim it? It will help your bones, etc., make that claim for your product that because it has this ingredient, calcium for example, that it will help you give you strong bones?

Kevin Grimes: Yeah. Absolutely. Again, obviously, the level of the ingredient needs to be into the extent the FDA has specified that. Of course, the claim absolutely has to

mirror what the FDA has permitted. You can't do more, you can't do less. It has to be verbatim what the FDA has approved.

Buck Rizvi: Okay. fantastic.

Kevin Grimes: The fact that you got one approved the ingredient mixed in with others isn't going to be a problem.

Buck Rizvi: Excellent. Now, John is asking, would a statement supporting health with nutritionals be allowable? Because that sounds very general like on a tagline for the ... He's referring to a tagline for his company. Supporting health with nutritionals, it sounds pretty general.

Kevin Grimes: Yeah. Not a problem at all.

Buck Rizvi: Okay. Great. Thank you. Norman's asking, what type of penalties could be issues with the FDC?

Kevin Grimes: We really want to go here.

Buck Rizvi: Okay. Why don't you give me this sort of the best case scenario and the worst case scenario? Just real quick summary.

Kevin Grimes: Well, yeah. Always accuse lawyers of fear mongering and that's a reputation [inaudible 00:35:39]. Well, yeah, the FDC .. and again, I mean, let me start up with the FDA because FDA is really a great organization, by and large, to work with, by and large the inspectors are just good people, they're bright, they're good at what they do and they're very, very reasonable.

The FDC is a different animal, I call them the proverbial 2,000 lbs. gorilla. Their strategy is if we come after you, we have a problem with you and we will extract a pound of flesh, no slaps on the wrist and stuff like that. The pound of flesh is [inaudible 00:36:17] monetary, there are other things too. Generally, in the supplement arena like I said, 99% of the time the issue is substantiation, so these things almost never go to trial, they're settled via a consent agreement.

Yeah, you promise to have substantiation for any claim you make but generally, the big piece is the money piece. Basically, it's like how much have you made in the last decade and send that in.

To answer your question, the fines have been in the tens of millions of dollars, depending upon the need of the company's volumes. They can discourage profits. They can ask for every penny of profit that you've made and in some

cases for example with [Kevin Truddle 00:37:06], it basically said, "We do want, you're going to have to pay every penny you have made" and we were talking gross income.

Buck Rizvi: Oh, my goodness. All right. Interesting. Well, he's sitting in jail right now from what I understand, right?

Kevin Grimes: I think that's correct.

Buck Rizvi: Yeah. I've got a quick, maybe two more here guys because I know we need to move on to the rest of the training because we've got so much to cover. William is saying, you can't say it will mitigate joint pain, but can you say your members, your customers feel less joint pain? He's giving a specific example.

Kevin Grimes: Well, joint pain is an interesting category of claim. The FDC, I assume the FDA has basically developed a dividing line, claims that are related to pain associated with arthritis, degenerate joint disease or anything else. Anything chronic suggest, connotes arthritis, but claims that are related to a non-chronic state, for example, joint pain from overused or over-exertion that don't suggest the disease or an abnormal state of health are perfectly fine.

Buck Rizvi: Okay. Maybe from activity, right? Hiking, biking, those kinds of things, exercise?

Kevin Grimes: [inaudible 00:38:26].

Buck Rizvi: There's a little tip for you guys. Any stiffness or soreness or pain associated with activity?

Kevin Grimes: Absolutely. What you don't want to do with joint pain is you don't want to leave it open. If you just say it helps reduce joint pain, that leaves that door wide open for the FDA to argue, "Well, we think that the reasonable consumer will relate that to arthritis" so you want to make clear that we're talking about a non-chronic, non-disease state-like overused, overexertion, too much exercise, too much activity.

Buck Rizvi: This will be the last question, I think it's Christine. She says, say you make an honest mistake, are you warned first or are they immediately come in with a thermonuclear option?

Kevin Grimes: Are we talking about on the FDA side or the FDC side?

Buck Rizvi: Or both. I don't know.

Kevin Grimes: Well, yeah. Okay. On the FDA side, yeah. Like I said, let's say for example, they've got some heartburn with a claim. Ninety-nine percent of the time, they'll send out a warning letter. It's pretty much the lowest level of an enforcement action. It is an enforcement action, and it is public, a public matter, but it's pretty benign that they're saying "Hey, we look at your labels, we did an inspection of your facility, whatever. We check out your websites, we check out your affiliates and your bloggers' websites."

"We check out social media and here's what we found and here's what we have for heartburn. You got 21 days to tell us what you're going to do about it" and of course, when the FDA or the FDC say jump, we ask how high on the way up. It's like "All right. We're going to make the following changes."

With the FDC, again, sometimes they do, for example, a lot of times they have these web surf days in conjunction with a lot of other regulators and when that happens, the opening hand is not a lawsuit, it will be an email or a letter saying, "Hey, we have a web surf day, and we found your website and you're saying the following things. We don't think you have substantiation for that." What do you going to do?

You either better get substantiation or revise those claims and then of course by the way they frequently handle it ... This is true, a lot of people mistakenly think they only go after the big guys. They don't. They go after mom and pop operations as well.

Buck Rizvi: I guess first and foremost is don't ignore an action letter, right?

Kevin Grimes: Oh, my gosh. Don't. Right.

Buck Rizvi: Take immediate action and address the issue at hand, respond to them. Correct the issue and respond to them, right? It sounds like generally, that they're going to send you a notice before bad things happen.

Kevin Grimes: Yeah. On the FDA side, absolutely. On the FDC side, not so much. That's why ensuring that you absolutely positively have proper substantiation before you start marketing the product. This is mission critical.

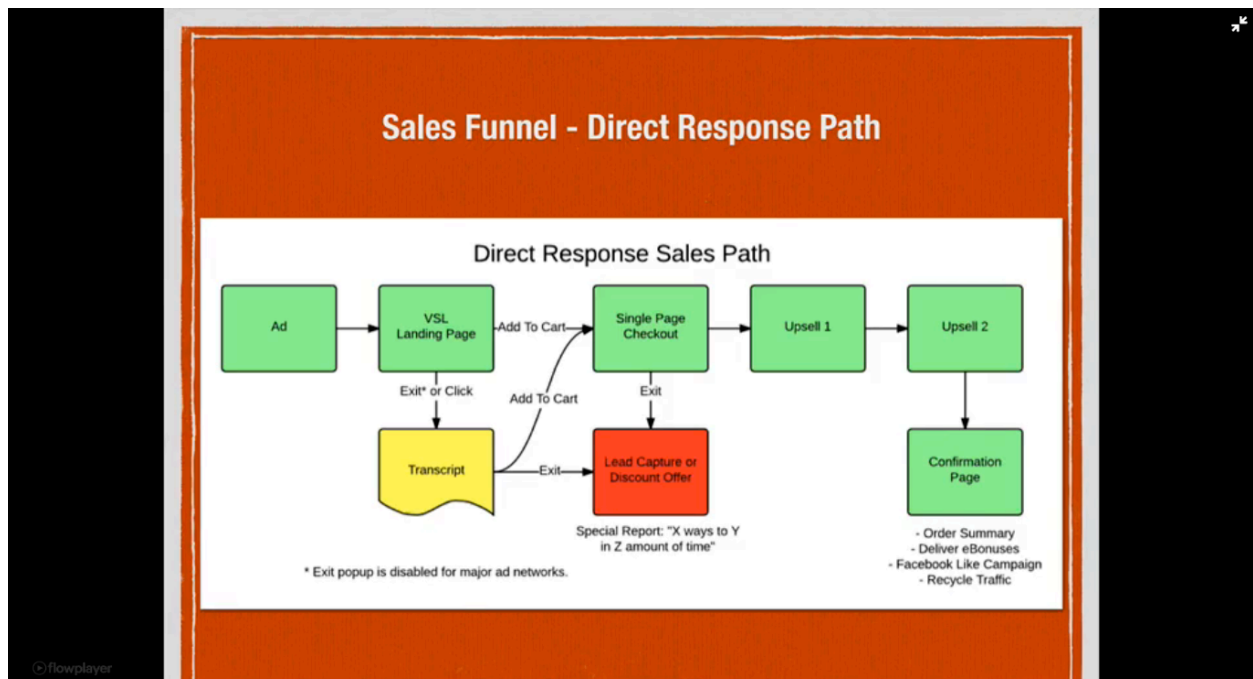
Buck Rizvi: Okay. Very good. I'd tell you what Kevin, this is fantastic. I know we went over, but we got some great questions in. We got some very important aspects of compliance covered, and I know you're going to be talking about some exciting things.

I know there's a lot of lawyers typically in the sales prevention department, but you're one of the guys that really is a friend to marketing. You know where the edges are and you know how to help, keep people legal and be able to market their products effectively which I really love about you. Looking forward to your presentation this weekend then.

Kevin Grimes:

Well, thank you so much Buck. I'm looking forward to be in there.

High Performance Sales Funnels



Buck says that he doesn't like the term "mom and pop". In this training you are learning how to create a great business that's going to help thousands, if not hundreds of thousands or even greater numbers, of people. Furthermore, you're going to be able to do so in a relatively short amount of time because of the leg up you're getting. Not only are you getting the leverage of Buck's expertise, and advice from people like Kevin Grimes, but you also have access to each other, and therefore, will be able to work with and off of one another.

Speaking of your interaction, the forum is now up and Buck says that he's happy to see that some discussions are already going on. He's glad that you have your playground, or lounge, or whatever you would like to see it as. It's good that you have a place that you can go and feel safe, knowing that it's private to you and the other members of the training, and you can support each other and collaborate with ease. If you haven't visited the forum yet, you can access it by clicking on the 'Forum' link in the membership area.

Now it's time to get into the needy-greedy of marketing. This section is going to cover a lot of topics. Please understand that you don't have to implement all of this right away. You're just being given the "lay of the land", so to speak. Use it like a map to see what the functional pieces of a high performance sales funnel are and what you will eventually need to put together. On the other hand, you also need to know that this is not meant to be a tutorial on

how to create a funnel from start to finish. Buck is planning on adding interviews and tutorials on how to do all of this in the future.

Buck recommends having a third-party resource help you with your funnel because it's going to be more cost-effective to do it that way. This is going to get you out of the gate faster and get you to your goal line sooner. Again, think of this training like a map of the territory you're heading into. First, the different parts of the funnel will be demonstrated, and then a more detailed explanation of each will be provided.

Above you'll find a variation of the type of sales funnel RealDose uses. It's a very common one. This will look familiar to some of you who have experience in internet marketing. There are some nuances that you'll want to pay attention to as this pertains to the health market. In other words, there are some details that you need to take note of about this that are different from other forms of internet marketing. For example, if you were selling a how-to eBook or something like that, you wouldn't be under a lot of the restrictions that you would be in the health marketing space.

This type of sales funnel contains two sorts of sections, which Buck refers to as the 'direct response' sales path. What's represented in green within the screenshot above represents the normal path that a customer would go through, starting with the ad. A consumer may find your ad on Facebook or Google, and then they would arrive on the video sales letter (VSL).

It's likely that you have seen a video sales letter before. It's basically just a web page with a video on it, and typically, on that webpage an offer will eventually be presented. Normally, this is a delayed offer, meaning that it will come up some time after a person has hit the page, rather than being made right up front. A visitor will have the opportunity to watch the video and get some education, a persuasive argument will be made, and then maybe order options will be presented. This usually comes about 10 or 20 minutes into the video.

RealDose has been using this kind of sales page for years, and it's still extremely effective when it comes to selling supplements online via direct response. It mimics an infomercial sales model. Once a person watches the video sales letter and given the option to buy something, there's an 'Add to Cart' step. At this point, the person can click on the item they wish to purchase and they are brought to a checkout page.

After the visitor makes their purchase, another step is added to increase the "average order value", or AOV, you receive. This is an upsell that you offer while the customer is basically 'in heat' in terms of buying, you want to service that desire to buy more products. You may offer something to make the first product work better or work faster. Buck typically just adds one upsell to his funnels, as opposed to multiple upsells or downsells. He says that he's seen

companies take you through four or five different upsells in their online order path. He recalls going through this when he bought P90X for example.

You can have one or more upsells, and even have a downsell if they say “no” to any one of the upsells. Just keep in mind that it can make things frustrating and complicated for the customer. You really don’t have anything to lose after they have already bought though, and again, it can raise your AOV. After the upsell opportunity, the visitor will be taken to a confirmation page.

Obviously, you would want to summarize a person’s order on the confirmation page. This is also a great place to put the links to any bonuses you may have offered your visitor. There are some other magical things that you can do with it, and should do with it. You have to keep in mind that the traffic that comes to your confirmation page is the most valuable traffic that you have because this is buyer traffic. They have just purchased and have shown interest in your type of product, right? So, it’s wise to do things like have them like your fan page on Facebook. For instance, you might incentivize them to click ‘like’ by giving them a 10% discount on future orders.

Using tactics like having your customer click ‘like’ is a way of recycling the traffic you have spent good money to get. You might even send your customer to a third party offer or some other offer of yours from this confirmation page. Any way you go about it, you’ll want to take advantage of this traffic. This is a very powerful tactic which can increase your profits immensely. You always want to work to increase how much a person buys if at all possible, and you want to increase how often they buy if you can. Recycling buyer traffic like this is one of the best ways to do that.

Another way that you can keep a hold of this traffic and deter a person from leaving is to use an exit pop-up script. This is a little pop-up that comes up if people try to exit the page or if they hit the back button. It typically asks the visitor if they are sure they want to leave. Buck recommends having one say something like “Hey, in a hurry?” and offering the person the option to look over a transcript of the presentation rather than watch the video. This is also a very powerful way to retain and recycle traffic rather than allowing people to just go away.

From the transcript page, you would use the same flow. They could ‘Add to Cart’ or they could try to leave. If they try to leave, you could use an exit script again, maybe this time with a pop-up saying “Wait a minute, don’t go away empty-handed. I’ve got a special report that I’ve produced for you. Commonly, people product use headlines like ‘The X ways to do Y in Z amount of time’. For instance, you could use “Seven ways to lose extra belly fat in no time flat”. Buck says that he avoids specifying how long it would take to lose an exact amount of weight. Anyway, people love reading, digesting, and downloading these kinds of reports, especially if you put a nice e-cover on them. So, this is a great way to capture some leads.

You could also present a discount offer at this point, saying something like, “Wait a minute, maybe you didn’t like the offer I presented you. Maybe you’re not ready to make that kind of an investment, but you’re interested in the product and what it can do for you. Let me make it easier for you to say ‘yes’.” The intent is to put blinders on them and lead them through the sales path. Remember, this needs to be a very controlled environment. You want to control their attention span. It’s kind of like dealing with children. Buck says that hates to use that sort of analogy. However, it’s sort of the same thing. It’s like when you redirect a child to something else and away from whatever it is that’s distracting them.

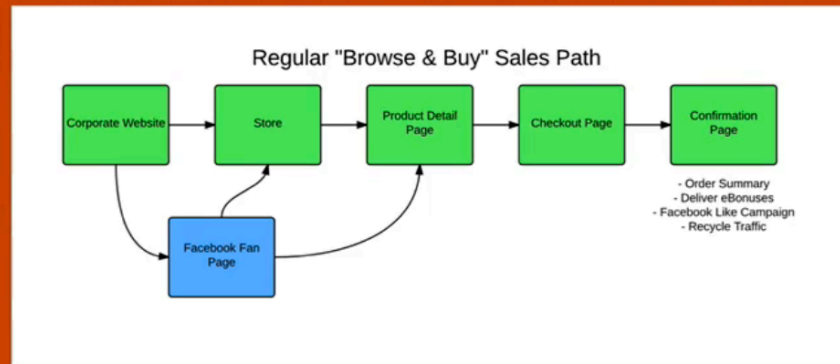
After directing them to the transcript, you would take them to the lead capture where they can get your special report. Your focus should always be on education and taking them towards the most wanted action, which in most cases would be having them add an item to their cart and checking out. This is what Buck refers to as ‘the direct response sales path’, and he says that it’s very different from what he calls ‘the parallel path’ shown above.

Now, what happens if people leave here and don’t buy? Maybe they didn’t even opt in, but they like the product and just aren’t ready. They may want to do some homework. They might want to Google your brand and your company name. They might look up your product more or try to find out more about the claims and/or your ingredients. They may be asking “Is this stuff real? What is everyone saying about it? Are there any reviews available?” Do you do these kinds of things when you’re looking for products, or do you immediately take what someone says at face value on one of these direct response funnels and just buy immediately?

A lot of you will end up selling to women primarily? Buck has found that women can be very smart buyers and are often very skeptical. Quite often they will try to find out more about you and what people are saying about certain products. You have to assume that the majority of people are not going to buy on your first attempt. Even though you’ve got an amazing sales funnel constructed and it’s got all the leaks covered. You’re going to direct them through it, and the vast majority of them are going to leave. That doesn’t mean that you just say “Well, screw you. I’ll move on to the next guy.”

You want to create an environment, an ecosystem, which supports the process your visitor wants to go through to learn more about your product. One way that you can do this is to have a “browse and buy” path. In other words, rather than lassoing them and dragging them through your sales funnel, you allow them to go through at their own pace.

Sales Funnel - "Browse & Buy" Path



Let's say that you were walking down Pearl Street in Boulder, Co, and you walked into a nice gift shop. You might just want to be able to look around and not have anyone bothering you, right? You don't need any help, and you're happy when the owner just kind of smiles and says, "If you need anything, let me know.", which frees you up to just kind of walk around and take a look at things at your own pace. That's the idea behind the "browse and buy" path. Let them come to the corporate website from your funnel.

Now, at this point, it's very important that your company looks like a real company. The visitor needs to be able to see that your company has an 800 number and a real address, not just a P.O. Box. Your website should also have a nice design, and it should contain some customer testimonials. It should also have an 'about us' section that they can read and maybe some social media links. By the way, everyone in the training is probably going to start a Facebook fan page, and no one is going to have any fans at first. Don't sweat it. Just having something up is going to reassure people that you're not a fly-by-night business.

Another thing to consider is that they might not want to buy through your direct response sales path. They might just want to come to your store and see your product in a catalogue environment, kind of like going to Amazon. You might just have one product at first, and that's fine. You'll have a detail page up about it. Buck says that he has found that your detail page can be a direct-response type of page. In other words, it can be like a sales letter that's using persuasive elements rather than what you typically see in a very basic product description page on a store like Amazon.

It is to your advantage to have a direct-response style of page, but have it sitting inside of a store environment. This way, the other options are right there, they can pick whatever order quantity they want, and those sorts of things. In that regard, it will feel like a regular store, but in terms of the persuasive copy, it's more direct response.

Let's say that the visitor has hit your detail page, and now they are ready to check out. It feels like a regular checkout environment. They can hit the 'Add to Cart' button, see what's in their cart, and checkout. After that, they will be directed to a confirmation page. This is where your repeat customers will come to as well. You'll want to provide a mechanism for your repeat buyers to come back if you're not doing a continuity program or something like that. They can come back and buy your products anytime, and you can run promotions too.

Typically, this type of environment will have a cart that supports promo codes, where you can have discounts and things like that. This confirmation page should be the same as any other. You'll have an order summary, and any special bonuses you have can be delivered through download links you have on this page. You can definitely recycle the traffic that comes to this page, and it's highly recommended that you do so.

Again, you can ask them to visit your business' Facebook fan page, and encourage them to 'like' your business and share with your friends. You may even give them 10% off if they do. You may want to take them back to another product that you want to sell with a link or an ad, or even a third-party product. This is very, very valuable traffic. You've got their attention, so go ahead and keep it. Focus it on buying more stuff from you.

The direct response path is what you're going to be buying traffic for, typically. It's also where you'll be sending referral traffic if you have an affiliate program. Again, you'll want to have a "browse and buy" path because you know that a good chunk of people, probably 99 time out of 100, are going to back out and try to do their homework before purchasing. They may do their homework and not buy right away, but then they may see your ad again later.

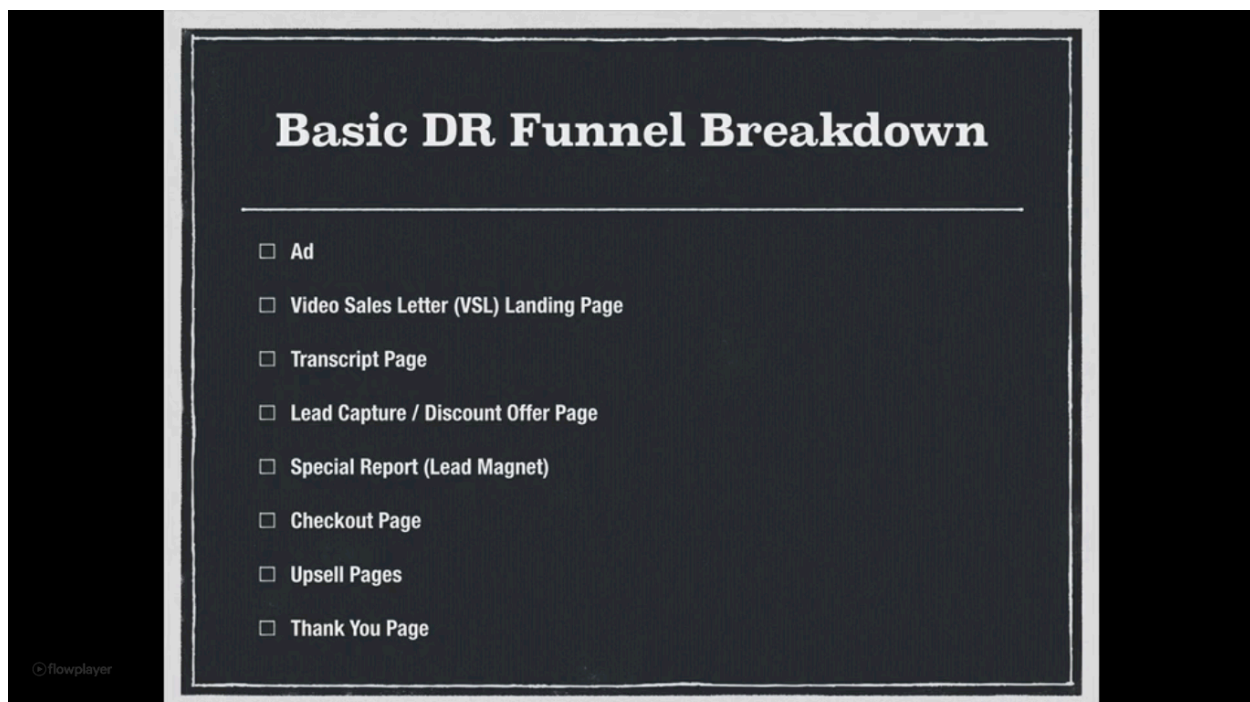
They say it takes seven contacts to convert a sales prospect into a customer. That's an old rule of thumb, but in the online world, it's still true. Buck and his team have found that it might take five to seven attempts, maybe over a week's time, to convert a customer into a buyer if they don't buy right away. Again, that's going to happen 99% of the time. Just be prepared for that and prepared to support that.

Now let's talk about the components you need to have in place. Of course, this funnel will start with an ad, but ad construction and optimization is actually going to be covered in the 'traffic' portion of this course. This lesson is going to focus more on things like your video sales letter, your transcript page, and your sales copy. If you need a sales letter written, you could take that

script and add some images and other things to it. Lay it out in a certain way with the order options, and Boom! You basically have a sales letter in print.

Buck is a little embarrassed because he knows that there are so many things that they could do better at RealDose. Many of these things are on a to-do list that they are always trying to get done. One of the things that Buck and his team need to implement is a lead capture page and a discount offer page. If someone backs out somewhere within the funnel, like on the transcript page or the shopping cart checkout page, they could say “Hey, before you go, let me offer this eBook.”, and then offer them a way to opt-in and get it.

It’s really inexpensive to get eBooks written, by the way. Buck says that he typically pays \$300 or \$400 to get one made. If you’re hiring medical doctors or other health practitioners to write them it will cost you a little more. Many health professionals, if they’re willing to trade their time for dollars, will provide a well-written, well-researched eBook, that’s around 30 or 40 pages long, for about \$1,000. Even this investment is well worth it, however, because you can use that eBook again, and again, and again to generate leads. You could easily generate tens of thousands of dollars, hundreds of thousands of dollars, and possibly much more money as a result of having these leads available. It’s also not very expensive to get an e-cover created for that on Fiverr or 99 Designs.

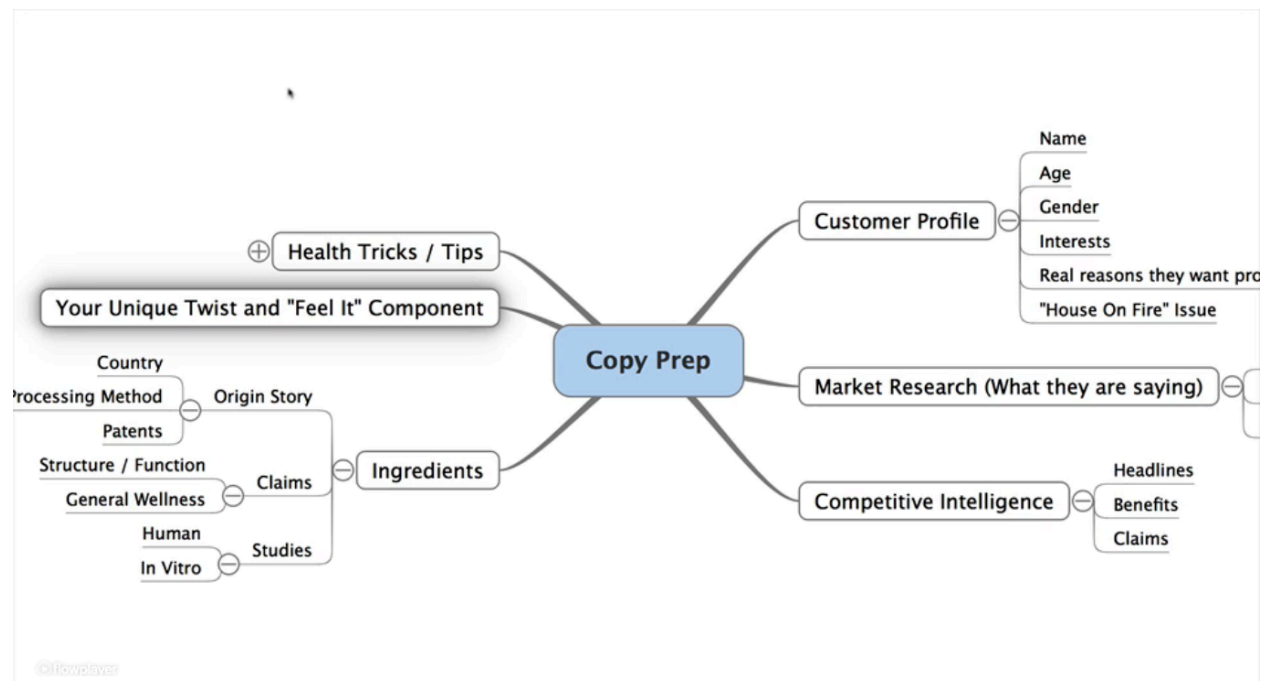


Your funnel should contain a lead capture page, a checkout page, an upsell page, and a confirmation, or ‘thank you’ page. Don’t think of it as being a drag that you have to create all of these. You just need to know that these elements need to be created. You can get involved

with the creation of some of these if you like, but don't forget that you can outsource some of this work as well and typically on a per-project basis.

A webmaster can assist you with setting up and constructing a funnel and a copywriter can assist you with writing the video sales letter script and any copy that might appear in each of the pages. After that, you just need to be aware of what elements need to be included on those pages and the basic layout. That way, you can communicate with the people who are assisting you.

Many of these resources are project-oriented. It's not like you have to hire people full-time for this. They'll still be part of your virtual team, but you'll only need to hire them on a project by project basis as you launch new sales funnels. As far as your copywriting goals, you can probably save some money writing your VSL script yourself. Buck says that he has done this before and it's actually a lot of fun. He's providing you a basic blueprint for writing a VSL to help you through this process. What he's giving you is going to prepare you to write breakthrough copy that gets people's attention, get them excited, and agree with the problem that you're addressing. There are other persuasive elements that you'll learn how to implement in order to get people to take action.



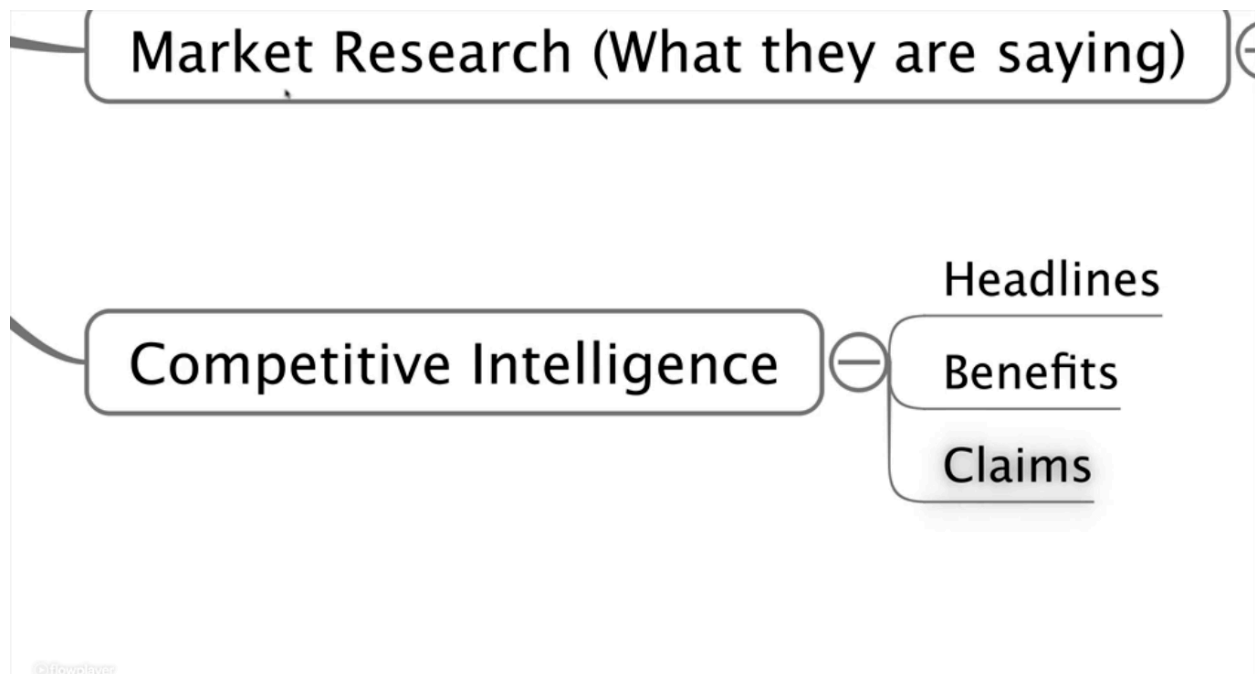
Buck's copy prep is shown above. There are certain things that you'll need to have in place before you start to write sales copy for your offer. You'll want to compile this over time. The most important aspect of this is to know exactly who it is you are selling to. You'll need to assemble a customer profile. Some people call this an 'avatar'. This profile helps you to picture

exactly who it is that you're speaking to when you write your copy. You want to direct your message to one singular person. Don't think of yourself as speaking at a podium to a general audience. Think of it as if you are having an intimate conversation with a friend.

Who is that one person that you are talking to that has this specific problem? Go ahead and give him or her a name and an age. Think about what that person's interests and hobbies are. What do they like to do? What appeals to them? Specifically, what problem are they having that is preventing them from enjoying the things they like? This helps you to get further into the psychology of your target audience. Yes, they might have joint pain, or they might be 20 pounds overweight, or they might have a problem focusing. That's just on the surface though. What are the real reasons behind why they want their problem fixed? What are they truly going to gain if they get their "house is on fire" issue fixed? All of these questions need to be answered and added in as part of your customer profile.

This compilation needs to contain any other data that you have found during your market research as well. For instance, if you have looked at product reviews, you need to add statements that you have found that show insight into what your potential customers really want. Take down the things members of your target audience are saying in forums and in the comments left on blogs too. What statements are they making which directly relate to their "house is on fire" issue.

Furthermore, you want to write these statements down verbatim because if you use the same terminology that they are using, you can really hit home with your copy. You may remember the example Buck gave about the person who said "Now, I'm able to make a fist. It's amazing, right?" Statements like this are very, very valuable. You want to collect those in your Evernote notebook or in a physical notebook. Statements like these are going to fuel the creation of all your copy, including the script you make for your video sales letter.



Another thing that you should consider golden is any competitive intelligence you gather. If you know there are companies that are successfully selling a product in a big way to your same profile, then you're going to want to see exactly what verbiage they are using to address the market. What headlines are they using? What are the big promises they are making to that audience? The majority of the time, these companies have sought outside counsel and done their own research to make sure they can legally make the claims they are making.

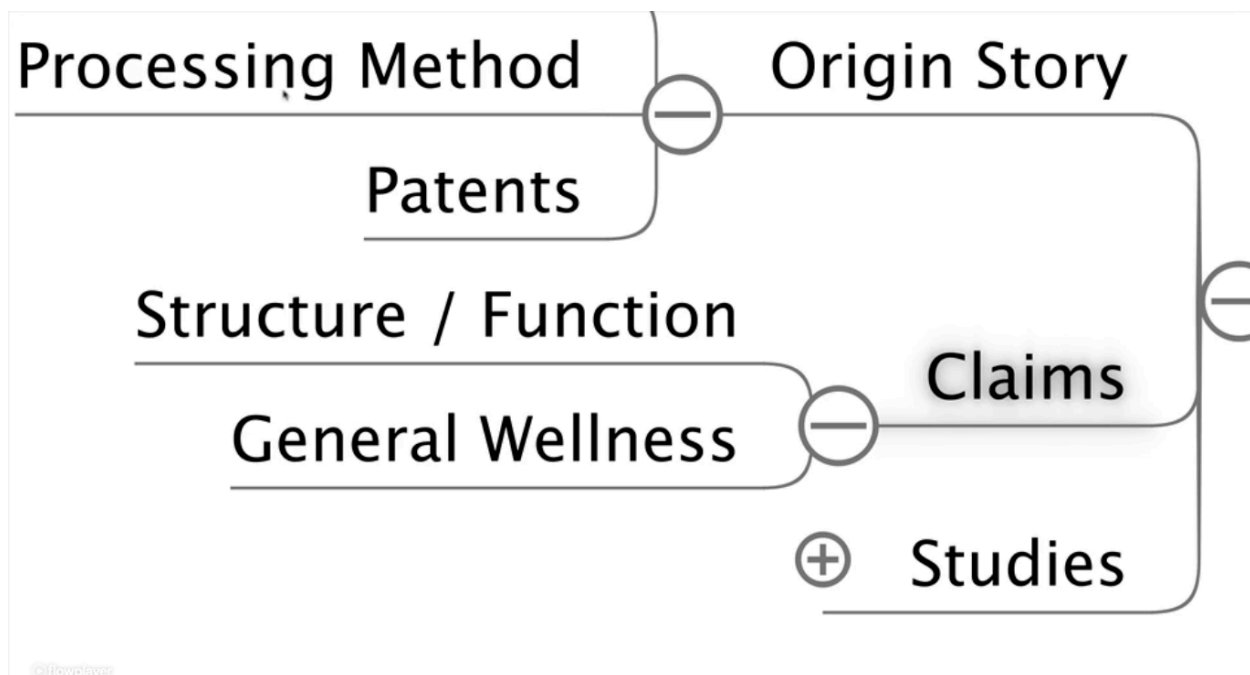
They've done the homework. They know what the audience wants. They know the terms and the phrases that are going to cause people to take notice and take action. They know about the language that these audience members use. So, go ahead and find out what they are doing, why they are doing it, and how they are able to make the claims they are making. Then, add these tidbits of information to your folder as well.

What specific structure function claims are they making? What general wellness claims are they making? You can start assembling this sort of information, and this might even make you ask "Hey, am I missing something here?" Maybe you need to go back and research your ingredients further, or your formula. You might be missing something big that you didn't realize before. This is just another component of your competitive intel.

You should have candidate ingredients for your formula now. Something they have done very well at RealDose is feature the ingredients in their formulas as the stars of their story. Not only are their products differentiated because they don't include the same ingredients that everyone else is typically using, but they can tell a story around those ingredients. For example, they like to say that they have a green coffee ingredient that comes from Madagascar.

It's a totally different kind of coffee bean than you would find in the coffee at Starbucks, which is typically Arabica. When you know those things, they are little details that people are actually interested in. You might think "Oh, that's boring," but it's really not because this is something most people don't know and it surprises them. Their reaction is usually "I thought that green coffee is green coffee. It's not, and here's why..."

If you take the product through a certain extraction method that generic ingredients don't go through, it could even be a patented technique for creating the extract and done in a specific region. For example, we have one ingredient where the extract is actually performed in France, the extraction is performed in France, and it is a patented extraction method. These are the types of things that you can reference, but you need to know those things about your ingredients. You'll find yourself sort of "falling in love" with your ingredients and what it is that makes them novel as you start to figure out what to include in your narratives.



You might also want to start structuring your own claims in your notebook. Begin by writing down any general wellness claims you might use in your marketing and any claims that are sort of pre-approved by the FDA, as Kevin mentioned. You need to review any claims that you have taken note of and be sure that you have competent research to support those claims before using them in your marketing messages.

As previously mentioned, Buck feels like a well-controlled human study is essential to have. The gold standard would be a double-blind placebo-controlled study, a human study. Buck stays away from animal or in vitro test tube studies. He thinks these will get you pulled into dangerous territories, so watch out for that. He prefers human studies, and that's the only type

of studies that have been used at RealDose. It's worth any extra trouble to keep yourself and your company out of hot water.

You're going to have a folder, or virtual folders of all this material, and all of it you will find as being very valuable as you market your products. Mostly, it's going to make your sales copy much easier to write, and the job of any copywriter that much easier too. Any good copywriter is going to ask you for a lot of this same information anyway, and they may even ask for more. They know that every single bit of information they have at their disposal can be used to their advantage when writing persuasive copy. So, you want to have this portfolio assembled and ready to go, whether you're writing the sales copy or having someone else do it.

You have the elements you need gathered in your notebook. It's kind of like being a chef who's about to make a nice menu item. You have the ingredients laid out before you. They are all measured out and ready to go. You're going to create a great meal from this because you have everything you need.

Now, let's talk briefly about your customer profile and its components. Putting these things into a document is really going to help you get closer to your target audience. It's going to help you to have empathy for them and be even more intrigued and interested in them. Fall in love with your product and market, and really try to help the person that needs your solution. If you do, it will really shine through in everything that you do in terms of your product development, your formulations, your copy, and how you put yourself out there.

Think about Buck in this way for a moment. Buck is a male who's 49 years old. He's married with young children. He loves hiking, skiing, camping, self-reliance, piña colodas, and getting caught in the rain, but he occasionally has "house is on fire issues". He has debilitating lower back pain. It happens. He has had experiences where he was walking along, and then all of the sudden he's down on his knees.

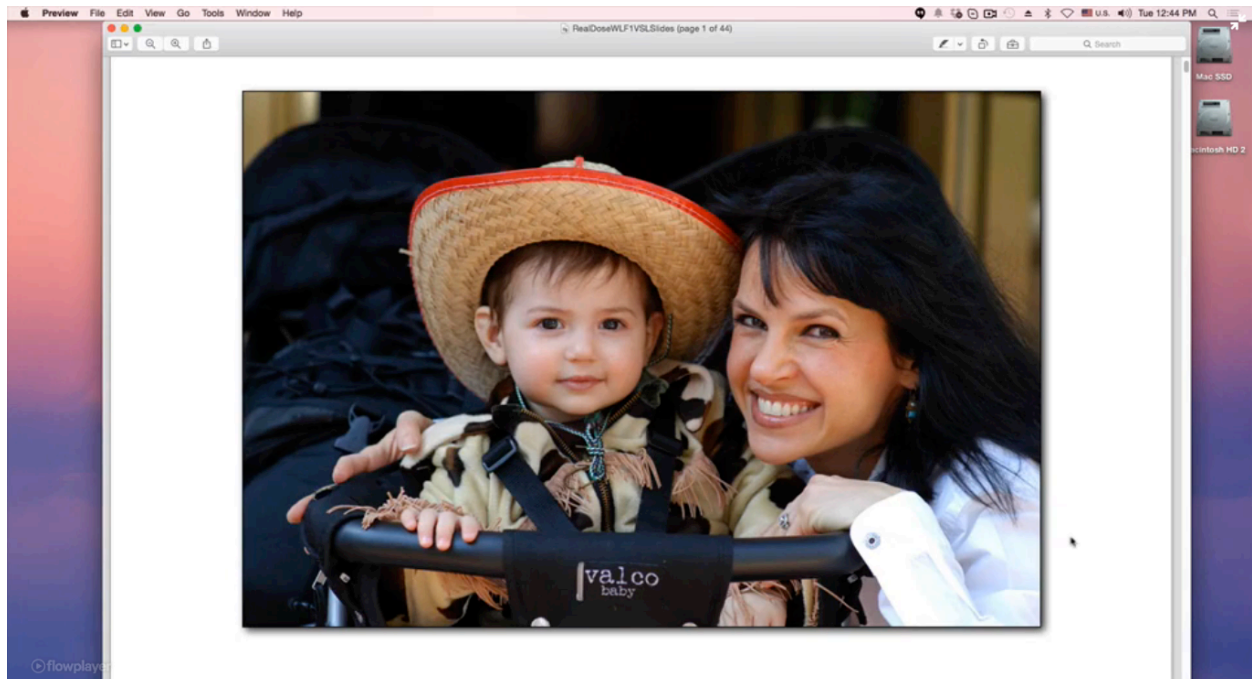
Why would he want a solution for this particular problem? Well, of course, the obvious thing would be that he doesn't want to have anymore lower back pain. If you did a little deeper though, you'll start to recognize some of the things that are really keeping him up at night. Buck has young kids, and he would like to be able to play with them and be active with him. He wants to be able to make love to his wife without being in pain. What if his wife wants to go skiing? He can't carry her gear and get on the lift if he's experiencing these issues. He can't help his kids while they're trying to ski.

There's a lot of gold that you can glean from what people say in the reviews and how they respond in the forums and blog comments that they make. That's the best way to get the information short of actually asking them specifically about their problem, which you could do too by the way. There are people that do make the extra time investment and survey the

audience. They survey the customers and ask them what the biggest thing that they would like to do if their problem was resolved, or what their biggest fear is associated with the problem. This is another valid step that you could go through. In Buck's case, he admits that they have been kind of lazy in regard to surveying their clients, but they're starting to get better at it.

You can use a service like Survey Monkey and ask opened ended questions of your audience, and the answers that people give can be brought into your copywriting. This would allow you to create very powerful sales messages. This might be something you implement in the future, but you don't have to do this right away by any means. There's a lot you can infer just by reading what people are saying in their reviews and so forth.

Your Video Sales Letter



You might be thinking, “Gee. I’ve seen video sales letters, and they look like a million bucks. Somebody’s sitting there, drawing out the presentation as it moves forward. I can’t draw. I’ll have to find an animator, and this is all going to be super-expensive. How am I going to get a video sales letter written and then produced on my kind of budget?” At RealDose, they actually did this for their business very inexpensively.

Buck has a sales video that they did early on in which they actually used his business partner’s wife and son, Melanie and Noah, to present. A screenshot of this video is shown above. Now, Melanie is a health practitioner. She’s a dentist, as you can probably tell by her beautiful teeth. The rest of the presentation consisted of a series of PowerPoint slides. That’s what Buck recommends that you do as well. All you really need to do is produce a script and a set of slides.

Buck says that he creates his slides first because it gives him an outline. Then, he’ll write a script from those slides. Different people do this different ways though, and you may decide to write the script first and then produce the PowerPoint slides from that. Still, Buck advises that you start with the slides because just about any author will tell you that it’s easier to start with an outline.

Also, Buck has a sales letter formula that he follows. The process he follows to create video sales letters has helped him sell tens of millions of dollars worth of product. So, he knows that

it works. He calls it his “20-Part Video Sales Letter Formula”. Let’s take a walk through it bit by bit so that you can see how everything fits together and how easy it actually is to do this.

The first thing you’ll want to do is grab the attention of the kind of person you are targeting. If you have any experience in marketing, then you know that’s how you start out. You say something like “Hi! Let me break you out of your trance.” After that, you’ll move on to mention that there is a big problem that they probably care about and that you can help them solve if they watch the video. The third thing you’ll want to do is to get them nodding and saying “yes”. You’ll say something like “This video is for this person, who has this, this, and this.”, which will make them think “Hey, that’s me!” Right?

At some point, you’ll want to establish some credentials. You may establish the credentials of the person doing the narrating. For example, if Dr. Steve were talking, he could speak about the amount of experience he has in the medical field. You could also talk about borrowed credentials, in terms of the research that has been conducted by the company on the problem at hand and the solutions to that problem. The point is that people need to know why they should listen to this video and rely on what’s being said.

There are several ways to skin a cat when it comes to showing credentials. Some people like to say “Hey, this is a personal story of mine. I had a problem or a family member of mine had this problem. I went to a journey, and I discovered this solution after walking through the Amazon for six months and not knowing where I was.” There are different ways, again, to tackle the task of sharing your credentials.

Next, you’ll want to explain why the video exists in the first place and why you are sharing this information. That’s because, at this point, people are sitting there with their arms folded, saying, “Yeah, yeah, yeah. Okay, you’re trying to sell me on something. Let’s get to it.” So, you’ll want to give them a reason to stick with you right now.

There are a lot of ways that you can go about explaining to a person why they should watch your video now and not wait. You could use some type scarcity tactic, like letting them know that it is a time-sensitive issue or that the video may not be up for long. Either way, you’ll want to explain the reasons. After getting their attention and giving people a reason to keep watching, you want to cement that attention by rubbing their nose a bit. In other words, agitate the problem that they’re experiencing. You need to remind them that it’s a big problem they’re dealing with, and they really need a solution now. Get right into the pain that this is causing them.

This might seem a little aggressive and mean, but you’re just getting them emotionally involved. Immediately afterwards, you’re going to let them off the hook by telling them not to blame themselves, that it’s not their fault. It may be their fault, but people don’t like to blame

themselves for any problems that they have. For some people, the health condition that they have may really not be their fault. In any case, you want to let them off the hook by saying, “Look, you’ve had this issue, and I know it’s caused all this pain and suffering in your life, but it’s not your fault.” Then move on to explain what is.

At this point, Buck likes to go through maybe two or three molecular cellular reasons that they might be experiencing this problem. He doesn’t start talking about the ingredient yet. He talks about the molecular, cellular “why” their big problem is occurring and why it even exists. Ideally, these molecular, cellular reasons will be issues that your product addresses.

Remember how Kevin said you can kind of deconstruct? You can’t say that your product can cure cancer, but you can start to deconstruct things at the molecular, cellular level and address issues on that level. Buck says that he likes to provide natural tips for each of those reasons so that people have the option of solving them without having to buy anything. The most important reason for doing that is that it positions you as though you are trying to educate and help the person rather than just sell them something.

You’re offering a valuable health presentation that they are going to learn something from which can help them solve one of their biggest problems. They are going to be able to walk away with the solution that they need whether they buy something from you or not because there are other interesting ways that they can go about addressing the problem. Buck adds that he also likes to inject a bit of conspiracy. This isn’t hard to do, he says, because there are so many unscrupulous fly-by-night companies out there putting out crap products or pixie dusting the ingredients. Not only are they not using the right dosages, but they’re not using GMP and FDA-inspected facilities, and all kinds of other issues like that.

This kind of controversy can be powerful. Those are bad actors, bad players. It’s an “us versus them” sort of scenario. “We’re the white hats, they’re the black hats.” That’s a great outlook to give your audience at this point. After you go through the pros and cons of different solutions, start introducing your star ingredients. “Let’s go through ingredient X, Y, Z and here’s the research. Here are the claims and here are the benefits. This is how the ingredient addresses that molecular, cellular situation that I talked about earlier, and here’s the research that proves that.”

Buck recommends showing statistics whenever possible, and you especially want to show them visually, through graphs, charts, and things like that. This pushes people into an analytic phase which makes them start questioning “Well, okay, so what? Why are you better? Why does your stuff work? Where’s the proof?” You’ll go through your ingredients and tell their story by now. Let people know what can help them and the science behind each of the ingredients. Let them know about the patents that exist concerning those ingredients. Now it’s time to say:

“Hey, guess what? You can go and try to find these ingredients. You can go to Madagascar, you can go to Siberia, you can go to India, and you can even try to source these ingredients yourself. You can try and get generic versions of them and pray that you’re going to get the same quality, the same dosing, and the same outcome. Or, you can save all that time. I’ve put together a winning combination, and here’s my product. This product addresses all of the molecular, cellular reasons for this problem that we talked about in the beginning.”

Of course, you can include valid claims that Kevin talked about. You can make the structure function claims, the general wellness claims, and the other pre-approved or white-listed claims that you’re able to make appropriately. Obviously, you want to do that in a prioritized fashion, rather than just throwing in the kitchen sink. If you make too many claims, it does 100 things and then it does nothing. So, you want to focus on the things that are really relevant to the “house is on fire” problem, and of course, the ones that pertain to the individual you’re speaking to the most.

Everyone is just starting, and so you won’t have any testimonials at first, but you’ll want to include some social proof. One way to do that, out of the gate, is to get family and friends to test out your product for a certain period of time and give you some honest feedback. There are ways that you can go about getting legitimate testimonials from people that have experienced the product. Then, start to snow ball it from there with other customer testimonials. This doesn’t necessarily have to be people that have paid for the product; they just have to be valid testimonials.

Next, you’ll want to start explaining what your company stands for and why they should buy from you. What’s different about your company? What makes you different than all of those fly-by-night supplement companies that are saying the same things? How can you validate that? After that, Buck says he likes to show the financial implications of not doing anything at all or going after other solutions.

Let’s say that you had a weight loss supplement. You can say “Joining a fitness center will cost you this much a year, and doing a package meal program is going to cost you this much. Having lap band surgery is going cost this, etc.”, and you just stack them. “Here’s \$1,500, and here’s \$7,000, and this will cost this, and this will cost that. Then, what if you have to stop working because of your health condition? What is it going to cost your family when you’re passed up on a raise or a promotion because of your condition?” These implied expenses really weigh people down. It’s like “Oh my God, I didn’t realize this was so costly to me.”

Once you have established what other alternatives will cost, you can reveal your price. Typically, you’d want to start with a higher price point, saying “Here’s our list price”, and this should be the legitimate list price that you have for the product in your store. The price that

they could get it for through the funnel should be slightly less. You can validate that by saying “Look at the price in my store. This product sells for \$69, but today you can get it for %59. You can save 15% (or whatever the number is)?”

An incredibly important component to all of this is to provide a powerful guarantee. Don’t be mealy-mouthed about it, stand behind it. RealDose offers a 365-day empty bottle guarantee. That way, they don’t have to worry about purchasing at all. They are going to get taken care of and get their money back if they aren’t happy.

Sometimes people will buy a product just for the bonuses. So, quite often in the dietary supplement industry, things like reports are included. People love reports. Typically, RealDose will offer an eBook such as “The Fat Loss Fast Start Guide” or something like that.

Many times companies will offer two or three bonuses. They’ll show e-covers of those little reports that are very enticing, well-written, well-researched reports. They usually provide legitimate steps for doing Y in Z amount of time. A lot of successful direct response companies have brought in customers either by giving away a report on the frontend or bundling it with another offer. That’s an easy way to go about it because people perceive these reports as being high-value.

Next, you’ll have the first call to action. You’re basically going to say “Hey, do this now. Click the ‘Add to Cart’ button. It’s going to take you to the checkout where you can complete your sales process, and I can ship the product out to you right away.” After that, Buck usually likes to go into and frequently asked questions (FAQs) that there are about the product. If he doesn’t have any to go over, he tries to go through every single scenario of what question might come up. Some examples are:

- Is it vegan?
- Is it gluten-free?
- How many doses are there in a bottle?
- Is a 30-day supply enough, or do I need a 60-day supply?
- Do I need to talk to my doctor if I’m on blood pressure medication?

All of these sorts of things need to be addressed because these are concerns that might keep people from buying your product. Here’s a powerful secret that you need to know. You’re essentially taking them through your very own *A Christmas Carol*. In other words, you’re the ghost of Christmas Future, and you’re showing them what life is going to be like. You’re taking

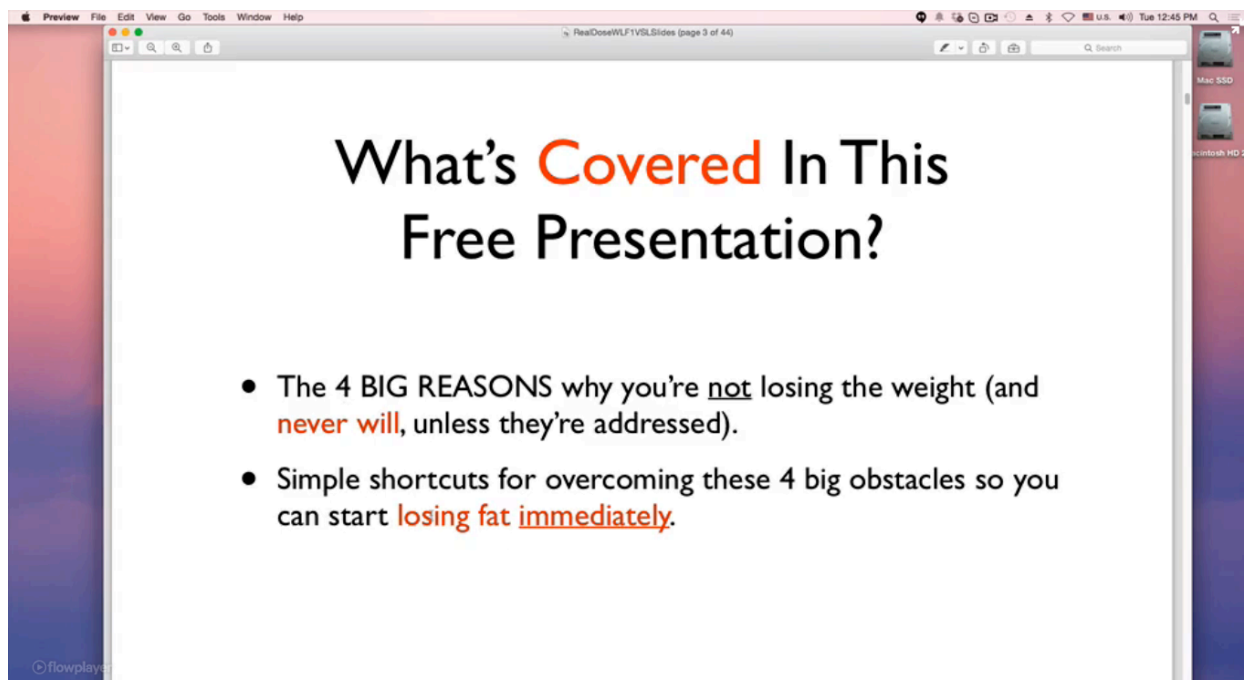
Ebenezer Scrooge, who's saying "I don't want to buy that supplement. No way. It's too expensive.", and showing him what life is going to be like if they don't change some things now.

The idea is that "Gee, you're in pain, you're not able to go and enjoy time with your daughter, and you can't go skiing. You can't make love to your wife because your back is killing you. Oh my goodness, what is that going to cost you? That's the pain and suffering associated with not taking action..." You're taking them on a trip into the future just like in *A Christmas Carol*.

After that, you'll present one final call to action, and that will be the end of it. At this point, you'll have a very well-constructed video sales letter. During his presentation, Buck went through the presentation that Steve and his family made for RealDose. According to Buck, you can typically use an image that may or may not have anything to do with the topic at hand. It's really just a patter interrupt to get someone's attention. You can use pictures of faces, pictures of children, pictures of puppies, or whatever else you might think you could kind of tie into the story of your video.

In this case, the story begins with Steve talking about his wife and his son, Noah. That's the pattern interrupt. She's also a dentist, and the picture that is shown above is one from her office. The team split tested it, and they found that the one with her kid worked better. The presentation that you make doesn't have to be very fancy. The majority of the time, Steve's video consists of slides with titles and bullets. It's not that complicated.

As you can see in the picture below, some of the keywords are written in red and others are emphasized by being underlined. It doesn't get much more exciting than that though. RealDose has sold a lot of product with this style of presentation. Next, the presentation goes into flagging whether the product being spoken of is right for the viewer. They are presented the issues, and the topic changes to "You've tried everything. It's affecting your health, your self-confidence, and your social life. Are you saying 'yes' to any of this or all of it? Great."



In this case, Steve is giving his own credentials. Again, there are different ways that you can go about this. Maybe in your video you'll play the role of a passionate health reporter who is on a personal mission in life because of a situation you've been through, or you've seen a friend go through, or a family member. A lot of times personal stories work great because they give people something to connect to, and even be inspired by. You can say something like "I've gone on a journey and I found a solution. Throughout this journey, I've assembled experts and scientific research."

Does it help to have a doctor in your video? Sure it does, but you don't have to have one. Buck launched a multimillion dollar business without having a doctor to help promote it. He did so by using a story and saying "Hey, I'm a smart guy. I had these health concerns or health issues, and I discovered a solution. I'd like to share it with you." So, don't get hung up on whether or not you have a doctor to help you promote your products.

One message that they used in this video was that there are organizations like the FDA and FDC, as well as competing entities, which would not like to see this information released. It goes on to make the point, "We might get an action letter from the FDA for this. So, there is a possibility that this video can be taken down. That's why you should watch this now." Essentially, they just gave them a reason to take action now rather than waiting until later.

The next thing they did was agitate the problem, and that's where it really helps to have information about your audience from reviews and so forth. In this case, they actually found some intimate language where people said that they feel hopeless and depressed, that they look and feel old. Those are examples of internal dialog. They are the movies that are playing

in some people's heads when they think about things like weight loss. These things may never be said to you in person.

Someone might be thinking something like "I feel less valuable. People aren't taking me seriously. I'm getting passed up for promotions..." Whatever it may be for your target audience, take them into that dark place and really agitate the problem. Rub their nose in it, and then "Boom", let them off the hook. "It's not you, it's your hormones, and we're going to help you smash through that big barrier." After that, you would go into the molecular, cellular reasons behind the problem. In the case study example, the video goes into root causes as to why a person can't lose weight.

In the video, hormones such as adiponectin are discussed. You want to educate your audience and give them some solutions that they can take away immediately so that they don't feel like you're just trying to pitch a sale. They haven't seen a product yet, and they feel like they are actually getting some advice on how to lose weight by boosting their adiponectin levels by eating seeds and green leafy vegetables. At this point, they're thinking to themselves "This is fantastic! Oh, and intermittent fasting is another way to do it. That's been scientifically proven too. Excellent!"

There's another hormone, called ghrelin, that's pointed out. Again, this going into the cellular, molecular reasons behind this condition, and this doesn't break into any disease claims. This hormone is what makes you hungry. If you don't want to be hungry all of the time then get enough sleep. How simple is that? Another natural solution is simply taking two tablespoons of apple cider vinegar. It's not very tasty, but it works great.

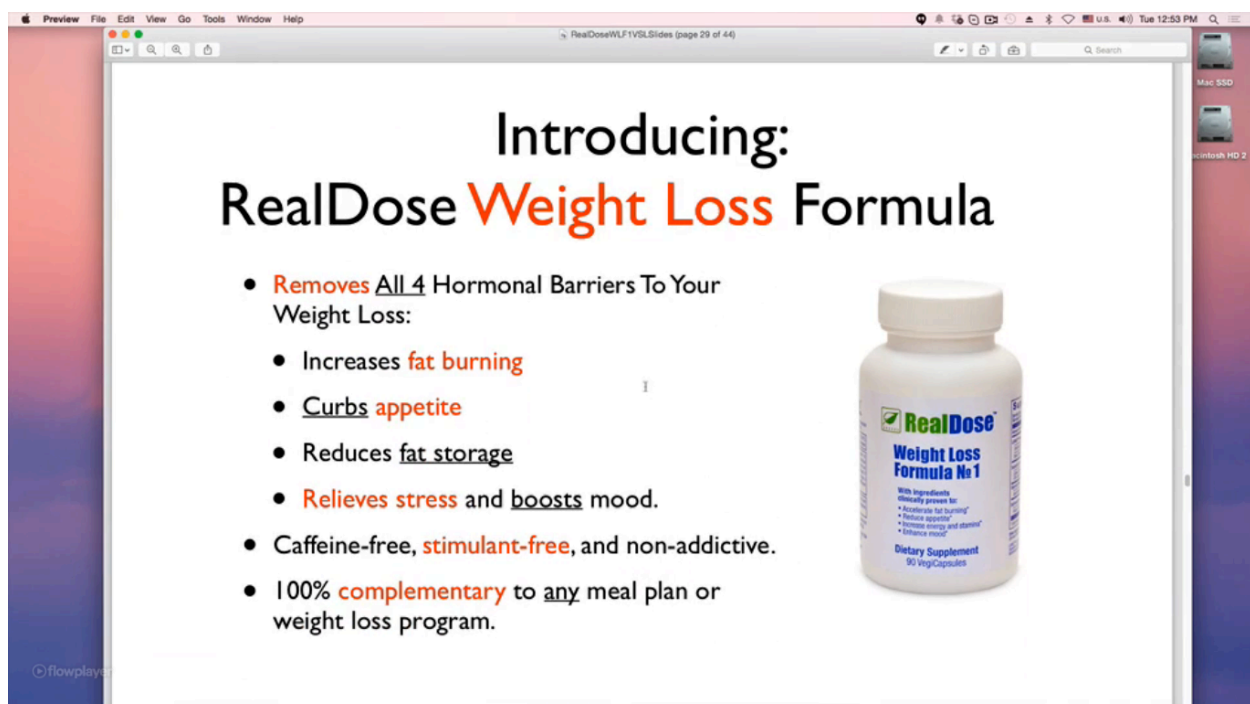
Next, the video covers cortisol. At this point, there are four different processes that have been described, on a molecular, cellular level, which affect the body and weight loss. Natural solutions have been given for each, and this is when the video goes into a bit of conspiracy. "Hey, not only is it not your fault, but guess what? Someone's been keeping you in the dark or not treating you right, and this is making it even harder for you to reach your goals." At this point, the video points the finger at those unscrupulous supplement manufacturers. That's a great demon to point the finger at.

The video goes on to say, pretty much, "If you don't want to sip on that apple cider vinegar and do all these other things, or maybe you want to do some of those things, but some of them aren't as attractive to you. Wouldn't you love to have a solution that just covers all of these issues and does it all at once and provides these benefits?" Then, the video starts covering the ingredients. The product still hasn't been introduced. The ingredients are just being discussed, and what they do on a molecular, well in this case, hormonal level. For instance, the video

points out that adiponectic can be elevated with a certain ingredient. Charts are also shown, which have been taken directly from research pertaining to that ingredient.

Buck says that he like to show charts. Anytime you can show statistics like this visually, it really adds to the credibility of what you are sharing. You're not just saying it; you're displaying it. Also, Buck will usually lead the witness by telling the viewer what this all means to them. For example, he might say "Okay, great. If you increase your adiponectin by 15.3% and decrease your Ghrelin, what does that mean? It means you're going to burn more fat because adiponectin helps you to burn fat, and on top of that, you're going to be less hungry." Those are the benefits, and there's the big takeaway.

Another ingredient is then discussed, following the same model. It's the green coffee extract this time, and statistics from the scientific evidence are shared. It's pointed out that these are well-controlled human studies, and that they are double blind placebo controlled studies. Buck goes on to reference a couple of effects this ingredient promotes like weight loss and increased muscle as well as fat ratio. A chart is then displayed, and the next ingredient is discussed. This time it's Rhodiola rosea. This is a very specific kind of Rhodiola; it's not the cheap crap you can get from China. It grows in the wild and is well-cultivated, well-crafted in the Altai mountain regions of Siberia.



The slides in the presentation were really easy to put together, according to Buck. The product shot above was taken with a very inexpensive camera. There are very simple ways to setup product shots, and this doesn't have to cost you a ton of money. At this point in the video, the

products are introduced, and the narrator starts to talk about the company, who they are, and why you would want to buy from them. The video explains what RealDose stands for and what makes the company different from all of the rest out there.

Buck believes, and it is likely so, that people prefer products that are made in the USA because they feel they are safe. That's because the USA has a great track record when it comes to products that are produced here. Buck says that for this reason, he probably would have added a US flag at this point of the presentation if he were still using it. That's something that you might consider doing as well.

After the products are introduced, there's a call to action. In order to personalize things a little more, a shot of Steve standing outside of his apartment in New York with his family is shown. Some of the alternatives are discussed in this portion of the video. One alternative, obviously, would be to do nothing, but that's not discussed at this point. What is discussed is the cost of the other options that are out there.

You could pay for lap band surgery, first of all. That will cost you about \$17,000. You could buy those expensive package meals year after year. You could hire a personal trainer. This is all going to make the viewer think "Wow! Look at all the amazing amounts of expense associated with the alternatives. I can't believe people spend that kind of money to lose weight."

Buck says that his niece had resorted to lap band surgery, and it was unsuccessful. She went through very painful surgery, and there was a secondary infection associated with that surgery. She was not having the success that she wanted from it either. He adds that it was a lot more expensive than it should have been too, because of the infection. That's the kind of problems people have with some of the other alternatives, and although he didn't use this story to relate to his audience in this video, he definitely could use this experience to relate to his audience in the future.

Anyway, after the video discusses some of the costs and pain associated with taking these alternative routes to weight loss, the cost of the product is brought up. The video states that you can go to the website and get the product for \$89, but that if you act now, you can get it for \$67. This is sort of a call to action to move forward with this special offer.

Buck recommends having a "good, better, best" offer. You might have a single bottle for one price, but then offer three bottles for what would come out to be a lower price for each of them. You could also offer a bundle of six bottles. Buck says that he sees a lot of people modeling after their offers, and he's a little impressed and flattered by that. He's a little surprised because he would expect people to test even higher prices. At RealDose, they intend to do some more price-testing as well.

You'll also want to offer a guarantee, and don't be mealy-mouthed about this. You want to have a strong guarantee that you stand behind. Buck says that their 365-day money-back guarantee works great. They support checkout with Amazon too, and if people decide to check out that way, Amazon tacks their own A to Z guarantee onto everything.

If someone complains to Amazon, then Amazon holds the money and lets you resolve it with the client. If the client isn't happy and Amazon doesn't feel like you've taken care of them, they're going to give the customer back their money. Really, they will anyway. They are absolutely protected, and you can present that as an advantage if you support Amazon's checkout.

After presenting your offer and the guarantee, you might start talking about any bonuses you want to include. In the case study video, a fat loss system is offered as a bonus. Buck advises that you include one, two, or maybe even three reports or eBooks with your offer. Again, they're not expensive to create. Just start with one, and then add more if you feel like it will make your product sell better. Reports and eBooks certainly add value and increase the excitement people feel about your offer. It no longer feels like they are just getting a bottle of capsules. Now, you are giving them a system or a program, which makes your offer seem like it's worth a lot more.

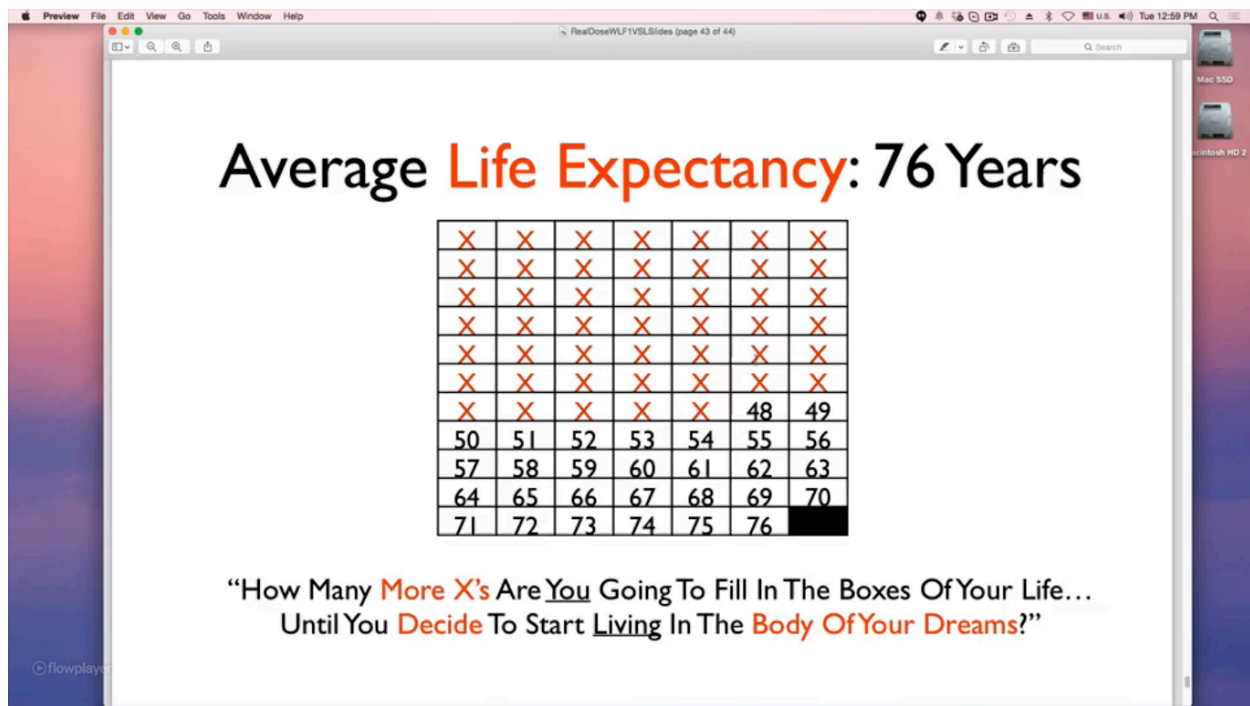
Another call to action is made, and then some FAQs are addressed. Some of the questions that were answered in the video were:

- So, is it natural?
- How often do I take it?
- How long will a bottle last me?
- How much weight can I expect to lose?

RealDose doesn't make any specific claims toward what their product can do. Instead, they say something like, "Look, because we have ingredients, we basically echo the claims that we're able to make as a result of the science done on the ingredients." In this specific case, the ingredients that are scientifically shown to more than double weight loss over just a standard diet and an exercise program. You'll want to answer any other questions you think people might be wondering about, but you don't want to make a huge list of them.

After that, it's time for your "Christmas Carol" moment. You want to show them the future of what will happen if they don't do anything. You've given the whole argument of why the problem exists, and you've given them a number of options on what they can do about it.

You've told them why your solution is the simplest, least expensive, and best one for them. You've given your business' credentials to them.



Average Life Expectancy: 76 Years

X	X	X	X	X	X	X					
X	X	X	X	X	X	X					
X	X	X	X	X	X	X					
X	X	X	X	X	X	X					
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50	51	52	53	54	55	56					
57	58	59	60	61	62	63					
64	65	66	67	68	69	70					
71	72	73	74	75	76						

"How Many More X's Are You Going To Fill In The Boxes Of Your Life... Until You Decide To Start Living In The Body Of Your Dreams?"

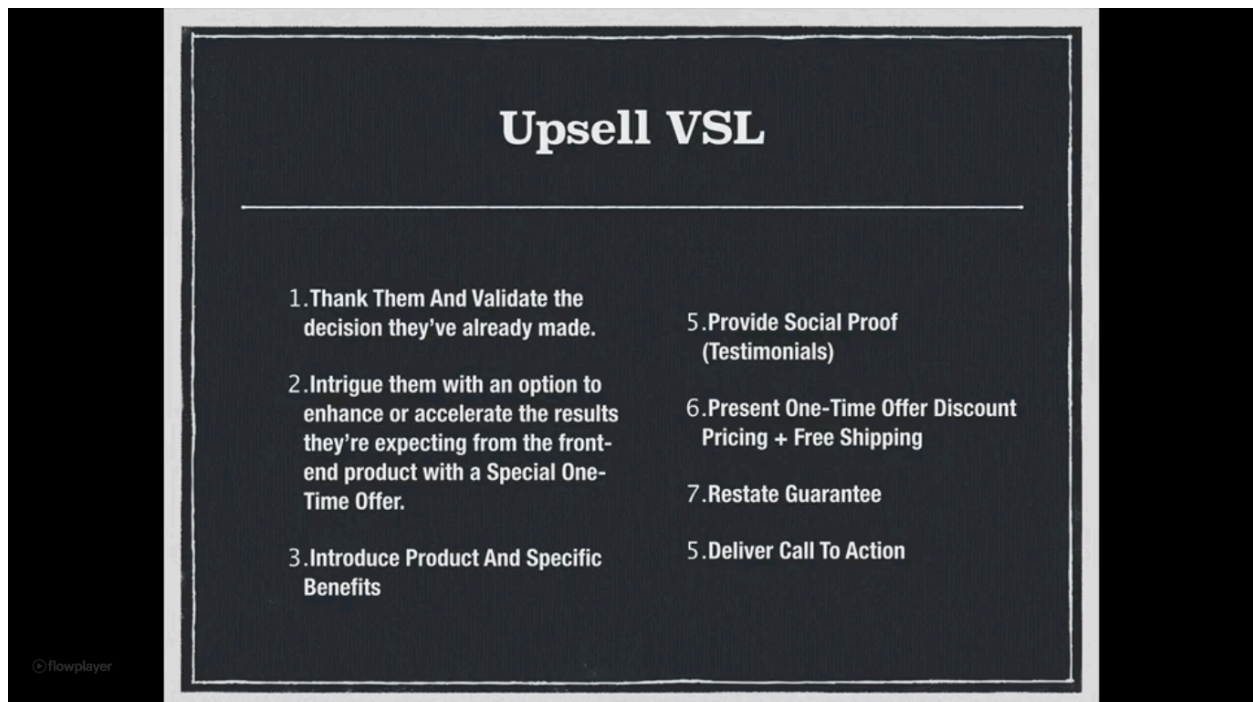
Now, you might go the extra mile by giving them just one more example, like the one above. This might give them the extra "oomph" they need to take action. You could say something like, "Hey, look. Here's your life chart. Guess what? If you're middle age like me, there aren't that many more X's left to fill in. How long are you going to go before you start living the kind of life that you want to live and have the things that you want in it?" To this, your viewer will probably respond by thinking "Yeah, you're right. Why the heck am I putting it off?" You're just giving them the extra notes they need and then the final call to action.

That's it. This isn't hard at all to put together. You just start out with an outline, using a slide for each of the 20 parts given. Then, start to think about the research you've done, your customer profile, the information you have on your ingredients, etc. Just pull your notebook out and start plugging your data right into the appropriate slots. Before you know it, you'll have a presentation put together, and you can start narrating your video. If you do a good job, people are going to buy your product. All you need to have is a good, persuasive, ethical approach to marketing.

Again, there are 20 steps, but this isn't that hard. Just start filling the different components as you move along, little by little, until it's complete. It will be okay if you want to move some things around and present some of the things in a different order. That's all up to you. All

that's important is that you understand the logic behind all of this and that you follow this formula step-by-step for the most part.

Your Upsell



Now, what if you wanted to use a VSL for your upsell? This one would be a lot easier to do than the first one. Let's take a look at what might be in it. If you remember, your upsell is going to be presented after the customer makes their initial purchase. They have already been sold, and they have already put their credit card. It's time to sell them something else while they are still in a buying mood and while you still have their attention.

What you want to do first is thank them and validate that they've made a very wise decision. In fact, let them know that they are geniuses for taking action the way that they did. Say something like "Thank you for doing that, and it's so brilliant that you've done this because there are so many other people that take no action and just keep getting the same results over and over and over again."

You'll want to intrigue them with an option to enhance, accelerate, or maybe make sure that they get the most out of the product that they've just purchased. Sometimes people do this by offering more of the same product that they only purchased one bottle of. If they need to lose 30 pounds or more, for example, they're not going to do that in the first month.

They probably will need to be on that product for 90 days at minimum. So, why not make it easy for them to get the additional product that you know they're going to need anyway, and

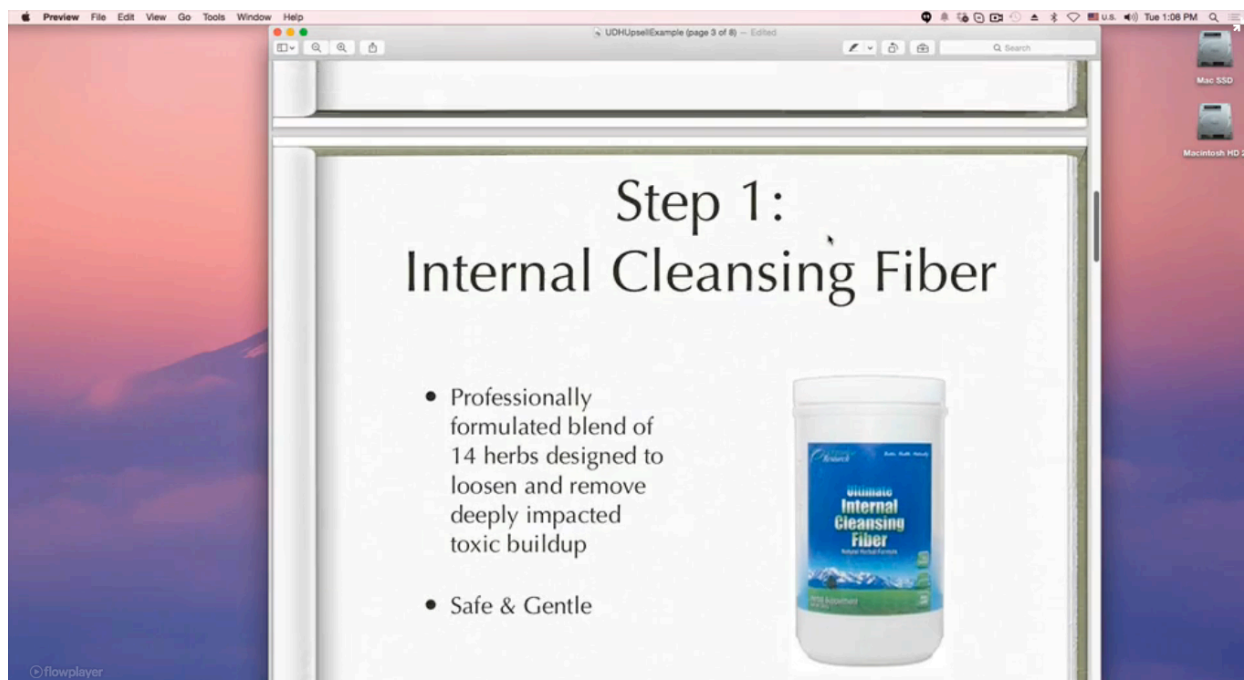
let them get it at a very, very special price? Sometimes people call the upsell a one-time offer because it's usually a very specially priced offer. It's usually designed to enhance or accelerate the results that they're already expecting from the frontend offer.

Don't make the mistake of saying, "Well, in order for you to really get the results that you want, you're going to need this upsell," because people feel like, "Oh, you just screwed me. What? I need this now in order to make the first thing work?" You don't want that. You have to tell them "Yeah, you've made a great decision. You're going to have great results. If you would like to get there even faster, this is an enhancement to what you've already purchased, and I'm doing it as a special one-time offer." Then, you can introduce the product and the specific benefits it has.

You don't have to belabor this offer for too long. Their attention span is starting to wane, and they want to move on to other things now. So, you want to get to the point. "Here's the product, here are the benefits of this product." You might include some of those structure function claims and general wellness claims very quickly as some of the benefit bullets for this other product. After that, provide one or two examples of social proof that you may have, such as a couple of testimonials, and hit them with the one-time offer.

This is like saying, "Look, you can go and buy this product anytime you want on our site for double the price, but I'm giving you this very special pricing right now. You're already a customer, so I don't have to pay extra money to acquire you as a customer, to have you coming in the door again, and I'm already shipping you something. So, I'm going to save money on shipping. I might as well just drop it in the box with what you've already purchased. That's going to save me time and money."

You can present to them a very valid argument as to why you're offering such a special price to them right here and now, and why you won't be offering it to them later. Then, restate your guarantee and give them a call to action by saying something like, "Hey, yes or no, do you want to do this?" Boom! When they click 'yes' using the one-click upsell capability of your cart (you'll need a cart that allows for this, like UltraCart), you'll be able to then just have it automatically added to their transaction, and it will show up as one transaction in your shopping cart as well as on their bank statement.



A page from the case study example is shown above. It was made with a Keynote template. There's nothing really fancy about it. Buck likes to use PowerPoint in Keynote. You could do this on a Google presentation document for free, or do it on Zoho. Anyway, Buck just uses the standard animation features of PowerPoint for this. He just does some narration or has someone else do a voiceover, using Screenflow or Camtasia to record it.

Nowadays, the team may have a video animated to have more production value associated with the VSL. That's not what's recommended for you because Buck wants you to spend as little as possible while you're trying to get things up and running. There are big companies that still using this slick approach and they do very well this way. So, there's no reason to hire an animator when you do this.

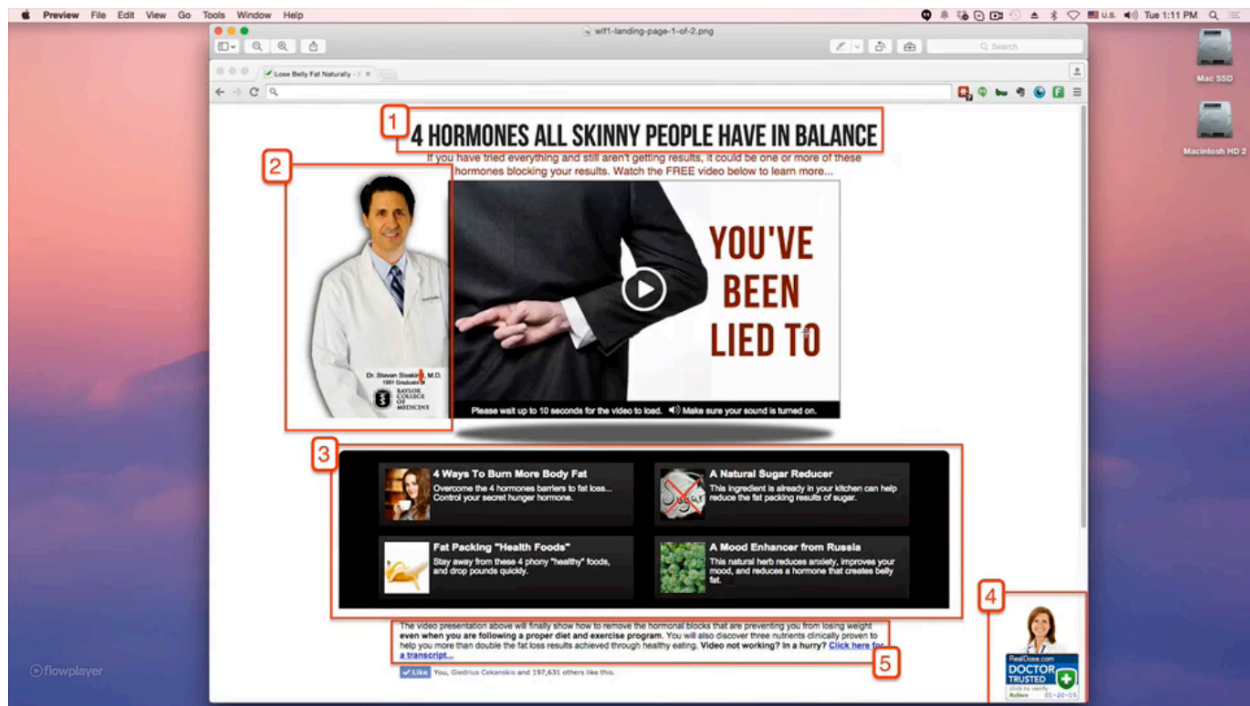
The next thing that Buck offers is a product called The Ultimate Colon Cleanse. Now it's called The Ultimate Digestive Health. Basically, what he's saying here is "Hey, I've got this product. Here are the problems that it solves." What they just bought was a weight loss supplement, and now, they are getting a product that can help to tune up the digestive system and help speed up their metabolism and be an enhancement to the product that they've already purchased."

"Here it is. Here's what it does." The slide shown above is many years old now, but the concept hasn't changed. You introduce the components of the product, which in this case is an internal cleansing fiber, and then you let the customer know what's in it, what it does, and so on. This provides anti-parasite support and there's a nighttime cleansing teach, which by the way, was manufactured by Trans Heb. This company is in your Rolodex. They make teas like

this, and Buck highly recommends using this manufacturer if you're interested including a tea in your product.

After explaining the features and benefits of this product, a one-time special offer is made that says something like, "Everyday you can see it on Amazon. It's \$89, but here it's \$59. You're going to save \$30 today plus, if you want to check out with Amazon, you're going to get their A-Z guarantee. Yes, no, do you want to move ahead?" You just give them the next steps after that. You always want to have options there for them to move forward right below the video so that they can just click and buy. In this case, they can either click the Amazon button or click the "Yes, Add it to My Order" button.

RealDose's Funnel



That's as simple as it gets in terms of setting up the upsell video. Now let's take a look at a couple of examples of RealDose's funnel and go through some of the components on the pages for the weight loss product. That way, you'll know what the elements are, what's there, why it's there, and so on. It's important that you know what really matters and what's not that critical out of the gate.

Buck usually creates a companion legend to go with the landing page so that you'll know what's on the page. The design above is very basic, and for a webmaster, this is very easy to put together. There are some core elements to this that make it work. From here, you would have a copywriter write the VSL. You would have, of course, provided your writer with all of the components that you have assembled. After your copywriter finishes the script, you just take that and put together your slides. Then, you use Camtasia or ScreenFlow to record the video. Those are the programs that Buck recommends, anyway.

After you've recorded your presentation at full screen, you will have a VSL that you can put on your landing page. A lot of people use a video hosting provider called Wistia because you can take the Wistia player and plug it right into one of these pages. You might consider this option. Anyway, after you have the video inserted into your page, you'll be ready to go to the next step.

What other elements are you going to need on this page? First and foremost, you'll need a headline. Your copywriter can assist you in coming up with one, or a set of headlines that you might test out. If you've done your homework on your competitors, you know what headlines they are using. You may want to spy on them a little more to figure out what headline would work best for your product.

When it comes to presenting credentials, you can see that a picture of Dr. Steve has been added to the page above. It added even more value that he indicated he went to school at the Baylor College of Medicine. What's below the video is interesting as well. This is something that RealDose has added in the last year or two. The industry calls them 'Fascinators'.

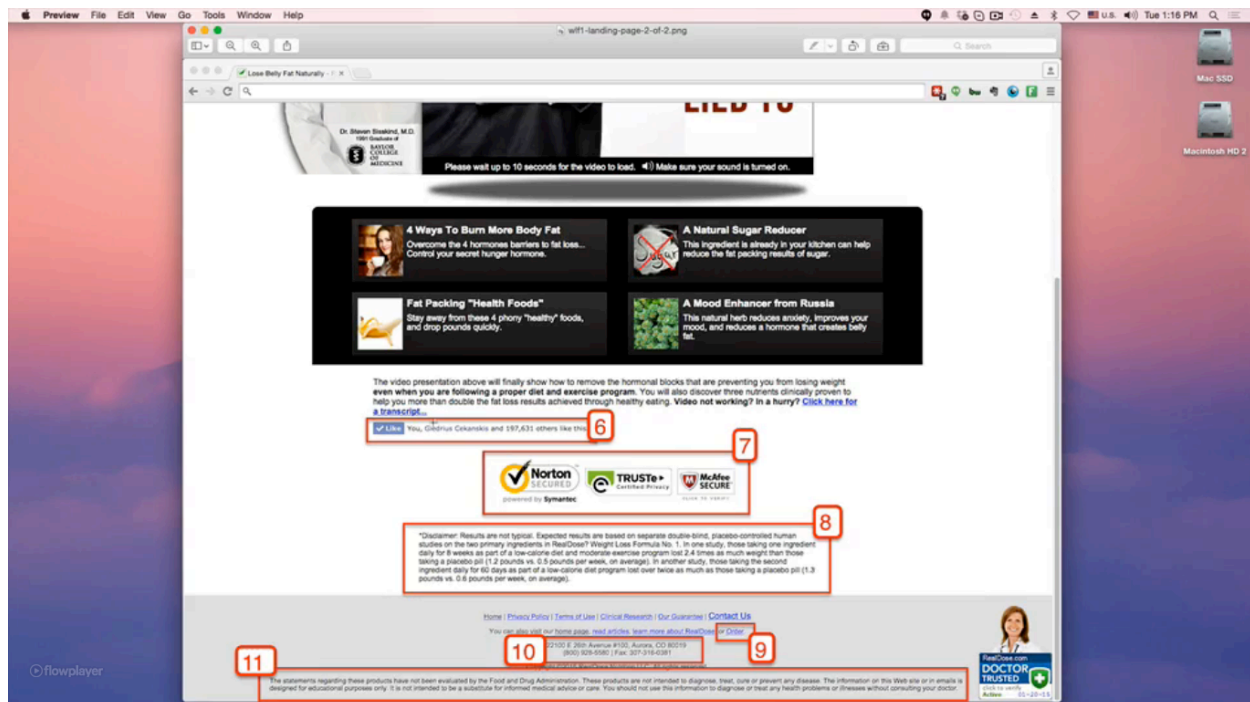
Have you ever received a piece of direct mail that has some copy on the outside? This is teaser copy. It basically tells the customer, "Hey, if you open the envelope, guess what? You're going to learn four ways to burn more body fat and overcome the four hormonal barriers to fat loss and control your secret hunger hormone. This makes people think, "Wow! That could be interesting. Gee! I really want to open this package right now." That's the idea behind it anyway.

You pick some things that could be interesting fascinators, or teasers, that you know are inside the video. That gets people to sit and watch it and continue on because they know that the video is going to get to these points eventually. There is some copy on the page shown above which reinforces what it is that they're going to get, the benefits that they'll derive from watching the video. A link to a transcript is included in this. In the sales funnel architecture, there are a couple of ways to get that transcript.

Sometimes Buck might include an exit pop-up, which again, is a pop up that appears if someone backs out. At times, he uses this to get people to go to the transcript instead of watching the video. One key thing to take note of is that a video without any kind of controls on it converts the best. Historically, that's been the case for videos, so you may consider not having any controls on yours, not even a pause button. One step away from that is to have video that allows you to pause it but contains no other controls. They can't scroll up, they can't scroll down, and they can't fast forward through it.

This may be a bit frustrating for people, but if you think about it, it correlates with direct response TV. If you're watching an infomercial, there's no way to fast forward through it or anything. Well, there is now because of DVRs and things, but back in the old days, like in the '80s, there was no way to re-watch an infomercial or pause it. That's essentially what you're creating. You're creating this sense of a live presentation, which makes a person feel like if they are going to buy a product, they better get it now.

Down at the bottom of the page there is a type of trust seal. It's a "Doctor Trusted" seal. Apparently this does increase conversions because the team at RealDose has tested this and so have other parties. So, this is definitely going to be something you'll want to look into including as well.



If you have a Facebook fan page, and it's highly recommended that you do, you might also consider putting a little gizmo on your page that indicates how many people like your offer or your business. This is included in the page shown above. As you can see, this page has gotten nearly 200,000 likes. You might start out with just a dozen or so, but it shouldn't take long for them to add up. If you wanted to, you could run a Facebook 'like' campaign to increase your count. They are relatively inexpensive to run. Adding this 'like' count to your page is a great way to add social proof to your offer.

Buck likes to have security seals on his pages as well. They have invested in some of the most expensive seals on the market, but he says that he doesn't think that you necessarily have to have a particular brand. There is a seal on the page from a company called Trust Guard. You might look into this. They provide seals for privacy and security.

You may just want to get one that validates you're a legitimate business. Plenty of companies use Trust Guard seals. You should as well. They add value, and they are going to increase your conversions, even if they aren't the Triple Crown McAfee Trustee, or VeriSign seals. It's defiantly worthwhile to have seals. People like get warm and fuzzy by clicking on them and

seeing that you've been scanned for malware and are virus-free. They like to know that your business is legitimate and that their transaction will be secured.

Further on down the page, there's a disclaimer that Buck put on there to be friendly with the ad networks and also to be compliant with FDA and FTC regulations. In this case, Buck and his team have made a bunch of claims about more than doubling your fat loss versus just a placebo. Since they are making those claims, they included some language that talks about the studies. They say, "In one study, those taking one ingredient for eight weeks as part of a low-calorie diet and moderate exercise program lost 2.4 times as much weight than those taking a placebo pill." Then, they continue by saying "In another study, those taking the second ingredient daily for 60 days as part of a low-calorie diet program lost over twice as much weight as those taking the placebo pill."

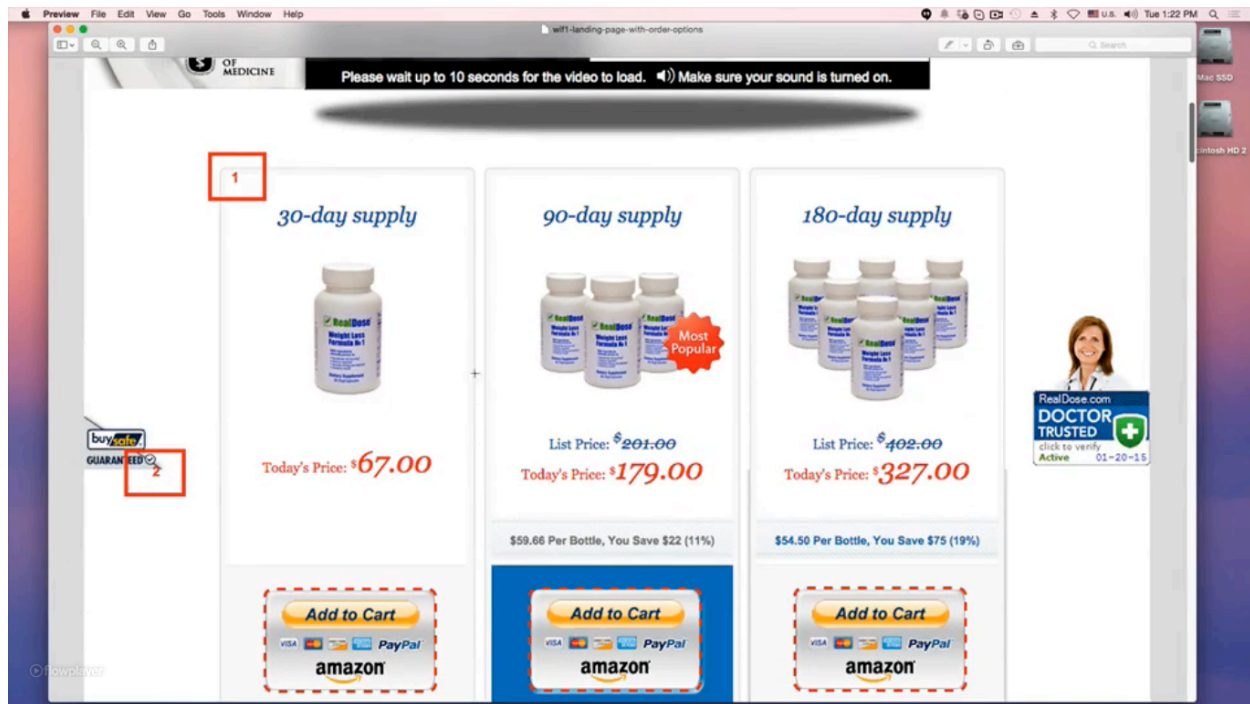
In the beginning of the page, it says "Results are not typical." Continuing on it states "Expected results are based on these two studies and here's a summary of what was in the studies." This is, hopefully, a get-out-of-jail free card, but in general, having this section there makes their ad networks pretty happy when it comes to running this offer. It's a very explicit disclaimer.

Another thing they are doing to make the networks happy is allowing users or prospects to see what they are buying and selling. So, instead of waiting 18 minutes to get the order links to drop down, they can actually go there right now and click on the order and then be just one or two click away from purchasing the product. That's important because networks like Google and Yahoo Bing really want the customer to know what it is that you're doing. You've got this video, there are no controls, and there's no offer on the landing page.

There are two ways that people can get to the offer easily from the landing page. First, they can click on the transcript link, and there's actually order options right there on the transcript. They don't have to wait for that. They can also click on an order link. Those two things allow them to keep from running afoul and potentially getting shut down by ad networks like Google and Yahoo Bing. So, these are two things that you want to remember to implement in your own pages. This also makes it convenient for the customer if they want to buy without waiting for the video to finish. They can just punch out and go from there.

It's also very important that you have an address and a contact phone number on the page. This is included on this page, and so is the standard FDA statement, "These statements regarding these products have not been evaluated by the FDA." That pretty much sums up this page. There are 11 elements on this page. It's not difficult to create one of these pages. Again, this has a very simple, straightforward design. Literally, any designer can probably throw this together in less than two hours in terms of basic structure. The 'Doctor Trusted' seal and the

security seals are just things that you can go and sign up for. Then, you can display them with an HTML script. The same thing goes for the 'like' button.



The viewer waits for the call to action inside the video sales letter, when they get to the point where they introduce the product in the VSL. Sometimes Buck will even wait until the pricing is displayed. There are a couple of ways you can go about doing this. You could wait until you say “Introducing product” or you could wait until you introduce the pricing. You’ll want to test them both to see what works best for your offer. In the screenshot above, you can see that the order option has been dropped down.

There’s also a “good, better, best” option that is talked about in the VSL. They’ve got a way for the customer to add to the cart. They indicate the payment options that they have available. In addition to allowing people to pay with their credit cards, Buck likes to support PayPal and Amazon. Those are mobile-friendly options and people are buying on mobile phones, iPads, tablets, and android devices more and more often. You want to make it easy for people to check out.

Buck always likes to have a “good, better, best” option and he usually features the one that he’s trying to get them to take. He’s also got a ‘most popular’ badge on one of the options, and this particular option is also highlighted. There are different ways to go about emphasizing an option that you want them to take. In the screenshot above, it also says “Most popular”, but Buck thinks that they should make this stand out a little more by making it larger. What you’re trying to do is emphasize it and give them a reason to go for that particular option.

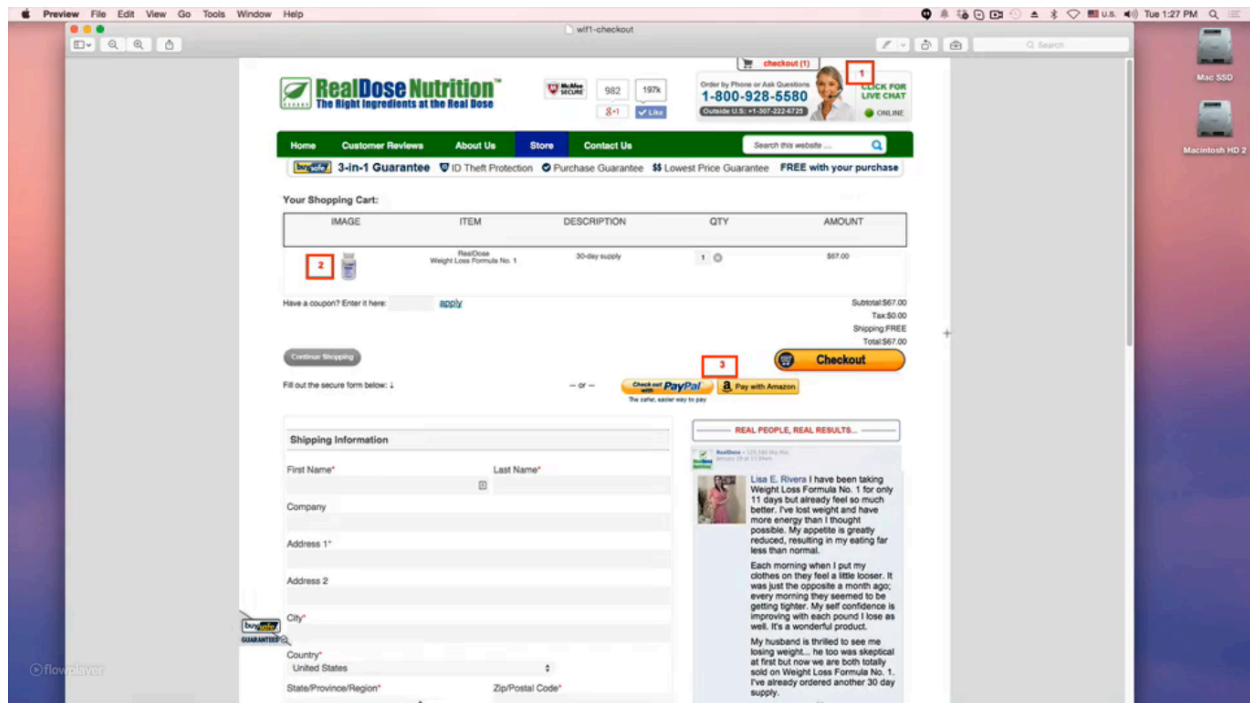
The team has found that adding a 'buySAFE' seal has given them a bit of a lift, and it also gives the buyer more safety in terms of refunding their money. They have an ID Protection Purchase Guarantee and a Lowest Price Guarantee as well. Customers get this free with their purchase. This is something that RealDose pays for because it makes up a very small percentage of each transaction. It's worth the investment because of the increase in lift they get from it.

Below the order options, there's a little mini sales letter that just says "Hey, this is what you're going to get with your order. Here's the eBook that comes with it, *The Fat Loss Fast Start Guide*." They actually have a third party endorsement, so they referred to it here, from Dr. Jonny Bowden, for the product. Then, there are testimonials. There are different ways you can go about displaying these. They plan on changing this section soon. Right now it shows a Facebook format.

Buck likes to have pictures of real people. This helps people recognize that it's a real person that left the testimonial. After the testimonials, there's a section where they re-summarize what the product is, and what the benefits of taking the product are. Supplement facts are very, very important. You want to make sure that it's easy for people to know what's in your product.

Don't make it small and fuzzy and difficult to read. Buck says that he likes to have it clickable so that it can expand. That way people can see exactly what's in the product. There's no secret about what's in there or how much they're getting. They can see that it has the real dose and the right ingredients. For more social proof, the page indicates how many customers RealDose has around the world that have benefited from the product. Then, they reintroduce the good, better, best options for them to click on and take advantage of. The rest of it is the same as what you were shown earlier.

What would happen if there were a delay timer on this page? That is a really simple script that your webmaster would know how to implement. A lot of the funnel builders like ClickFunnels and LeadPages have that feature build in. You can actually say, "Display this section of HTML at X number of seconds", and it will be displayed. So, you don't have to be a technology genius to figure out how to implement something like this.



Buck says that he's embarrassed to show the page above. He's not happy at all with their cart. There are people that have a lot better carts than this, but he's sharing it anyway, just to give you some highlights. Although the checkout process needs to be improved, Buck is still impressed by how much money runs through it. One thing that you may notice is that they make it easy for you to see that they are a real company. They have an 800 number on the page, and they have an international number for people who need it. Buck says that they have a nice agent for that, and they've even gone the extra mile by using SnapEngage for live chats. They have agents that work during normal business hours that will go ahead and answer your questions via live chat.

Lower on the page, over on the left-hand side, they are reemphasizing the buySAFE that they're getting. They are fully leveraging that seal. You want to show what it is that they are getting on this page for validate. Buck thinks the icon is too small. Not only will you want to display the image of each item, you'll want show the quantity and allow them to change it.

There are actually three different ways that they can check out on this page. They can come down to the bottom and enter in their shipping address and credit card information, and then below that, there are options for paying through PayPal and with Amazon. It's typically easier to check out with one of those two options, especially if you're on a mobile device.

It's recommended that you take advantage of the right-hand margin. You can put things like testimonials there, or you can use it to restate the guarantee, giving your customers more confidence that this is going to be a secure transaction. It's safe, it's secure, and private for

them. Buck advises that you make your order form one-page. He says that he's not a big fan of the multi-paged approach. He has seen some that collect their name and information in step one, and then you click 'Next, and it opens up the rest of the ship to and bill to options. This is still a one-page form though.

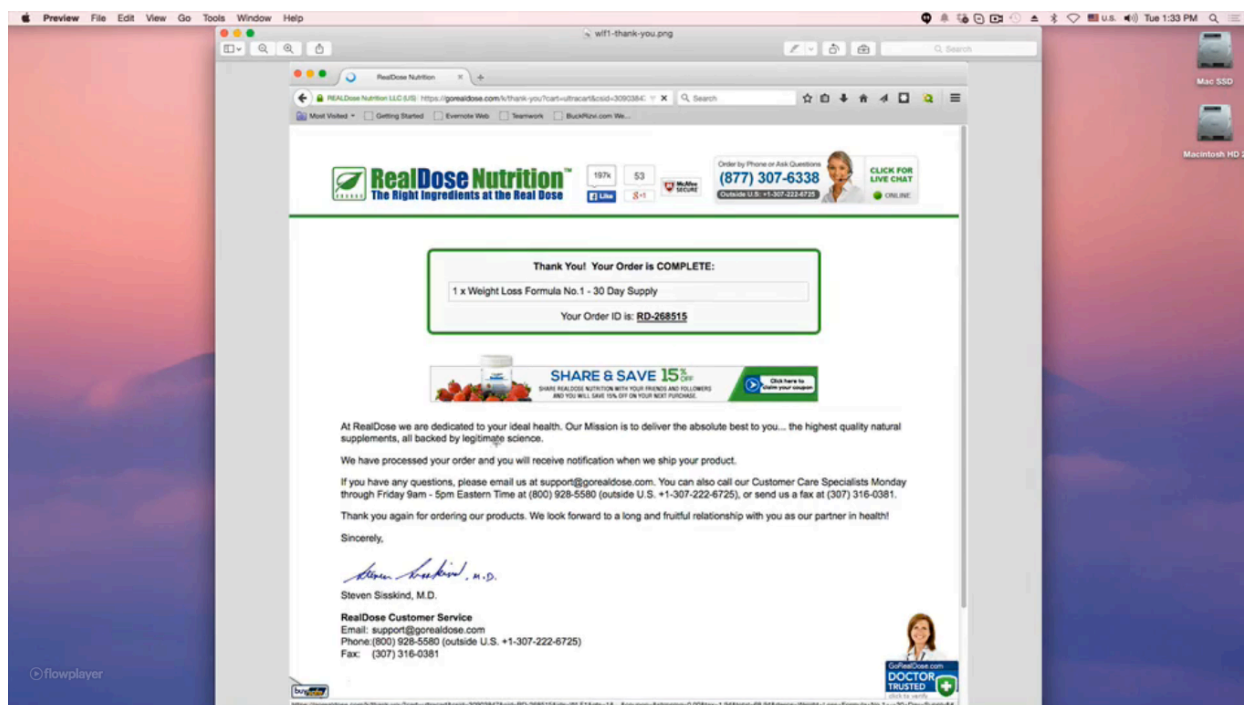
You want to have the ability to do a cart abandonment follow-up process. You've probably had experiences where you've notice ads following you around and retargeting you. That's one type of follow-up process. There's also a way to grab the name and email address in that first section so that you can email them if they don't finish checking out for some reason. You might say something like, "Hey, guess what? I'm not sure what happened, maybe you had a tech problem or get distracted, but you have a cart sitting over here that has these items in it. Would you like to come and take advantage of that? Oh, by the way, if you do, I'll give you a coupon for an extra 10% off."

It's really cool that you can do that, Buck says. He continues on saying that they aren't doing this right now at RealDose. These are extra ways that you can eliminate leaks that are optimizations for your sales process. These single-page checkouts are very well-known. Many of the carts like UltraCart have these kinds of checkouts right out of the box.

The next page you come to in this funnel is the confirmation page. After they have checked out, they've checked out, they clicked the button labeled "Place Order", they will immediately be presented with another video. This should be a video that auto-plays, like the one for Ultimate Digestive Health. Again, it's recommended that you have no controls, even pausability, on this video. You'll also want to make this a shorter video, under 10 minutes long.

You should have a nice headline on this page that says something like "Look, would you like to lose weight even faster?" Don't forget that the point of this second product should be to enhance the experience they are already expecting to get with the product that they just purchased. Another example of a headline might be "Lose weight even faster and look fabulous in just 90 days."

With this offer, you're going to follow the same script you were given for the upsell. Immediately, without any delay, they should see the options to either say 'yes' to make their purchase or 'no' and move on. You'll want to make the 'yes' option big, bold, and easy to click on. In this case, the price is \$98. Let's say that the original product cost \$100. If they add another one for \$98, you've almost double your transaction just by adding this special offer to the funnel. Buck says that he doesn't know what the typical take rate for these kinds of upsells are, but it can be in the range of 10% to 20%. Your mileage is going to vary based on the offer, the price point, and how well you make your case. It's also going to depend on how complimentary it is to what they've already purchased.



Finally, you'll reach the 'thank you'. You can see this in the screenshot above. There's a narrative from Dr. Steve on this page, and there's a link for contacting Support. Probably the most interesting aspect to this page is the "Share and Save" option that RealDose is using to recycle some of their traffic. This is actually a campaign where they can click on this option to share this with their friends on Facebook, Twitter, or V! If they do, they are going to receive a 15% off coupon. They can even share the coupons with their friends.

This is really cool because it can help you to grow the number of likes you have. Plus, it also potentially makes on customer worth many more depending on how many people are in their sphere of influence online. We know that people take advantage of this. It's highly recommended that you look into doing something like this. Not only will it help you to build your fan base, but it will reduce your average cost per acquisition because now you're exposing your offer to more people in their network.

Another thing that RealDose isn't doing right now, but you could do, is put an ad in here for another one of your products. Write this one down because it's a great tip. You could put an add-on here for another one of your products, and take them to the video sales letter for that product. Why not? It's just like people are coming into your house and saying "Hey, what else do you have to sell?" You never know. They may still be in a buying mood at this point. Maybe their interested in protein, so you could have a message that says, "Okay, great. Would you like to know what the cleanest, healthiest protein is that you can use to make your smoothies better than ever?" You could even offer them a smoothie recipe book to go along with it.

Again, recycling buyer traffic is one of the most powerful things that you can do for your business. Always ask, "Is there something else that I can do with this traffic before they leave?" Earlier it was mentioned that instead of letting them go, you can lead them to a transcript page or to a lead capture form. You could send them to some sort of lead magnet as well. In direct response internet marketing, a 'lead magnet' is some sort of special report or another type of bonus that you can use to gather more leads. People are really attracted to reports that tell you "The X ways to Y in Z amount of time." That's a great headline.

If you only have one product starting out, that's okay. You might want to consider gathering up third-party offers that you can offer for now, until your business grows a little bigger. You can become an affiliate for one of these companies and recommend other products to your customers on the backend. So, give that some thought because this could be a great opportunity for you too.

A lot of companies have a two-part secret that you should know about. First of all, they actually go to other businesses and try to get access to their confirmation page real estate, if they're not already using it, because they know that those buyers are in heat. Secondly, they utilize that confirmation page to recommend more of their stuff or recommend third party offers. Whether or not you do this yourself is up to you; the point is that you want to ring the most dollars from your customer as you can, in an ethical way, of course.

There are a couple of different ways that you can go about implementing exit pop-ups. Environments like ClickFunnels and LeadPages have some built-in capabilities for this. There's also a program called Exit Splash that has a great script for this. There are two ways that a person might exit your page. They might hit the back button and they might leave the browsing pane. There are scripts that can detect the mouse moving towards the menu bar. So, that's one type of exit intent. This tends to be a little friendlier because it's dynamic HTML, and it's more ad network friendly.

There's also the hard exit pop-up, where it pops up when you click on the back button, go to a different page, or try and close the browser. You've probably seen this type a few times. Either way, an alert pops up when a person tries to leave, and it says something like, "Wait! Don't go away empty-handed. I've got a special deal for you. Here's a little summary of what it is. Click 'Stay on Page' to see all the details." Again, Exit Splash is really, really good for this. Buck has used this service before and advises that you look into this.

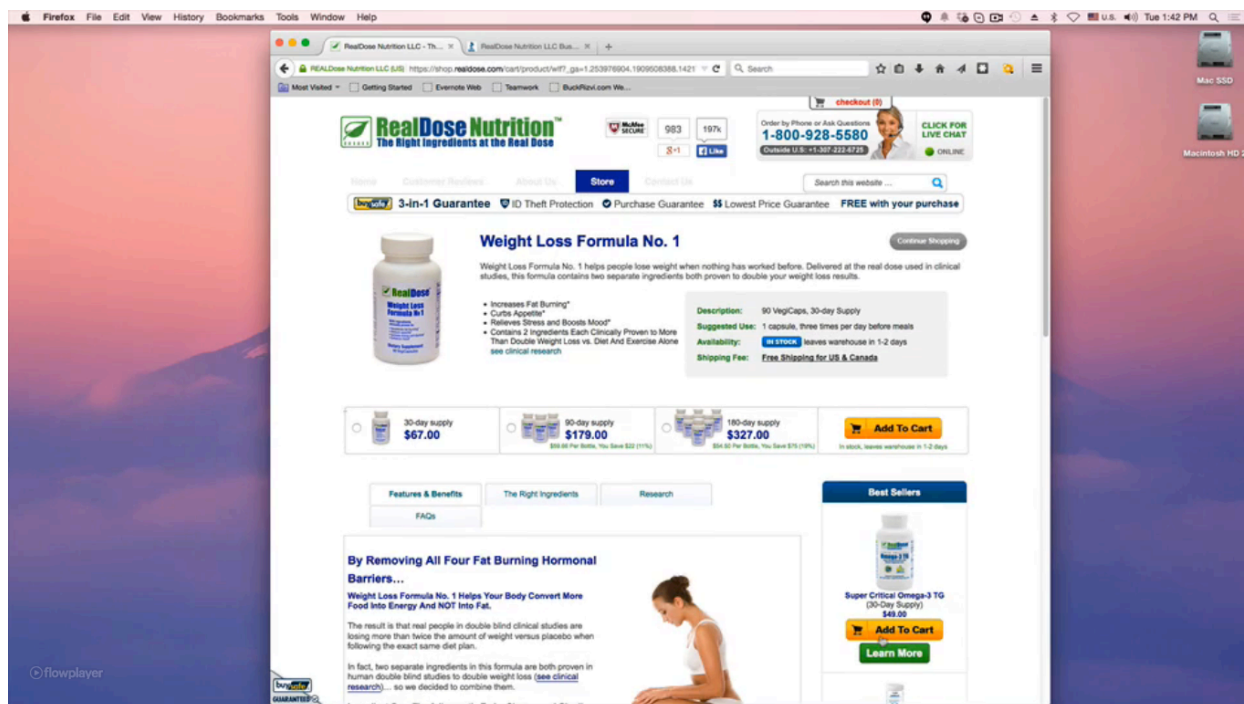
You're going to run across people talking about copy at Health Profits Live. Another place you can find copywriters is on DirectResponseJobs.com. These people have been trained by AWAI. That's a resource that you have in the Rolodex as well. You can certainly kiss a few frogs and get some referrals on Elance too. Obviously, you'll want to look at their body of work, who they

have written for in the past, and whether or not they have written for any big companies. If they've written copy for other successful direct response health companies that would be very helpful when it comes to growing your business.

E lance is definitely a great place to find webmasters and people that can help you to construct your web pages. Sometimes these funnels can be constructed just straight from HTML very easily. You could construct it without the need for any of the funnel generator software that has been recommended in this training like ClickFunnels and LeadPages. That being said, there are packages that can make it easier for you to get a basic framework up and running.

This would include your drop down order options and things like that. Then, you could have a webmaster dress it all up for you and add graphics, your 'good, better, best' options and so forth. That's why it's recommended that you find a webmaster that is sophisticated enough to do all of these things. Remember, this should be a webmaster that you could hire on a project basis.

People don't always buy when they go through the direct response sales funnel. They're backing out. They are going to Google and searching for 'RealDose'. People usually look for reviews first. Some people leave bad comments in the reviews, but for the most part, they are good. That's because the company really takes good care of their customers. They have an A rating with the Better Business Bureau. This is part of what people see when they come to the site.



Products are featured on the site's homepage. They can learn more about a product by looking at the product's detail page. An example of a product detail page from the site is shown above. From a page like this, you can still sell a product in a 'good, better, best' configuration. They can come here and click 'Add to Cart', and then just do the 'browse and buy' like you would normally do on Amazon or the site of any other e-tailer.

Buck uses the single –paged checkout. You're already familiar with this. The process is pretty much the same as was shown to you before, except in this case, they've decided not to do any upsells after the transaction. That's because they know they have existing customers coming back. Those customers may not want to be bothered with an upsell path.

You've learned how to create a high-conversion, high-performance sales funnel. You're really creating two paths. The first is the direct response sales path and the pages associated with that. The second is the regular "browse and buy" sales path that allows people to do their homework on you. This helps them to be more secure in their purchase. They know that you're a real company, they can check out your fan page, and they can see that you have real support and contact information.

One of your to-do items is to set up your fan page. Put your logo on it and begin to build a presence by adding content onto it. You might share pictures or articles there, whatever you think your target audience would be interested in. It doesn't have to be anything fancy. You can do this every day, every couple of days, or something like that. Simply showing that you care and that you're involved in the community will do a lot for your business.

Slowly but surely, you're going to start building up fans, and before you know it, you're going to have a hundred, or 1,000, or 10,000, or even 100,000 fans. That's not only going to bring in more and more customers, it's also going to make people feel comfortable about buying your products. You're going to put a lot of work into building your sales funnel, but don't de-emphasize your "browse and buy" path. You still need to make sure you have that there and that you support that for your buyers.

Questions & Answers

Do you have any websites or databases or reference guides that you like to go to when you're putting copy together to reference the origin, the processing method, and claims like that for specific ingredients?

Buck gets that from the ingredient supplier. They provide research, and it's part of the interview process when he's talking to the supplier or the distributor about those things. They will typically have a slide deck summary of the research because they've turned it into a marketing piece. Not everyone wants to go through the real research because it's complicated to go through.

You can get the marketing brochure on the research and they'll summarize. For many of the ingredients, they gave RealDose a 20 or 30 page slide deck that goes through not only the research, but what it means and the stats. Also, this includes any specific aspects about where the product comes from and any special instruction methods that they utilize.

Are there any other carts that you are impressed with that you can share?

Buck says that he has some friends using SamCart. That seems to be popular, and it might be worth looking into. Shopify does have a pretty clean checkout process too, but no post-transaction upsell. That's the problem.

Is it okay, from a legal standpoint, to offer compensation to people who try out product and record or send their testimonials?

That should be okay, but you would have to indicate that they were offered compensation. Another thing that you could do is give the person a free sample of the product to try. You do have to make it clear what incentive you gave them in your advertising if you provide them an incentive. People are generally open-minded if you're clear about what you're saying. You could say something like "Look, we provided some samples to people and we got their feedback. Here is the feedback we received." People will accept that because you're being transparent. That's really what it comes down to.

When you have different sales, are there some domains you have for affiliates and maybe some for your marketing, like for the ads you run?

If you remember, Kevin brought up the fact that you are responsible for what you affiliates do. Some people in this training may be interested in, or have experience with, running on CPA networks. That's a network that has affiliates which will promote you offer. This is a loaded question though.

You really should know who your affiliates are. In other words, you want to know them so intimately that you know where they live, the names of their kids, and those kinds of things. You don't want to go through an affiliate network because you want to know who's promoting your stuff. Otherwise, you're going to run into a lot of problems.

Buck has run into many problems in the past because of third-party partners. He recalls running into spam issues. This is why they got flagged by McAfee one time. They've also run into fraud where they had fraudulent transaction. This had to do with Commission Junction getting fraud transactions from China. It took them a while to figure out which affiliate resulted in those transactions.

If you control the offer and promote it yourself, or have partners promoting it that you know can do it right, then you can keep things legitimate. You don't have to worry about having one landing page for affiliates that way either. The people promoting your products, if any, should be people who you know well, that have a list of customers of their own, and are very trustworthy.

When building a business online, what would you consider to be the most difficult part?

It's really just your own mental game, Buck says. Appreciate the journey of what you're going through. Appreciate the little things, the little successes that you have. Learn from the obstacles that you overcome and maintain the focus of that you're helping other because in through helping a lot of other people, you're going to achieve success.

You don't want to be fixated on "Oh, I'm not making enough money. I'm not getting enough money," or focusing on the wrong things. I think it's managing your internal dialog, your head game. Buck says, "Believe me, I've been through incredible amounts of stress, incredible amounts of stress over time in business. That's just the nature of the game, but it's also the nature of life, and people go through death and divorce, and things like that...I highly recommend people look into doing meditation. I'm not a super spiritual person, but I enjoy meditating. I enjoy relieving stress. There's a great program called Headspace on the iPhone."

He continues on saying, “Tony Schwartz has a great called The Power of Full Engagement. It’s all about managing your energy. If you can manage your energy and work, and then take breaks, go for a walk, eat a snack or something, come back in refreshed, have a great attitude, and have an attitude, literally, of gratitude. I’m grateful for so many things. I’m grateful that I’m talking to you right now. Seriously, because you guys are here with me building great businesses, and I feel like I have something to share with you that can help you.

For boomer seniors, have you given option to pay by check or money order?

That’s a great question. The PayPal option does have an e-check ability. It’s not exactly the same thing. Also, they do accept orders by phone. It’s recommended that you do the same. There are going to be a certain percentage, maybe 10%-15% depending on the market, which will want to order by phone. They just want to call up and know that there’s a human being there and that you’re a real company. They may have a few questions to ask too. It’s just the way that they like to operate.

Right now, the load is probably going to be relatively low. So, you could have a virtual assistant take those phone orders. You could do a deal with a small call center that’s willing to just charge you by the minute in order to take your phone orders and give you a really small moment of pop service where it’s a limited number. You might only need two or three agents answering the phones.

The only time RealDose has taken payments by check or money order was when they did some direct mail testing early on. They no longer run direct mail, but they definitely would accept check and money orders via mail back then. According to Buck, it’s a real pain. When you do this, you’ll have a business address that people need to forward those checks to, and someone will need to process them. It adds a lot of complication to the whole mix.

Do you have two separate shopping carts, one for your VSL and one for your normal store?

Right now, the team is only using UltraCart for both because UltraCart supports one-click upsells after the transaction. It does a reasonable job, but they might start using Shopify in the future. That doesn’t mean that everyone should run that direction. It’s just that Buck and his partners want to have a slicker, mobile-friendly, mobile-responsive store front for his “browse and buy” buyers. He doesn’t have the requirement for one-click up-sells for his “browse and buy”.

How do you have OTOs in your funnel but not in your “browse and buy”?

It's all based on links. In the shopping cart environment, you create a link to a certain type of product that can be created so that it has an OTO attached to it. In the direct response sales funnel, a link to a product is used that has an OTO attached to it in UltraCart. In the store, a link to a product is used that doesn't have an OTO attached to it.

When you encourage people to like your product on Facebook, can people continue to go back and like it over and over again each time they buy and then get another coupon, or do you control that?

It's controlled. They can only like once. A third-party program is used for this. You really shouldn't be too concerned about people taking advantage of that though, especially if it's just a 10% coupon, or what have you. It's just part of doing business to let people do it more than once. There are probably ways that you could prevent that from happening if you want it to, but 'like' activity on Facebook is really a one-time thing for a user.

This is a product you're using that takes them to the Facebook page, or a script, or something?

Yeah. There are plug-ins for WordPress, and there are third-party products. Buck uses a relatively expensive product, and he doesn't recommend that you do that right out of the gate. It's worth it for him though. He pays \$2,500 a month to use it for that type of sharing. There are things that you can do on the cheap though, by using a plug-in or something like that to do the same type of thing.

There are a lot of VSLs online. Is there a way to differentiate ourselves to maintain quality?

There are different ways to present a VSL so that it doesn't look like everyone else's. The rule of thumb for this is to change the look. A lot of the time people will keep the same copy, but then they'll change the image and maybe the headline. They may even keep the headline but change the imagery, including the background or what have you. By refreshing the look, people that wouldn't have watched the video might now be ready to watch it, or more receptive to it.

That's one thing. Another thing is always giving people the option to opt out and go to the transcript. That way they can just get rid of the VSL altogether. Some people prefer it that way anyway. Buck says that he wouldn't throw out the baby with the bathwater. Instead, explore

doing long-copy sales letters. Those do work for some people. In Buck's experience, however, VSLs are still working well.

When it comes to high-quality third-party affiliates, is there an issue of losing your customer by sending them there if you don't have many products?

There may be a risk if they sell a competitive product to your core. They may stay there for everything else and never buy from you again. Buck feels like if he does a great job for the customer and they have a great outcome, there may be other options that exist and they're aware of, but they will still come back and buy from you again.

Especially if you have their email, you can be a market to them. You could do banner retargeting, and you can offer them promotions and those kinds of things to show them love and bring them in to buy from you. So, you really don't have to think about it like "Oh, suddenly if they find out about that competitor, they're never going to buy from me again." You really shouldn't concern yourself. The partners have had the same attitude in the past of not wanting to promote direct competitors, but Buck really feels like to just have an abundance mentality about it.

When you talk about alternatives in your VSL, can you mention the risks of using dangerous pharmaceuticals and side effects, or could you get into hot water over that?

You probably can. If there are drugs that are commonly used for a certain condition by people that you're promoting to, you can state on the straight and narrow terms of your claims, as discussed by Kevin, but you can also state the fact that "Oh, well. Do you have this drug or drug XYZ or in this category of drugs? By and large, they have these detrimental side effects including potential of depression and suicide and liver problems and everything else." You know, all those bad things that they always talk about.

I always think "Who watches this stuff?" It seems to me like they're way too long. Have you tested maximum lengths?

The ones Buck creates are about 30 minutes long. The important thing is that these aren't boring. If you're not in the market for the VSL you happen to be watching, it's probably going to be boring. If someone constructed a 20-part sales letter with all these elements in it, and did it in an engaging way, the audience would likely be really into it. You learned to do the

quick and dirty way to do a VSL, with slides. Now, once RealDose had a VSL that they felt was their control, they went and invested in having an animator go and do white board animation and incorporating other eye candy, adding to the production value. You don't have to do this to be successful though. You can just start out by creating an interesting VSL with slides.

Do you pay Jonny Bowden for his recommendation? Is that a percent of sales and how much? If I could find an expert like that, what would I offer them?

It really varies. Jonny is a friend of the company and RealDose promotes his products. So, there's a little quid pro quo going on there. If you establish a relationship where you're an ongoing promoter, then you can go on to say "Hey, can I ask a favor because I'm sending you traffic all the time. Could you help me send you more traffic by helping me endorse my product?" Usually the person you're asking will agree because it's a win-win.

Should I start with a corporate store or a direct response store?

A direct response store. Buck recommends getting something really quick and easy up in the corporate store, just to be there and have a presence. Just make it so that people can go, click, and buy through a checkout. You don't have to put a lot of thought into your corporate store. Really, the emphasis is going to be initially on your DR store because that's your initial money maker.

What are you using to diagram and draw your sales funnel wire frames?

LucidChart.com. It's a great program.

I know there are services where you can get verified testimonials. Have you guys done any testing with those platforms?

Buck says that he knows that one of his business partners has used something like PowerReviews. There are a few different ones out there. Buck couldn't really comment on this because although he has bought a license for PowerReviews, but he never fully implemented it. They have been successful without this, but they probably would be more successful if they had used it.

Do you have an approximate estimated price that would be fair for a whiteboard type of video?

There are people who will do this for as low as a couple of hundred per minute. Buck says that he has seen them as high as \$1,000 a minute. Of course, that's for the animation. They aren't providing the copy or the voiceover, but they create an engaging video and story for it.

Have you tested whether these types of videos convert better than the traditional VSL like you taught us to do?

Yeah, they do. You will get a bump in conversions. This isn't going to double or triple them or anything, but if you get that bump it makes it worthwhile. Buck doesn't recommend starting there. Start with your basic VSL, get that converting, and find out where the road bumps are in conversion. You'll learn more about how to do that when analytics are discussed in this training. Once you have things pretty well-nailed, you can have that video turned into a whiteboard animation video, or even use a different style of animation to make it better.

Would something like this be shorter than the traditional VSL we talked about?

One of these videos can be as short as it takes you to get your message across. All that matter is that you can differentiate yourself, your ingredients, and your benefits. Buck has found that you can do this in a three minute video, at least enough to wet someone's whistle and get them to take action, maybe to get more information. A 10-minute video is going to be in the upsell video category, where you can do a short explainer. You'll probably need more time to go through a long-copy sales letter, and to get into all the finer points. A 30-minute VSL, the long-form VSL, is the one that does all the heavy lifting.

When it comes to setting up a company and a merchant facility in the States, why would we need to go there if we just use PayPal?

You can give it a whirl. Test it first, and make sure no unusual things occur. Double-check with your account manager or PayPal. Go to their support and say, "Hey, look. I want to accept payments from US citizens. Can I just do that without any difficulty using Payflow Pro?" If they give you the green light, go for it. You also need to make sure that you can make payments to

suppliers like VitaQuest and Newgistics without any difficulty. All that matters is if you are able to conduct business.

What methods of driving traffic do you suggest for someone on a budget?

Buck recommends starting with pay-per-click search engines because they are so easy to get set up with. It's very easy to control your daily spend or your hourly spend with them. You can set caps very easily, and it's much easier to optimize your process in terms of the message, the headline, and the body copy as well as start to optimize the various phases of your sales funnel.

In terms of how much you spend, it just depends on where you are in the spectrum of risk. For instance, Buck already has a business going and wants to see it grow faster, so his daily spend might be \$500 to \$1,000 a day. For someone on more of a shoestring budget, he would recommend \$20 to \$50 a day or something like that. When he says that to people, they usually react by saying "That's \$600 a month!" or "That's \$7,200 a year!" If you extrapolate that, of course it is. It's like saying, "Well, if I bought two Starbucks lattes a day and multiply that time 30 days or 365 days a year, how much is that spent?"

You generally don't think about your expenditures that way, per se. In this case, what you should be thinking is "I'm making \$20 a day or \$50 a day. How much revenue am I generating? If I'm spending \$50 and generating \$20, okay, I'm negative. If I'm generating \$50 and spending \$50, it sounds like I'm breaking even, but I'm really not because there's still the cost of goods and other overhead expenses associated with it. However, if I'm spending \$50 and making \$75 or \$100 in revenue, then I'm doing well."

How can you go with my story, as in "I have this, but I did this, and I've researched this and now, I've come to a solution..." before you get into trouble with stretching the truth?

That's a great question. All the rules that have been discussed would apply whether it's your story or one of your case studies, and even if it's a friend or a family member. It's an anecdotal substitution. You can't say "Well, it's me, I'm sharing the story, and I went on this journey, and I discovered this, and I produced a solution which cured all my joint pain." You've stepped over the lines many, many times during that conversation. Even if it's your story, and it may even be true, you can't say that. The issue is not about it being true. The issue is that you still have to follow the rules as far as making a structured claim and not making drug claims. You have to stick to things like structured function and general wellness claims.

You might be able to talk about “Gee, I had this affliction. I went on a journey, and I found a solution.” You could talk about that in terms of “Well, now I can go riding bikes, and I can go for a run, and I can go for a swim, and I can go skiing with my five-year-old now. My wife has got a smile on her face because I don’t look like I’m walking like I’m 102 years old.” Those things you can say in a story. That’s all general wellness related, and you aren’t getting into the specifics of implying that you’ve cured a disease. That’s how you get around that issue.

A member named Karen has remarked, saying “I don’t believe you can use your own story.” Then truth is that a lot of people use their own story, but you have to be transparent and you have to still follow the rules in terms of the kinds of claims that you make. It’s another type of testimonial or a case study but, whereas, you’re the testimonial or the case study, but you also making very clear about the financial gain you could be making.

If you’re the owner of the business, you need to make it clear that you’re the owner or an investor. That should not be hidden. It’s like using a paid testimonial or a paid endorsement. You need to make it clear if anyone is receiving compensation. All of those rules still apply.

Do you think that using professional voiceover is important, or can I do it myself with my funny accent?

You can totally do it yourself. If you’re comfortable being on stage and stuff, go for it. Use your personality, and your enthusiasm. Let your passion shine through. Now, if you’re getting feedback that says “You’re boring and monotonous.” Maybe you should try a voiceover and see if that helps, but it’s worth giving it a shot yourself. You should take note, however, that voice talent is very inexpensive.

Did you ever try the Jeff Walker Sideways Sales Letter or did you test that compared to a long-form?

The ‘Sideways Sales Letter’ refers to having a multi-step sales process that might spend multiple interactions with the prospect where you arrive. Think of about a launch scenario where you’ve seen those video launch, those launch videos where day one, you get a video introduction, and you are presented the problem it addresses. This might get your interest if you have that problem. It may provide some education, and there might even be a opt-in option right there so that you can be notified when the next video comes out.

Next, you’ll get the next video in the training series, and so on. On the third or fourth video they let you know “Hey, there’s a product coming. I’ve trained you about all this stuff but

there's a product coming that really solves the problem." Then, that's the final video. This model could definitely be used for supplements, according to Buck.

Buck says that he has not tested building trust over time went back versus the potential drop off. He's not on the launch series for supplements, but he knows that people who sell high ticket items will either do that because they get partners to send leads into their funnel. That's a great way to build up momentum and enthusiasm and then do a launch. Have a day where they're opening up the cart and driving sales and then closing it off after a certain period of time.

Buck says that he has chosen to use webinars because you can speed things up with them. It's just as effective as the Sideways Sales Letter idea by inviting somebody to a webinar. They might not buy the program on the live webinar, but they may though some follow-up communication. At some point in time, you can set a deadline and people may decide to leap.

How would a British voiceover work in the US? What do you think?

Americans love British accents. It would probably work great. It's definitely worth a try. Australian accents are also very popular over here too, by the way.

I guess a second cart wouldn't be necessary if you set it all up with Ontraport or Infusionsoft?

That's correct. Also, 1Shopping Cart supports one-click post-transaction upsells too. If you're happy with that, there's no problem. Buck says that he used 1Shop a long time ago, and he didn't see any problems with it. He thinks that it's very cost effective as well.

Do you use a retargeting code on your corporate site and your direct response sites?

Yes. They put retargeting codes everywhere, Buck says. They are in the process of getting better about segmenting how they do retargeting at the moment. This will be discussed further when the topic of traffic is covered. This will also be discussed at the live event.

If you didn't already know, the term 'retargeting codes' refer to a type of script that goes onto your page which allow you to follow people around the internet and presents ads on other sites that they visit. You may have noticed ads appear on Facebook, for example, that contain the books you just looked at. That's because a retargeting pixel was placed on a page that you

visited, and it's connected to a certain product or service that you looked at. You can do the same thing.

How much research information do you typically need to give a hired copywriter, or do you trust him or her to do the research?

Buck prefers to do his own research, and he suggests that you do the same. He says "I want to make sure that I've taken every opportunity to collect information from the distributor of the ingredient from the ingredient supplier themselves if I can get access to their scientists and interview them, all of the actual research reposts themselves and the abstracts of the research slide decks that they produce from marketing purposes that they use to communicate to the layperson. All that stuff."

All of the copy prep that has been recommended, that you're getting a diagram for, you're going to want to have done and ready to give to your copywriter. That way they will have a collection of material to work with, and if they are smart and a good copywriter, they are going to ask you for more. Not only that, but they are going to do their own intel and their own market research.

Buck recommends knowing everything that you can about your products. When you hear him speak about his products, you can tell that he has a passion about them and knows about them. He knows about the ingredients and he knows about his market. That can be very powerful. So, you'll want to do your own research in addition to supporting any research your copywriter is going to do.

Is there any reason to use PayPal over other types of merchant accounts?

The only reason would be because it's universal and pretty well-expected or accepted by non-US citizens. If you're selling products to people outside the US, PayPal is a great option to have. At RealDose, they saw a pretty good lift in conversions after they made the PayPal button available. Buck says that he wouldn't use it instead of accepting credit cards, but he would use it in addition.

What if I have a merchant account with better rates? Can I use both?

Yes. Many carts will let you connect tow different merchant accounts. So, you can have the one for PayPal and one for your other credit card. You'll need to check with your cart provider on that.

It's all about conversions and convenience. Another big thing to consider is mobile access. When you're on an iPhone or an iPad, or you're on some other type of smartphone or tablet, its easiest just to hit the PayPal button and enter your username and password to check out. People love that.