

Health Profits Academy:

Session 3 – Class Notes

Buck Rizvi

1) The Interview: During the third session of Health Profits Buck Rizvi spoke with Kevin Grimes. Some of the pieces of advice offered are summarized below:

- The Dietary Supplement Health and Education Act expressly acknowledge that there is a relationship between supplements and disease prevention treatment.
- You can make general well-being 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.”
- You can’t say things like “Because I took this supplement, the pain is completely gone from my joints.” That’s the sort of thing that will get you in trouble.
- 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.
- There’s another category called qualified health claims. These are health claims that the FDA has also blessed like anti oxidants in cancer or Omega 3 and coronary heart disease, etc. As long as you claim merits that the FDA has blessed, exactly, you’ll be fine.
- To look for qualified health claims, you can go to FDA.gov and type in ‘qualified health claims’ or ‘health claims’.
- 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.
- You really want to stick as much as possible to well-controlled human clinical studies, especially gold-standard studies.
- Just because a study has been done doesn’t mean that you can make a substantiated claim because there are a lot of variables that go into a study which can be argued, and there are a lot of variables pertaining to whether or not an ingredient meets the standard for making a claim.
- Work with competent manufacturers, formulators, and ingredient distributors that have a track record.

- Ask your manufacturer to provide you with substantiation. Putting the monkey on their back will save you a lot of time, money, and grief. As you receive that substantiation, develop a folder for each individual claim.
- The law clearly states that a marketer must have substantiation in their possession when they first start making the claim.
- Take note. Testimonials are not substantiation. A thousand testimonials or even five thousand case studies will never rise to the level of reliable scientific evidence.
- If a statement is used in the marketing, whether it's a consumer or expert testimonial or endorsement, it is considered a statement of the marketer. Therefore, any such statement has to be backed up by adequate substantiation.
- Don't state, suggest, or even imply that your products prevent, mitigate, treat, or cure a disease, the symptoms of a disease, or an abnormal health condition.
- Express statements and express claims about diseases are problematic, and so are implied ones.
 - That means that you shouldn't use statements like "I took the product and it cured my arthritis.", but you also can't use statements that make implied claims like "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." Both statements are claims.
- Make sure that you don't use your testimonials as your way of saying that your supplement prevents, mitigates, treats, or cures a disease.
- Always remember "Just because it's true doesn't mean you can say it."
- You can use testimonials that say things like "I feel great." and "I'm more active." as long as they don't imply or suggest that they prevent, cure, mitigate, or treat a disease.
- One secret you can use is to explain the science about your products in detail. For instance, you can't say that your product prevents cancer, but if your product contains antioxidants, you can explain what they are, what they do on a molecular and cellular level, and the significance of reduce free radicals in the body.
- Your marketing should be divided into four different stages:

- The first stage of your marketing is to get your label ready. Is it really a dietary supplement or a functional food? Is it drugs or something else?
- Stage Two is getting your website ready in terms of understanding what types of claims you can or cannot make and making sure that you've got that all lined up on your website. Make sure that your non-product related claims are appropriate.
- The third stage is preparing affiliates, bloggers, or third parties to help promote your program because marketers are now liable for what their bloggers and affiliates say. You have a responsibility to train them and monitor their compliance.
- Stage Four involves "getting your backside ready", referring to making sure that everything is set up when it comes to adverse event reporting, insurance, etc.
- Anyone marketing supplements in the U.S. must notify the FDA within 30 days of first marketing their products about all of their statements of nutritional support. If the FDA has any concerns, they will generally contact you with a courtesy letter. This is much better than receiving some type of an enforcement action, which you could receive if you have not made this notification.
- A claim has to mirror what the FDA has approved, verbatim.
- When it comes to the FDC, 99% of the time the issue is substantiation. So, these things almost never go to trial; they're settled via a consent agreement. They can ask for every penny of profit that you've made.
- A lot of people mistakenly think they only go after the big guys. They don't. They go after the 'mom and pop' operations as well.
- Don't ignore an action letter. Take immediate action and address the issue at hand. Make sure and respond to them.
- Generally, on the FDA side of things, you're going to get a notice before bad things happen. On the FDC side, that's not quite the case. That's why ensuring that you absolutely, positively have proper substantiation before you start marketing a product is critical.

2) Researching Your Market

- When you write copy, you need to have a clear picture of “who” it is you’re selling to. In other words, you need to consider who your target audience is and create what some refer to as an “avatar” of your ideal customer.
- Instead of thinking of yourself as though you were speaking to a whole audience on a podium, pretend you’re having a conversation with a close friend.
- Identify what kind of person you are targeting and create a picture of them in your mind. Give him/her a name and a specific age. What interests and hobbies do they have? What are their major problems or concerns?
- You might decide that the person you are talking to has joint pain or wants to lose 20 pounds, but what is the real pain behind that? Why do they really want to buy their product? Do they really want to resolve their joint pain because it’s bothersome or because they can’t get up and play with their grandkids anymore? What house is on fire issue do they have?
- To find out what your “avatar” really wants and needs, look at blogs and competitive product reviews.
- You also want to pay attention to the language your potential customers are using. For instance, a man on Amazon.com left a review pertaining to a joint pain product. He said “Now, I’m able to make a fist. It’s amazing, right?”
- Keep notes on some of the things potential customers of yours are saying. Buck recommends keeping these in a separate section of your notebook or in a separate folder in Evernote. These notes will fuel your creativity later when you write the script for your VSL.
- Look at the verbiage that your competitors are using to address the same market. What headlines are they using? What big promises are they making? They’ve already done the work for you; take advantage of it. Take notes in your notebook pertaining to what you find out.
- Look into the claims that your competition is making. This can be very helpful and informative too. Just make sure that any claims you end up using yourself are substantiated. Just because someone else is saying it, doesn’t mean that you necessarily should.
- Tell a story whenever possible. People love stories, especially when they can relate to them. This keeps their attention and compels them to buy.

- Take note of details that may make people “fall in love” with your ingredients. That way, you’ll have details that you can throw into your sales letter that will appeal to your audience.
- It can be a little dangerous to mention animal or in vitro test tube studies, and you really don’t want to base your claims on those anyway. Focus on well-controlled human studies instead.
- Performing this research might take some work, but it’s going to make your sales copy better and the process of writing it a lot easier, for you or the copywriter that you hire.
- A good copywriter is going to ask you to provide as much information about your target audience as possible because they know that this will give them a huge advantage in writing persuasive copy.
- Build a customer profile. This will help you to get closer to your target audience because you’ll have more empathy and be more intrigued and interested in the person you’re targeting.
- Let’s pretend that Buck is your ideal customer. He’s 49. He’s married with children. He loves hiking, skiing, camping. His house is on fire issue is his lower back pain because he wants to be more active, play with his kids more, and he doesn’t want to appear old.
- From what people say in forums, you can form a narrative that relates to your audience and the biggest fears associated with their problem.
- You may consider interviewing people from your target audience, or using a service like Survey Monkey to ask open-ended questions to them.

3) Building Your Marketing Funnel

- A marketing funnel usually begins with a landing page containing a sales letter.
- A video sales letter (VSL) is basically just a web page with a video on it in which an offer will be presented.
- RealDose has been using VSLs for years because they are extremely effective for selling supplements online. This mimics an infomercial sales model.

- After you watch a video sales letter, you're usually presented an opportunity to buy something. Afterwards, you'll be led to a checkout page.
- Sometimes another offer will be presented after you checkout. This is called an upsell. Offering a second or third product in your funnel can drastically increase your AOV.
- In many cases marketers will also use a downsell, meaning that they will offer something cheaper if a consumer turns down the original offer.
- The final page in a sales funnel is typically a confirmation page. This is where you summarize a customer's purchase, but you can also do other things like give them a link to a bonus you gave them on this page.
- You might want to use an exit pop-up. This is a little pop up that comes up when a person tries to leave a page that asks something like "Hey, in a hurry?" and then gives them the option to click to leave or click to stay.
- Using your confirmation page and/or an exit pop up are ways that you can recycle traffic rather than just let go of it.
- Underneath your sales video, you may want to provide a link to the transcript so that people can read over the information instead of watch the video.
- The transcript page should lead to the same checkout page that the video page leads to.
- Your funnel should always lead the customer towards the most wanted action, which is adding the item to the cart and checking out.
- Instead of lassoing people and dragging them through your funnel, allow them to take a "browse and buy" path through your store so that they can do their homework on you if they need to and make sure you're company is legitimate.
- Make sure they can tell that your company looks like a real one by showing your 800 number and a real address; have a nice design with customer testimonials.
- People may want to come to your store and see your product there in a catalog environment. The product detail page that they come to could contain persuasive copy as well.

- You want to provide a mechanism for repeat buyers to come back, and you should have a cart that supports promo codes and discounts.
- At the very least, your sales funnel should include:
 - An ad
 - A video sales letter
 - A transcript page
 - A checkout page
 - A confirmation page

4) The Process

- The first thing you want to do is grab the person's attention. Ex: "Hi, hello. Let me break you out of your trance."
- Next, point out the big problem that you are there to solve.
- Third, get them nodding and agreeing by saying something like "This video is for this person who has this, this, and this." You want to make them think "Yeah, that's me."
- At some point, you want to establish credentials. This could be the credentials of the person doing the narrative, or you could refer to the research that has been performed on your product. There are lots of different ways to go about this.
- Keep your viewer's attention by letting them off the hook, saying something like "Look, you've had this issue; I know it's caused all this pain and suffering in your life, but it's not your fault."
- Move on to explain why their problem is occurring on a molecular, cellular level, and then show how your product addresses the issue on that molecular, cellular level. Remember, you can't say that your product cures anything, but you can explain how the ingredients in your product have a positive effect on the body.
- It's good to provide natural solutions on how to resolve certain issues without having to buy anything from you.

- This will make them perceive your video as a health presentation rather than a means for you to sell them something. Whether they buy something from you or not, they are going to learn some interesting ways to address their problem.
- Afterwards, introduce your star ingredients. Then, go into the research claims and benefits. Explain how the ingredient addresses that “molecular, cellular” situation that was discussed earlier and go into how the research has proven it.
- It’s good to show statistics in a visual manner, using charts, graphs, and other such elements.
- Let them know that they have other options, but then introduce you’re product, letting them know that you’ve put together a winning combination.
- At this point, you might start introducing any general-wellness claims or any pre-approved or white-listed claims you may have. Take caution that making too many claims may hinder you from keeping the person’s attention. Focus on what’s really relevant to that “house is on fire” issue that the viewer has.
- You’re testimonials don’t necessarily have to be from someone who bought your product. They can be from family and friends that you’ve given the product to. Let them use it for a period of time, and then get honest feedback from them.
- Start talking about your company and what it stands for. Why should I buy this from you? What’s different about your company?
- Show them the implications of solving their problem in other ways.
 - For instance, if you have a weight loss product, remind them how much joining a fitness center or doing a package meal program is going to cost, or go into how much lap band surgery costs.
 - Another way of doing this is to point out the amount of money they would lose because they didn’t have a job due to their health condition.
- After you point out the pitfalls of the alternatives and the costs involve, you can go into how much your product costs. Start with higher price points, using real prices that you have on your store.
- It’s incredibly important that you provide a powerful guarantee. RealDose offers a 365-day empty-the-bottle guarantee. Stand behind any guarantees you make.

- The next step is to include any bonuses that you may have. Sometimes people will buy a product just for the bonuses that come along with it. People love eBooks and reports, and these are some of the easiest and least expensive bonuses you can include.
- Now it's time for your first call to action. Tell your prospects exactly what you want them to do. Make a statement like "Hey, do this now. Click the 'add to cart' button. It's going to take you to the checkout page where you can complete your sales process, and I can ship the product out to you right away."
- You'll need to settle any concerns that they may have by addressing questions that people typically have. Here are some examples of questions that reflect concerns a person may have:
 - Is it vegan?
 - Is it gluten-free?
 - How many doses are in the bottle?
 - Is it a 30-day or a 60-day supply?
 - Do I need to talk to my doctor first if I'm on blood pressure medication?
- Paint a picture of how awful things can get if they don't take action vs. how great things can be if they go ahead and buy.
- Personal stories are great to use, especially when they basically point out "I know what you're going through. I've been there. I've gone on a journey and found a solution. I've assembled experts. I've assembled scientific research etc., etc."
- Give your audience strong reasons why they should take action now rather than waiting until later.
- Use what you've learned from forums, ads, and so on to really rub their problem in their faces and agitate them. Then, let them off the hook, letting them know it's not their fault and informing them of how you can help.
- Buck recommends having a "good, better, best" offer. In other words, structure your offer so that they have different options that get better and better, but stair step the price. For instance, you might say "We have a single bottle for \$9.99, or you can get 3 bottles for \$11.99, or you can get 6 bottles for \$15.99."

- Not only does offering an eBook or a PDF guide as a bonus add immense value to your offer. It can make someone feel like they are getting some sort of program or system rather than just a bottle of capsules.
- After a visitor buys your product, you want to thank them for their purchase and validate that they made a very wise decision. You might say something like “Thank you for your purchase. It’s so brilliant that you’ve done this because so many other people take no action and just keep getting the same results over and over and over again.”
- Next, you’ll want to intrigue them with an option to enhance, accelerate, or get the most out of the product. Sometimes people do this by offering more of the same product.
- Don’t make the mistake of saying “Well, in order for you to really get the results you want, you’re going to need this upsell.” That’s going to make your customer say “What? I need that now if I want the first thing to work. Well, I just got screwed!”
- You’ll want to say something like “You’ve made a great decision, and you’re going to have great results. If you would like to get them even faster, this is an enhancement to what you’ve already purchased, and I’m doing it as a special one-time offer.
- The buyer may momentarily be annoyed by your upsell, so just start describing the product and its benefits.
 - You may also provide one or two examples of social proof, but quickly make the point that they can buy the product anytime they want to on your site for double the price, but that you’re giving them a very special deal right now.
- You’ll want to use carts like UltraCart that have one-click upsell capabilities.
- You always want to have options available for visitors to move forward and just buy your product, like having a ‘Buy Now’ button right below the video.

5) Build Your Fan Page

- Set up a fan page and put your logo on it.
- Try to start having some presence there by sharing some articles or whatever your target audience might be interested in.

- You'll want to work on this everyday or every couple of days to show you're involved.
- Little by little, you'll start building up your fans. The more fans you have, the more people are going to feel comfortable about buying your products.

6) Other Highlights, Tips, & Strategies

- Your confirmation page contains the most valuable traffic that you can have because they have just purchased. Therefore, this is a good time to have them like your Facebook page. You can incentivize them to do so by giving them 10% off of future orders and things like that. You could also send them to a third party offer or another offer for your own product.
- It's smart to also have a lead capture page and a discount offer page.
- One thing that you might offer, if they try to leave your sales funnel, is an eBook or a special report. You can get eBooks written really inexpensively. A well-written one might cost you \$300 or \$400. One written by a health practitioner may cost you \$1,000.
- If you don't want to set these pages up yourself, you can outsource the project or have a webmaster assist you. You may also want to have a copywriter assist you in writing the video sales letter.
- The people that help you set up your funnel can be hired on a project by project basis. You don't need ongoing help with this on a full-time basis.
- If you're not good on camera, or you think that it will cost too much to have a video professionally made, consider creating a script, a PowerPoint presentation, and recording yourself speaking on a screen capture video.
- Buck prefers to create a presentation first because it gives him an outline, and then he writes a script from that.
- Take note that videos which don't have any controls on them, not even a 'Pause' button convert the best. This adds a sense of urgency, making the visitor think "If I'm going to get it, I better get it now."
- Buck and his team have tested the different pages, and they have found that pages contain some type of trust seal convert better. Therefore, he recommends putting one on your landing page, or at least looking into it.

- There are plug-ins that you can use which allow you to show how many ‘likes’ your fan page has gotten. This adds social proof and credibility to the page.
- Trust Guard is a good company to turn to for privacy seals, security seals, and seals for legitimate business validation.
- Buck has a disclaimer on his landing pages. He places this on them for general purposes, but it’s also on there to ensure compliance with FDA and FDC regulations and to be friendly with ad networks.
- Be sure to include the standard FDA statement, which is “These statements regarding these products have not been evaluated by the FDA.”
- In addition to credit cards, Buck likes to support purchasing through PayPal and Amazon; both of these are mobile-friendly.
- You should also include testimonials on your landing page. Your testimonials can be in an audio form instead of, or as well as, a written form. You might also include video testimonials. At the very least, it’s best to have pictures of the people that have provided the testimonials you’re using, if at all possible.
- Facts are very important when it comes to supplements. You don’t want to make the text too fuzzy and too hard to read. Buck often makes this text easily expandable on his pages so that people don’t have any trouble reading it.
- When they reach the check out page, you want them to see an image of what they are buying and the quantity. Allow them to change it very easily if they want to.
- Buck doesn’t necessarily recommend having a promo code on your direct response funnel, but he says that it can be very useful to have one on your “browse and buy” that allows people come back and buy from you again and again.
- You can take advantage of the right-hand margin by placing testimonials there or restating the guarantee in this area.
- There are ways to implement a cart abandonment follow-up process.
 - This will allow you to send an email saying “You left items in your cart. Would you like to finish taking advantage of the offer? You can click below to do so, and by the way, if you do, I’ll give you a coupon for an extra 10% off.”

- The take rate for upsells is often 10% to 20%. After all, the visitor on your upsell page has already proven themselves to be a buyer. In many cases, you can double what you make on a sale this way. So, implementing something like this is well worth doing.
- Buck uses a “Share and Save” feature in his funnels, meaning that if a visitor shares the page with friends on Facebook or Twitter, they will get a coupon for 15% off. Not only can this increase the number of likes you get, but it could potentially turn one customer into many more.
- Remember, every time you increase your fan base, you’re reducing your average cost per acquisition.
- There are no upsells when people check out through RealDose.com because Buck and his partner feel that most of these sales come from existing customers that are coming back for more products and shouldn’t be bothered with them.