

Health Profits Academy:

Session 5, Part 1 – Class Notes

Buck Rizvi

House Cleaning Topics:

1. Buck is going to be adding some summaries and other materials to the member's area to help you review what you've learned more easily and organize your thoughts.
2. A book has been recommended for those who want to be able to write their own sales copy. It's called *Breakthrough Advertising*, and it really helps you understand how to position your product.
3. An interview with Scott Letourneau is going to be added to the member's area for people that are non-US citizens on the pluses and minuses of setting up a US entity and a merchant account.
4. SupplySide West and SupplySide West are the best events to go in terms of ingredients. According to Buck, SupplySide West is the best.

Traffic Advice:

1. You're learning the fundamentals of how they built RealDose. It comes down to going with a great differentiated product, and making sure that you are addressing a "house is on fire" kind of problem, and knowing how your customers talk about the problem.
2. Buck likes to focus on what is sustainable, things that will work day in and day out, instead of ninja tricks.
3. Buck knows that there are a lot of things that you can do to rank in the top 10, but he prefers to buy targeted traffic at a fair price and then try to the best job possible when it comes to converting it, monetizing it, and recycling it.
4. The key is that you want to be risk-averse, you want to keep your business going, and you want to keep relationships going with partners of yours on a consistent basis.
5. It's recommended that you start with Google Adwords. According to Buck, this is the first channel that took them over a million a month in revenue.
6. Top Traffic Sources:
 - a. Everyone wants to run to Facebook first, but they are the most likely to shut you down and the least likely to give you a second chance.
 - b. Buck's second choice is email.

- c. Sometimes the team will buy ads in other people's newsletters. This can be a little more expensive, but the profitability per click that you get from email is usually unparalleled, Buck says. It's a bigger investment, but relatively low risk.
- d. After having a good amount of data and optimization with your business, go to affiliates next.
- e. Fourth on the list is Facebook. It's very powerful, and newsfeed ads really do work. You have an incredible amount of targeting that you can do there, but tread lightly. If you get shut down on Facebook, it's very difficult to get back up and running.
- f. Buck is planning to teach you how to scale this up slowly, in a measured way, so that you're now making smart decisions with respect to inventory, with respect to staffing, and you're not getting ahead.
- g. If one of these channels goes away or stops performing well, you still have the other sales channels that have been tested and are up and running.
- h. Next there's Yahoo Bing, which is like baby Google. They use a lot of the same techniques, but the reach is not there.
- i. They also run native ads at RealDose. Buck feel as though there are some networks that are still worth looking into as a way of adding channels to your business.
- j. When it comes to things like radio, TV, and direct mail, there are hard costs involved with these. Therefore, Buck recommends adding these to the mix, but only after you have these other traffic sources up and running.
- k. At RealDose, they do use radio, and they are looking into TV. They are doing some direct mail and are looking at some offline opportunities.

7. Resources for You:

- a. Perry Marshall is the number one guy when it comes to Google AdWords. It's highly recommended that you get his book, *Definitive Guide to Google AdWords*.
- b. Other books in Buck's collection are *Breakthrough Advertising* and *Google AdWords Fourth Edition*.
- c. When he hired his media buyer, he handed him *Definitive Guide to Google AdWords* as well as a monthly newsletter that Perry had available. Now this individual handles

the media buying for an eight-figure business. Buck recommends that you follow the same process.

- d. Buck also recommends another book of Perry's, which is *Facebook Advertising Second Edition*, but he recommends focusing on AdWords for now.
- e. Mike Rhodes is an expert who focuses almost solely on Google AdWords. He has a course called The Google AdWords Masterclass, and Buck has arranged for you to get free access to this as a bonus to your membership in Health Profits Academy.

Compliance & Testing:

- 1. Buck refers to the Google Display Network (GDN) as the promise land.
- 2. Don't make the mistake of not being sensitive enough to compliance. Make sure that you've read the policies for "the big three", Google, Yahoo, and Facebook.
- 3. If you can make Google happy from a compliance standpoint, knowing what they want on the ads, the website, and the landing page, then you are probably covered for the vast majority of other networks.
- 4. Make sure that you have enough ads written that are different enough to be tested. If you limit yourself to one, two, or three ads, it's not enough. You need to start by testing a dozen, but you should eventually build up to 10, 20, 30 or more.
- 5. Always have a steady pipeline of ads that you are testing and have enough of them. They need to have different headlines, different body copy, different calls to action, different images. Buck says that he can't stress this point enough.
- 6. When a person goes from your ad to the landing page, there should be consistency. Buck refers to this as 'maintaining scent'.
- 7. If you can 'maintain the scent' and make sure everything is compliant, you'll be head and shoulder above most marketers.
- 8. What's really going to take you to the next level is testing enough different segments and treating each segment as if it is a separate, track-able unit.
- 9. A segment basically means an interest you might target. So, a particular topic or keyword would be an example of this.

10. You track segments separately. You'll know that a particular ad works for a certain segment, for example, while another ad may work for a different segment.
11. Once you know that an ad is working for a certain segment, you will want to optimize your bid so that you can get more traffic for that winning segment.
12. You can use demographics too. There are many types of demographics you can look into, but for the supplement space, age and gender work really well. Geography should be taken into account too.
13. Create large segments of testable units that allow you to identify quickly what the winners are using the reporting mechanism of Facebook and Google and Yahoo Bing, and then either lower the bid or remove the losers.
14. Lots of ads, maintain the scent, compliance, test segments, figure out which segments work. If you do these things, you'll be in the top 20%, maybe in the top 10%, of what marketers doing it the right way.
15. For the ones that are winning, raise the bids or keep the bids where they are. For the ones that are losing, lower the bid prices or pause them.
16. The idea is to always break down and come up with different segment ideas to test. You want to monitor these often enough, especially early on in your business.

Building the Best Business Possible:

1. Make sure that you use budgets judiciously. Cap what you're willing to spend on a daily basis.
2. Profit is not always equal. According to Buck, it's better to have 10 customers bringing in \$1 apiece than 1 bringing in \$10.
3. You're able to do a lot more things with more customers, such as market through them on your mailing list.
4. You want to maximize your profits, but do so in a way that allows you to maximize the number of paying customers you have coming in.
5. Construct your sales funnel better so that you can bid a little higher. You will take a little bit less profit per customer, but you'll take the lion's share of the traffic. This is where you want to be.

6. Keys to Success:

- a. One of the keys to success in the health industry is to be compliant. Take the time to read the policy guides for ads and landing pages, starting with Google's.
 - b. The second key is to maintain sent from ad to landing page. Always do that. Visitors are going to bounce if they don't see what they are expecting to see.
 - c. Third, you want to make sure you test enough ads. Keep doing this. You never know which is going to be a runaway winner.
 - d. Fourth, test enough audience segments. Always be coming up with a new twist when it comes to what it is about a person and what they're interested in.
 - i. Think about iPhone fans, for example. You can target based on the device, based on people interested in Apple, based on people that are high tech, and based on people interested in high technology.
 - ii. There are lots of ways to slice and dice in addition to looking at age and gender.
 - iii. Always test segments individually so that you know which one's working and which isn't.
7. Watch out for ad fatigue. If you had an ad that was a winner, but its performance has started to want, it's time to step in. You don't have to throw it out, necessarily. You can refresh ads by doing things like changing the image.
8. About 80% of the time it's the image that grabs people's attention. So, you can usually use the copy the same, and the call to action, etc. Then you just change it to a more interesting image to refresh it.
9. There's a feature on Facebook called 'similar audiences' that RealDose is a fan of. Google is starting to add this capability too.
- a. This feature is powerful because it enables you to put a piece of code on your 'thank you' page so that Facebook can continue to track users after they buy your product.
 - b. With this information, they are able to track similar audiences, and you can broaden and narrow how similar you want the audience you are targeting to be.
 - c. Buck recommends taking advantage of the 'similar audiences' feature that Facebook has. "It works like game busters" he says.

10. Make sure that you are constantly testing and tracking. Look at the conversations, the bid prices, and the profitability.
 - a. Buck says that they have tested a lot of tracking tools, but they always come back to Google Analytics. This is a free tool that you want to use in your business, and you want to get really good at it.
 - b. You need to be willing to make an investment to understand Google Analytics. You can actually get certified as a Google Analytics expert. The training for this is available from Google themselves.
 - c. The training for Google Analytics, provided by Google, is free. The link to it is available in the member's area.
 - d. If you're serious about running an online health business, Buck recommends that you make it your mission in life to get good at Google Analytics right now.
 - e. There are two great video training series that Buck highly advises you go through. One is called Digital Analytics Fundamentals and the other is Ecommerce Analytics from Data Decision. The first is the prerequisite for the second.

Scaling & Staying Alive:

1. The number one secret to scaling is to not get shut down, and the 'mom test' is the secret to that. Apply the 'mom test' to everything in your business including your ads, ad copy, sales funnels, and all other business practices.
2. Definitely stay inside the lines when it comes to the types of headlines you use.
3. Make sure that your privacy policy is correct, up to date, and that it includes a provision for remarketing if you're doing any of that at all.
4. You're welcome to look at the example of a privacy policy that's on RealDose.com, and there is a separate one on HealthProfitsAcademy.com. Don't use them though. They are licensed from a third party.
5. You want to make sure that your privacy policy states that you are doing such things as collecting personal identifiable information, retargeting, and remarketing using cookies, and things like that if you are indeed doing so.

6. You are not allowed to market back to people in a way that presumes you know their health situation.
7. Be sure to deliver on the ad promise. In other words, if your ad says “Get a free report...” there should be a way for them to have a way to get it. It’s also very important to make sure that they know what it is you’re planning on doing with them.
8. It’s okay to have a video that autoplays and has no controls, but you need to make it pausable, and there needs to be a link that takes the visitor to a place they can order your product in one click.
9. Buck says that you shouldn’t have any exit pop ups on the landing page or any pages that are one click away from that. Buck does recommend having one for the transcript or for a lead generation device like a free report.
10. You need to show that you’re adhering to its policies. For example, if you collect personally identifiable information, you need to show that you’re doing it in a secure manner.
11. Ad construction really hasn’t changed much since the whole direct response industry has been operating. The concepts are pretty much universal.
 - a. Keep in mind that numbers grab people’s attention.
 - b. Questions are great for headlines.
 - c. Have a promise of a benefit in the body copy.
 - d. Imply something to generate curiosity.
 - e. Try not to use words like kill, or killer, and things like that. For example, you wouldn’t want to say something like “Five minute blood sugar killer”. It would probably lead to you being shut down.
 - f. When it comes to Facebook ads, the best bang for your buck is going to be the newsfeed ads. That’s what they spend all of their Facebook budget on at RealDose because that’s where they get the best return on investment (ROI).
 - g. An ad that says something like “Hi, are you tired of being fat?” would not only imply that you know a person’s condition, but it doesn’t pass the ‘mom test’ because it’s not very respectful. You wouldn’t want your mom subjected to an ad like that.

More Marketing Advice:

1. The mind maps for *Breakthrough Advertising* are authorized to be freely distributed. So, they can now be found in the member's area.
 - a. The book *Breakthrough Advertising* contains a lot of recipes for writing magnetic headlines.
 - b. If you follow many of those recipes, you'll be in great shape. You'll have plenty of fuel to write amazing headlines for your ads and always have an ongoing pipeline and plenty of ads to test.
2. Email Marketing:
 - a. There's a great email creative example in the member's area as well.
 - b. Email is a great way to get more quality visitors. The only downside is that this involves a bigger investment. That's why Buck doesn't recommend using email first.
 - c. In an email creative, the subject line is the headline.
 - d. When it comes to email, there are two terms you need to know. They are 'solo ad' and 'sponsored ad'. A solo ad will give you the best bang for your buck. It's the most valuable because you own the real estate.
 - e. Most email links contain very short, two or three line paragraphs, lots of bullets, and several links.
 - f. MyDailyMoment is an example of a website that collects leads, and they will rent their lists to you. The link to this site is in the member's area.
 - g. Buck recommends visiting DirectoryofEzines.com and opting in. There's a very low cost subscription to this service, and you can get a free eBook.
 - h. Some of these companies have smaller lists, but you would spend \$50 or \$100 to rent and do a solo ad with them as opposed to spending \$2,000 or \$3,000 with another service.
3. Remarketing is very powerful.

- a. You want to make sure you do it in a non-creepy way. One way to do that is to change the ads that they are seeing by rotating them. Secondly, you can limit the window of time that they see that ad. The former will save you on ad spend too.
- b. You can use a code to remarket those who have abandoned their cart too. This will allow you to message the visitor and invite them back to finish their purchase.
- c. It's really easy to set your campaign up for remarketing inside of both Google Adwords and Facebook.
- d. Spend more time in messaging people that have more invested. For example, you would want to market to a person who watched 10 or 15 minutes watching your video than someone that left immediately.
- e. You could also use remarketing to give people a "last chance" to receive your upsell as well.
- f. Google allows you to keep remarketing lists active for as long as two or three years, Buck says. That's incredibly powerful.

4. Other Resources:

- a. In addition to receiving the advanced masterclass for Google AdWords, Buck has spoken to his friends at Quality Score and they are going to start holding some training classes for you as a special bonus as well.
- b. Also, one of Buck's partners, Mike Colella, is the CEO of Adbeat, which is a comp intel tool that RealDose uses. It's not a cheap tool, but it's very useful.
 - i. Buck is going to see if there will be any kind of discount available for Health Profits members.
 - ii. He got permission to add a 40-45 minute webinar that Mike created in the member's area.

