

Health Profits Academy:

Session 6, Part 1 – Class Notes

Buck Rizvi

1) Updates & House Cleaning Topics:

- Those of you who did not attend the Health Profits Live event have been waiting very patiently for videos from the event. They should now be available in the member's area. If not, keep an eye out for a notification from Buck because they should be there very shortly.
- Dan Gallapoo presented his "Ninja Offline Marketing System". He was very generous in sharing all of the details about a very exciting offline channel for building a dietary supplement business.
- Darin Adams at Infusionsoft and Kyle Graham, who is the CEO of 10 Minute Funnels, have both extended special offers to Health Profits members. The deadline for each of these has been extended to Friday, February 20th.
- Johnathan Lizotte, who is the CEO for Designs for Health has authorized the availability of something like 300 SKUs, and about 99% of them are available as private label products. This offer is also extended to you as a member of the Health Profits Community.
- There are two options you can take with Designs for Health if you're looking at private labeling. The first option is straight private label. They'll ship it to your fulfillment center and you can ship it out to your customers. The other option is still private label, but in this case they will do the fulfillment for you.
- Designs for Health usually only works with health practitioners. So, normally they would not take your call, but since you're part of the Health Profits Community, you can just contact Buck at Support@HealthProfitsAcademy.com. He will make an introduction to Tony with Designs for Health for you.
- If you aren't quite ready yet, but interested, a webinar with Tony is scheduled for March 18th.
- Right now, Buck is working on creating a set of checklists/action plans so that you have a real clear idea of what you need to do, what order you need to do it in, and how long it's going to take.
- Keep in mind that you don't need to get all of this done in six weeks. After this session ends, there's going to be additional training provided and Buck is going to continue working with you so that you can get your questions answered.

- Everything that you've learned about in six weeks of training would normally take about six months to implement. So, make sure that you're pacing yourself and setting your expectations correctly.
 - There are two members of the Health Profits Community that Buck considers 'Advisors'. They are Brian Kurtz and Harlan Kilstein.
 - Brian was part of the faculty at Health Profits Live. He gave a presentation, and he shared one of his digital agency contacts. He's known this person for the last 30 years. He also opened up his rolodex and made it available to you.
 - Harlan Kilstein coaches copywriters, and he has released the contact information for three of his cubs, if you will. He highly recommends these individuals. These contacts are posted in the forum.
- Rita Glover has recommended a fulfillment center that's based in Wisconsin. She has been working with them for about either years now and she loves it.
 - Buck had a conversation with the owner of the business, named Summer, and he was very impressed. They have 60,000 square feet of space and they are very familiar with Good Manufacturing Practices (GMPs).

2) A Solid Backend

- This training is titled "Nine Steps for a Solid Backend". The steps are as follows:
 - Cross-sell products that enhance what they've just purchased
 - Ask them to "spread the word"
 - Ensure they take the product as directed and get the results they're looking for
 - Automate refills
 - Solicit feedback and testimonials
 - Run an editorial calendar
 - Run a promotional calendar

- Master remarketing
 - Recommend quality 3rd-party offers
 - Bonus: Rollout new products...FAST
- People get mixed up when it comes to differentiating a cross-sell from an upsell
 - An upsell typically increases the package of what was already bought. For example, if a person was buying a car, it might be getting upgraded wheels for that car.
 - A cross-sell is when you are sold an additional item.
 - Buck recommends that you maximize revenue by offering a “One-click upsell” a maximum of three times after the initial transaction.
 - Some people feel like one upsell is too much, while others feel like two or maybe three are too much. It takes some experimentation to know what’s best for your offer.
 - Buck feels like if you use more than three you are tempting fate and you’re going to potentially tick your customer off.
 - One of the tools in your toolkit will invariably be including continuity in your mix. That’s a wonderful part of selling supplements. You’re shipping the same product again and again, and they welcome it. They’re consuming it.
 - One example is that after the sale has been made as an upsell, you offer them continuity in exchange for a discount of what they’ve already purchased.
 - You might offer them continuity in exchange for a discount of what they’ve already purchased.
 - A lot of times, in the dietary supplement space, people will offer a free trial upfront and then throw them into a forced continuity. You wind up getting low quality customers this way, people are confused, and you get charge backs. You end up hurting the reputation of your business.

- One thing you might do is offer a 'Ship-N-Save' program. You can give someone like \$10 off of what they just purchased and give them free shipping on all future shipments if they join an autoship program.
 - Another option is to set up a cross-sell. RealDose sells the Omega-3 TG product after they sell their weight loss product. It helps them achieve faster results, which is going to make them much happier.
- Second, you want to set up mechanisms to get your customers to spread the word. You may remember that on RealDose's 'Thank You' page, there's an ad unit that says "Share and save 15% off." That's one example of how you can do this.
 - They use a technology called 'Social Annex' to do this. Buck doesn't recommend this for you because it costs about \$2,500 a month. They do get that back in multiples, but it's expensive when you're first getting in the game.
 - Buck is currently looking for lower cost tools that can be used for this, so stay tuned for updates to the member's area.
- Third, you want to make sure your customers are successful. Buck states "If you focus on what they want, good things will happen for your business...You'll get more customers, they'll share more with their friends and family, and you'll have a great reputation in the industry."
- A "Consumption series" is a series of emails that reminds people why they purchased the product, reminds them of the outcome that they're expecting, and gives them tips and tricks that they can follow along the way to enhance the program they're on. This gives them a gentle nudge to make sure that they are using the product.
- It's a good idea to send people reminders, and you might offer a discount to them if they order more. You want to keep people to a deadline because people respond to that.
- A good service to use for sending out mail to your customers is Handy Mailing. Another recommended service is SendOutCards.
- If you're using Infusionsoft, you can automate the process so that an email goes out at a certain time based on the product they purchased. This also allows you to track the efficacy of that program via coupon codes.

- It's already been discussed that RealDose uses the "Ultimate question" tactic to get feedback from customers. If these customers give them a nine or ten, that's a great opportunity to ask for a testimonial. If they give them less than that, they might ask what it would take for them to get a nine or ten rating.
- The next step is 'Running an editorial calendar'. RealDose posts on their blog every Tuesday like clockwork. The night before, an email goes out informing their customers that "new content is available on this topic."
 - Every Tuesday, they solicit questions from their audience ahead of time, and on Thursday they aggregate that into frequently asked questions in order to put together a Q&A email, which gets sent out Thursday to all of their newsletter subscribers.
 - On the weekends, they also run a promo series. This may include some content that preps their audience for whatever promotion they are running.
 - You might send out an email on Sunday that's exactly the same as the one that you sent on Saturday, except this time, you only send it out to people who didn't open the first one.
 - RealDose has health writers and a series of topics for them to write about. The articles they write are typically 600 to 800 words long. A great place to find medical writers is Elance.com
- Next, you'll want to have a promotional calendar because you really don't want to just leave things to chance. They've only been running a formal promotional calendar at RealDose for the past year. They consistently send out promotions to their list, whether it's in-house products or third-party offers.
 - The calendar that RealDose uses for promotions has both the dates marked that their promos are supposed to run on and it is color coded so that it's easy to distinguish between the partner promos they are running and the internal ones.
 - Let's say an order total is under \$75 or \$50. You might charge \$6.95 for domestic shipping. If it's over that amount, you could say, "I'll offer you free shipping if you're over this dollar amount." This tactic is very commonly used in the industry and a way to defray your shipping costs.

- Your margins on internal promos could run 75% or higher. It's an amazing opportunity for you to drive back revenue, but you have to set the calendar and stick with it.
- Step eight is called the "Get Good at Remarketing Step." Some people call this retargeting, but Buck thinks that remarketing sounds nicer.
 - A cookie is placed onto the visitor's computer whenever they arrive on any of the pages in your funnel that have your remarketing code on it. This creates what's called an "Invisible list", which is a list that the person has opted into without having to give you their personal information and email address.
 - You need to have your privacy policy updated to reflect the fact that you are creating this invisible list or using remarketing in this way. That's very important.
 - You can have a variety of list. For instance, if someone watched 20 minutes of your marketing video, they are probably going to be more valuable to you as a customer, right? So, they should go on a separate list.
 - You've probably noticed that at times you'll look at a product and that same product shows up on an ad at another site you visited. That's because you're being remarketed to.
 - You definitely want to remarket to customers that got to the checkout stage and then bounced for some reason. Give them an incentive to come back and finish their order. This is an incredibly powerful and successful way to use remarketing.
 - Another great opportunity to remarket is when a person gets to the upsell page and then they leave. In this case, you might offer them special pricing on the complementary offer.
 - You've got an invisible list of buyers, and you know what products they purchased because you can put them in a different list based on product as well. Now you can start to remarket to them in a way that parallels your own promotions.
 - If you're willing to bid a dollar for somebody that just hit the VSL and bounced, they you should try to spend two, three, or four dollars for someone that made it all the way to the checkout phase. That's because

they are much more valuable and much more likely to convert into a transaction.

- Step nine is third party offers. RealDose does have a set of partners. There are a few questions that they ask them as part of their vetting process.
 - If you're send a customer to someone, and they're sending a bunch of junk offers to them, that doesn't pass the mom test. You're going to be guilty by association.
- The tenth step, the bonus step, is to rollout new products. Buck says that he doesn't feel like they do this well enough at RealDose.
 - RealDose has a very slow methodical process for developing new products.
 - All of your products don't have to be star products that you buy media for, create a VSL for, and send people to as a frontend offer. You can develop products that are only going to work as backend products.
 - Make sure that you include in your calendar what Buck calls "Run of store promotions". This means don't just promote one product that you happen to have more inventory of. Buck says that he has had some of the best success with storewide sales and blanket discounts that apply to all the products in the store.
 - It's very profitable to have third-party products that you can recommend because those are high margin. It can also be a great thing for you to have more products and more people on continuity for those products.
 - Every time you ship a product to a customer, it should include a packing slip. This is a great opportunity to include a discount coupon.