

# **Health Profits Academy:**

## **Session 6, Part 2 – Class Notes**

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**Buck Rizvi**

1) **Auto-Piloting Your Business:** This session is the second session of Week 6. It's called My Seven Step Autopilot System. If you want a business that doesn't cause you to pull your hair out all the time, you're going to want to pay attention to this.

- Step one of the system is to make sure you hire, train, and empower what you would call your management team.
- The second step is to take the time rather than always having to remember and share your working procedures.
  - Use the rhythm method. Develop new products, test new sales channels, monitor your results, optimize, and then rinse and repeat.
  - Your virtual assistant is going to be a critical hire and probably your first. Once hired, you can start to delegate tasks that are not as critical for you to work on yourself. Don't tie yourself up with busy work.
  - You will want to have a key hire relatively early to mid life cycle of your business. You want someone that can potentially be groomed to run the show, someone that could be a general manager over time.
  - You'll want a customer care manager and someone focused on buying media. You might do pay per click initially and then move onto having an agency do that for you like Quality Score and PPCsavvy. Buck recommends that you eventually have a media buyer on your team though.
  - You want to have someone specifically focused on your campaigns and measuring performance, someone that's accountable to you. They should be super-organized and marketing savvy. They should be able to manage projects and be able to move them forward.
  - Buck feels like it would be good to have a project manager that doesn't actually write all of the copy or do the design work, but do things like keep tab on what's happening inside your project management software. RealDose uses TeamWork.com to manage their projects, by the way.
  - Having a savvy tech person on your team is also important. A really marketing savvy web developer could be a big asset to your team. This could be a part time position, and then you could roll it into a full-time one as you're able to.

- There are obviously other positions to consider, but this would make up your management team. The importance here is that people can manage things and move the ball forward without you constantly having to be there.
- Make sure that you take the time to start to document how you do things. If it's a task that's going to happen more than once, get it down on paper or digital paper.
- A great book is Sam Carpenter's *Work the System*. You can go to [WorkTheSystem.com](http://WorkTheSystem.com) and get it for free.
- RealDose uses a product called Bloomfire ([Bloomfire.com](http://Bloomfire.com)) to capture their systems. You could just have them laid out as text docs or Word docs.
- Buck loves Dropbox. He says that it's relatively cost-effective, but there is a price associated with it. You could use this service, or you could have directories in Google Drive.
- Buck recommends using the screen capture feature to record quick training videos and communicate with your staff.
- Buck recommends using the rhythm method. The framework for this is described in a book by Verne Harnish called *Mastering the Rockefeller Habits*. There's a really cool little checklist that's free on the Internet that has summarized the process for executing this.
- Here the term 'rhythm' means that you're constantly doing things in a rhythmic cycle. You're executing certain things every quarter, month, week, and even each day. Once you get into these cycles, it all becomes second nature to you.
  - RealDose spends \$3,000 a month to have Verne's company come and help them implement the rhythm method. It's actually not that difficult to do this. Just follow what's in the book and the checklist.
  - Buck recommends getting your management team onto a Google Hangout and talk for about 10 or 15 minutes occasionally. They do this at RealDose. This is how it goes:
    - Usually someone hosts the call
    - That person goes around the room and asks if there are any good news reports

- Each person should take no more than two or three minutes to go through their bit
  - They should talk about what went on yesterday, today, and anything that's preventing them from moving forward
  - If an issue can't be resolved within a minute or two, it should be taken offline
  - You should take this opportunity to reference any two or three metrics that you're tracking
- The beauty of this is that you don't always have to be the MC. You could designate your VA, operations manager, or another member of your team to do this. If you trust them and empower them, things will happen without you having to get involved.
  - You should always be in "new product development mode". You don't want your business to be stagnant.
  - You want to take a portion of your profits and reinvest that back into the business in terms of working with science advisors, formulators, the stock of a new product, etc.
  - Once people get to where they like you and trust you, they will love to buy product from you. It's fine to recommend third-party offers to them, but over time you want to start identifying and developing some new product.
    - In the first part of the Week Six training, Buck mentioned that you can solicit testimonials from people that give you a rating of nine or ten. Well, you could also invite them to be a member of your customer advisory board (CAB).
    - Once they are CAB members, you can solicit feedback from, and you can send them products to help you identify which ones might be the most interesting to them.
    - Another thing that you can do is create a virtual shopping spree. This helps you to zero in on some new markets so that you can go after new products to sell to that market.
      - Step one of this process is to go to your customer base and say "Hey, I have an imaginary store that's got these seven products in it." You just give a quick description. You don't try to make one product sound sexier than the other.

- Next, you say, “Okay, here’s your wallet. You’ve got this amount of money to spend.” The amount of money really it would only allow them to buy one or two of the items of that set of seven for example.
  - After that, you could ask them “Well could you go ahead and rank the products in order of your preference so I know how the rest of them fall.”
  - Finally you could say, “Look, I’ll ship you a sample of the winner if I produce it,” once it’s in production.
- You always need to be testing new sales channels. Again, you never want to be dependent on just one channel, like Amazon for instance. Just do that as part of your rhythm for your business.
  - Native ad just means an ad that looks like it’s part of the editorial, of the website. It actually looks like a news article, an image with a news headline. It’s hard for the user to discern whether it’s an ad or actually part of the website.
  - The next is direct buys. This is pretty exciting because you can actually use your own analytics. If you’re running on Google Display Network, for example, you can start to use your own analytics to figure out well which sites are generating the most traffic and the most profitability.
    - After that, you could take that shortlist and start to go directly to those sites and see if they would allow you to buy media from them directly, bypass the network.
    - They have been successfully using this technique at RealDose. They do some direct buys with high-volume websites that work well.
- Dan Gallupoo’s Health Profits live presentation is now in the member’s area. It’s specifically about print ads and how you can build a huge business just off of print ads and doing it the right way using the partners that Dan has very generously provided us in a little ebook format.
  - Some people say direct mail is not dead. Some people say it’s not as good as doing it online. Buck believes that when you do things like that postcard reminder, the oversized postcard using handy mailing or send out cards, that’s a great use of direct mail.
  - People are becoming less willing to drop junk mail in the mail. You’re fighting for noise through the clutter it’s becoming much easier if you have a great message.

- Site traffic, maybe site traffic is broken down by source, so it's Google, Facebook, native ads or affiliate traffic or number of leads if you're a lead oriented business and you're doing some opt-in.
- For your business you're going to care about net profit and net profit calculation. You probably want to even do that at least weekly if not daily.
- Your average order value is an area of business that you can really work on when you're talking about price testing and adding upsells. Do I have one upsell, two upsells or three upsells? Am I doing continuity on my upsell? What's the phrasing that I'm using when I'm offering the product, that sort of thing? Etc.
- There are ways to measure your remarketing. For instance, If you take the number of people that leave over the number that hit the page, that's your cart abandonment rate.
- Unfortunately, in ecommerce that number can be over 50% in general. That's one of the reasons why you want to really focus in on not only remarketing to those people, if you have their email address, but also hitting them up right after the fact with a remarketing pixel or ad.
- It's incredibly important that you pay attention to this and track that rate because there are many, many opportunities for you to enhance that. You don't have to do it by yourself. There are companies you can retain.
- Some things that might cause your cart abandonment to be high would be maybe they were looking for free shipping and your shipping rates are too high, maybe they are concerned about the security levels that you have on your checkout.
- There are very important micro conversions that happen in your business, and you want to track them. When people that see your offer, watch your video, and go to check out check out, for example. That's a very telling metric. Wouldn't you imagine that those people are valuable? Of course they are.
- Obviously your cart abandonment rate is very important. That's a key micro conversion. So are your upsell one, upsell two, upsell three, and take rates.
- Wistia is a video player and content delivery network, but they also have some very easy to use analytics that show you where people are falling off on your video sales letter.
- If there's a big drop at one point in your video that's probably the point where there's some language or some other aspect of your video that's turning people off. Maybe you

said something not quite the right way, maybe something is getting boring or whatever it is.

- Buck has tried a couple of monitoring tools over the years. We've settled on Pingdom.com to monitor our website. There are cheaper tools that you can find out there so if you're on a budget.
- Have a recovery plan in place so that know ahead of time what their emergency after hours procedures are. Call their number, get on their live chat, etc.
- Step seven is to optimize. At RealDose they use Visual Website Optimizer, which is the highest-end A/B split testing tools on the market right now. Optimizely is getting up there. It's another option, and they're both expensive. They are great tools though.
- Google Analytics has the free content experiments capabilities, which is basically the ability to do A/B split testing without cost. It does take a little bit more handholding from a web dev standpoint or a web master standpoint.
- Decide on what it is that you're going to be testing on a regular basis. Just have your team know that there is going to be a testing pipeline. You'll want to test your landing page, your ads, your calls to action, your checkout page, your imagery, etc.
- You're not going to just go wholesale and change the whole business, but it may be worth putting a project together, creating the funnel, and then testing that. That's maybe one of your quarterly priorities that you have.
- Buck has arranged with CEO of Quality Score, Uri Segal, to extend to you a free bonus Facebook traffic masterclass.

2) **From here on out:** There are probably going to be two different programs in place from here on out.

- The first one is Health Profits Monthly Passport Club. You'll get two monthly calls. They are going to be Q&A calls, and Buck is going to make sure that there's enough room left for hot seats. Buck is also planning on having guest experts on some of these calls.
- Buck is planning on including monthly "what's working now" training videos.
- There's going to be another Health Profit Live event in the Fall of 2015. Everyone that's part of the Monthly Passport Club is going to have access to one ticket to the Health Profit Summit Live. This is of a \$3,500 value, if not more.

- Membership to Monthly Passport Club (MPC) is \$349 a month. Charter members of Health Profits Academy will be able to join for \$199 a month. That's \$150 savings a month of the regular rate, if its offered at all. If you want you want to do an annual membership for \$1,700, that's even sweeter. It's less than \$150 a month that way. There's no obligation; you can cancel any time.
- The MPC membership is limited to the first 75 members to sign up. There are a couple of different reasons for this. First of all, there is only a nucleus of people participating, and secondly, Buck wants to be able to deliver the highest quality of service possible. That way everyone can get their questions answered and there is plenty of room for hot seats.
- Tier two is the Acceleration Lab and Mastermind. This is the elite level, and you're going to be able to work directly with Buck. You'll learn how to accelerate your business and get your product to market, successful and optimized fast. On top of that, everyone in the mastermind is going to be elevated to the next level through key introductions to players in the industry.
- The Acceleration Lab and Mastermind membership includes all of the benefits of Monthly Passport Club. Plus, you'll get two 30 minute calls a month with Buck. This is also going to include three live events and three live masterminds per year. In addition, you're going to have VIP status at the Health Profits Summit event. You'll be sitting with him. In other words, you'll be at the VIP dinner, and you'll get VIP seating.
- Only about 15 people will be accepting into this program, maybe less. Not everyone will be accepted, and there will be an application process. There are a lot of things Buck needs to know first. After all, this will entail a very intense investment in his personal time and effort. For this, he will have a charter membership available for a significantly discounted membership of \$2,500 a month.
- There are some basic criteria you must meet in order to join. First, you need to have your business up and running, and second, you should have some kind of flow of prospects and customers already. This isn't a newbie program. It's meant for folks that are further along.
- Mastermind means that you're going to be participating and assisting as much as you are going to be the recipient of all the benefits of being a part of the program. Buck is only going to work with companies that have good reputations, where people's heads are screwed on straight and wherethey have the same philosophy as him in terms of building ethical health businesses with high quality products that are backed by human clinical studies.



