Healthy Niche Profits:
How to Go From Zero to 6 Figures in the Health Niche by the End of the Year

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Presented by: Buck Rizvi
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Welcome to the Health Profits Academy training! In this lesson, you are going to learn about the board game blueprint for health business success, and how a man named Buck Rizvi was able to generate 8-figures in 18 months. Buck has been online for eight years, and he has been very successful in the Health Industry. When you begin working in any industry, you want to see who the big players are and who is doing things right. Buck is one of these key players.

Buck's company is called RealDose Nutrition. They have been well established for quite some time. You have probably seen their banners running on the Internet, particularly on Facebook. If you are reviewing this to learn more about the supplement business, you need to know that this is a massive industry that generates 60 billion dollars per year. It's only going to get larger as more and more studies come out talking about the diverse effects. Prescription drugs do cause adverse side effects that people want to avoid, and people are starting to want to try more natural solutions like taking supplements and changing their diets. The rising cost of health insurance is another reason why this market has been getting more traction.

Some of these guys that are on the first page of the results on Amazon for a particular keyword or a particular supplement are currently generating 2,500 to 3,000 sales a day. Amazon is just one distribution channel. There's obviously a lot of other platforms you could sell these supplements on. In this lesson, you are going to learn how you can go about growing a real
long-term business with these types of products. This isn't about chasing the next shiny object. This is about building a foundation in a billion dollar industry that can bring about a great deal of rewards in the long run. Not only are you providing value to customers and building a strong business for yourself, your also creating something that will continue though the long-term.

Buck isn't worried about sharing his secrets. He knows that the industry is big enough to have hundreds if not thousands of different players. You could market anything from weight loss products to detox products to heart health supplements. There's a huge market out there, and not just in the United States. These supplements sell internationally, and you can definitely go into markets such as those in Canada, the UK, and Australia.

Buck is the man who is pictured in the screenshot above. He was able to go from zero to $10,000,000 in 18 months. Now, this lesson does come with a disclaimer that states:

Despite my documented success and the authenticity of this training, it is not imply that you will make ANY money following in my footsteps. In fact, you most likely will earn NOTHING as most folks don't take action.

Probably the most burning question in most people's minds are "Why is he doing this?" If Buck has an eight-figure business, and he is having all of this success, why is he talking about it? There's a number of reason's actually. He says that over the eight years he's been in this business, he's seen a lot, and he knows that there are a lot of hucksters out there. When it comes to RealDose, however, people see them as a lighthouse of a business.

They are perceived as some of the white knights in the online world. Unfortunately, there are a lot of people who are taking advantage of the chaos in this industry and the sheer scale of the industry. They are putting products out there that are of a low quality, and they are using bad business practices. There are other things that will discussed further on as well. So, Buck sees this as an opportunity to educate people on how to do it the right way. Another part of his frustration is that there are not enough quality companies out for RealDose to partner with. In other words, there aren’t enough companies out there making the right decisions, and putting out quality products with ethical marketing systems.

RealDose Nutrition currently has four different products, and they are always working to add more, but it takes time to put products through their very-rigorous product-development process. So, they are always on the lookout for products that they can recommend to their customers that RealDose does not produce. In fact, Buck says that he can count on one hand the number of companies that they are willing to recommend to their customers. However, they will do that. There are a number of different products that they will promote on the
backend. There aren't that many though, and given the scale of this industry, that's a real travesty.

Buck feels like he can educate people on how to do this the right way, and that would give us all the opportunity to drive the crud out. At the same time, he hopes that all of the parties involved can eventually burnish the tarnished reputation of the online dietary supplement industries. Now, that the foundation of this training has been laid out, let's discuss the topics that will be covered in this training.

First of all, RealDose Nutrition is going to be discussed in great detail as well as the specific steps that Buck and his partners went through to build this company from scratch to $10,000,000 in less than 18 months. They are very proud of that fact, and everyone in the supplement space and the investment space is coming to them and saying "Do you guys realize what you did? This is just unheard of. Normally, it would take 3, 5, or even 7 years for this kind of thing to be achieved."

There was a lot done to launch this business and bring about its success. However, there are some key areas that are specifically going to be zoned in on in this lesson because they are what help speed up their success. There are also three burning questions that Buck has been asked frequently over the year, and he will be answering them at the end of this presentation.

In addition to running a supplement company, Buck used to run one of the top dietary supplement business newsletters called Health Business Confidential. It was a very exclusive newsletter, and one of the things that they provided was an eBook on how to write million-dollar marketing copy for health products. At the end of this presentation, instructions on how to download this eBook will be given so that you can retrieve it as a gift. This eBook is valued to be worth $97. It's not available anywhere else.
Building a Strong Business in the Health Niche

Tale Of 2 Acquaintances

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There are two individuals that Buck knows, and he says that he likes them both equally. However, he says that Friend #1 treats his customers as friends and Friend #2 sees his customers as marks. In other words, he kind of thinks about how much he can get from them instead of how he can serve them.

Friend #1 cares deeply about what kind of testimonials he gets, and he makes sure that his testimonials are accurate and verified. Friend #2, however, tends to take shortcuts. He'll have "ringer" testimonials. Unfortunately, in the supplement business, people will sometimes use the after photo as the before photo. So, people actually gained weight instead of losing weight and then they just lie about the before and after. Friend #2 will actually use these and other kinds of fake testimonials.

Furthermore, Friend #1 is very transparent with his business practices. Buck refers to Friend #2, on the other hand, as Mr. Fine Print (or No Print). You really don't know what you're getting into when you go into business with him. Also, Friend #1 always make health claims that are backed by scientific research, and very importantly, backed by human clinical research. Friend #2 can spin a good yarn. He might tell some stories about how his ingredients were used by
African tribesmen 1,000 year ago, or what have you, but not necessarily backing up the claims with science.

Friend #1 is welcomed by ad networks such as Google Adwords and Facebook because of the kind of business he represents. Friend #2 is shunned by the ad networks, and he has a very difficult time staying on those networks if he does get a chance to get on them in the first place. He often has to go elsewhere to look for advertising opportunities. Finally, Friend #1 has a respect online supplement business whereas Friend #2 burns through businesses. Friend #2 doesn't have a sustainable long-term brand, meaning that as his businesses get shut down, he starts a new one under a new name. Again, the cycle repeats itself.

As you can tell, there are aspects of winners and aspects of losers in the online supplement business. This lesson is going to be really focused on point out the things you need to do and your business needs to have in order for you to be in the winner column. The business practices of Friend #1 and Friend #2 are lined out in the chart above. Hopefully, this chart will help you to build a more sustainable business.

Now, let's take a look at Buck's own story because it's relevant in describing how he got to where he is today. First and foremost, you should know that he is not a health practitioner or a doctor, and he doesn't have any health credentials. He has, however, spent 21 years in the Corporate Rat Race. He spent years commuting 1 1/2 hours each way, or even 2 or more hours in rush hour traffic. Also, for a long time he was a "road warrior", meaning that he was living out of a suitcase, eating junk food, and having to stay away from his wife and kids night after night.

At one point, Buck found himself in debt up to his eyeballs. He did have a nice house and a great car, but he was living from paycheck to paycheck and struggling to stay on top of things. He was the vice president of a software company, and making an awesome salary, but one day he got laid off, and worst of all, his wife was 7 months pregnant at the time. Obviously, the conversation that he had with his wife that day was one of the worst he has ever had in his life. That day he made a fateful decision. Never again would he allow anyone to have that kind of control over his life.

Buck had always dreamed of having his own business, but every vehicle he tried to do so flopped. He tried network marketing, real estate investing, and even consulting. He spent thousands and thousands of dollars trying to educate himself in these areas. Specifically, he recalls a time that he invested $4,000 for a seat at an internet marketing conference. He says that he is very glad that he did this for a number of reasons, including the education he derived from it and the networking opportunities. Shortly thereafter he had a 'eureka' moment. He
realized that there was a formula that he could follow. That formula was: In-Demand Health Products + Ethical Online Marketing = Success.

Buck just knew that this formula would work for him. He already had a strong belief in supplements, he was already a dietary supplement user, and he wanted to leverage online direct response methods to promote those products ethically. So, he spent the next eight months researching and seeking advice on the formulation, contract manufacturing, packaging, and fulfillment of dietary supplements. In other words, he went through the full gamut of what he would need in order to launch his own dietary supplement product. This was very expensive, and it took a lot of time, but it ended up yielding incredible results.

In April of 2006, Buck started selling his product online and got his first few sales. He did this while he was still working. He had gotten a new job. All of the customer support and questions came to him, and he answered a lot of this while he was trying to get his day job done. By October of 2006, his business income began to exceed his executive salary, and he was able to exit the corporate rat race forever. He had been making $150,000 a year as a vice president of another software company.

In April of 2011, he joined forces with two business partners. Together they launched a new supplement company. It was called RealDose Nutrition. Since all of the partners had a wide range of knowledge and experience, they were able to generate over $10 million in sales in less than 18 months. This entire presentation is based upon that story. However, you should know that the company recently reached another milestone. Buck is proud to say that his company has helped over 300,000 customers around the world.

As previously mentioned, there are opportunities to do this business globally, and RealDose Nutrition is a global company. It is based in the U.S., but they ship to Canada, the UK, South Africa, to Australia, to New Zealand, and to other parts of Europe. This is something else that Buck and his business partners are very proud of because they feel like their helping people all around the world, and truthfully, they've had some major success stories.

Now Buck live in Boulder, Colorado. He thinks this is one of the most beautiful parts of the U.S. A couple of his children are now grown, and they visit a lot, but he has two younger children, ages five and eleven, that he gets to spend time with every night. He can also usually eat a leisurely breakfast with his wife after he drops the kids off at school, and he now only has a 60-second commute. This is all a stark contrast to the life he was living before. Buck still works. In fact, he says that his work is his passion.

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Above, you'll find a picture of Buck and his wife. This was taken on island off the coast of Norway. Buck says that he is able to live in Europe for months at a time now and take "2nd honeymoons" with his wife at exciting new locations each year. They leave the kids with the grandparents and head off; this year it was to Norway. This is one of the most expensive place in the world to travel because they are an oil-rich country. However, they had a fantastic time, and they are able to do things like this because of his dietary supplement company.

Buck's company is 100% internet-based, and it is virtually staffed. So, he can manage it from anywhere on Earth. He does have business partners that help out too. One is located in Boulder too, and the other lives in New York City, but the rest of his staff is located all throughout the world.
The Board Game Blueprint

If you're a parent you have probably played, or at least heard of, a game called Candy Land. That's what Buck's blueprint, shown above, is modeled after. Some of you might be smiling and laughing at this. The game Candy Land is very easy, and there's not a lot of thinking involved. The point of the game is to move along and follow the steps till you reach the end. Buck has the Dora the Explorer version, where they have a fiesta at the end. That's why he drew his at so that you have a party when you reach the end.

**Product Research**

The first step is to know what market you're going to get into and what specific product you want to promote to that market. Buck and his partners spend a lot of time looking into a market before they enter it. The Weight-Loss Market is a very large market, but that's definitely not the only large market that you can get into. One key point to take note of, is that if you're going to go into a market, you want to make sure:

A. The market is vast

B. A lot of companies are in the market
You might thing that it's not good to go into a market that has a lot of competition, but the fact that a lot of companies are in a market is actually a good thing. That's what you look for. Buck said that when he got into his first business that was in the dietary supplement space, he was able to verify that there were two companies that were selling eight figures a year in that market. You should always look for competition, and look for multiple competitors that are successful.

**Building a Virtual Team**

Next, you'll want to set up your virtual team. When he first moved to Boulder, Buck thought that he would get an office and have everyone work locally under one roof. However, he and his partners found that they prefer to operate virtually. As previously mentioned, he commuted for 21 years, and now he doesn't feel the need to continue doing that. He says that he loves the freedom that provides him. So, they set up their company so that they would have the technology, the communication systems, and the procedures that would allow them to recruit, train, and manage a virtual team.

Buck's team consists partly of call center people, which are located in the U.S. Some of them are work-from-home moms. They also have support people that are located elsewhere in the world. Plus they have other team members that serve different functions of the business such as web development, video editing, marketing management, and so on. All of these team members are located in various places within the U.S. and in various other countries, but they are all connected through platforms such as Google Hangouts and Google Applications and out types of online applications.

That's part of the beauty of this business. You can run it with a virtual team, and there's very little cost involved with that. In fact, in many cases you can take advantage of free technology. The cost of doing this sort of thing nowadays is really lower than it has ever been before. For instance, you now have the ability to recruit a very high-quality virtual staff from places like the Philippines, which would only cost about 1/10 of what you would pay a staff in the United States.

**Formulation & Manufacturing**

The next step is 'Formulation & Manufacturing'. There are companies, or contract manufacturers, that will say "Hey, I've got an off-the-shelf formula" or "I'll put together a formula for you", and probably that's the wrong way to go about it. A lot of folks are involved
in selling products, and all they are concerned with is how to sell products within Amazon as opposed to thinking "How can I formulate a differentiated product? Something that is unique."

One key point is that you want to select ingredients that are backed by clinical studies, and you want to make sure that you put the right dosage of those ingredients in your formulas. You also want to source those ingredients from the same sources that were used in the studies. That is the mantra over at RealDose, and Buck believes it to be one of the major drivers of their success. He asks that you do the same in your business, so please take note of this.

There are quality manufacturers out there that can put these products together. You typically want to go with companies that are doing larger runs for bigger companies and have quality control procedures in place. You want to avoid fly-by-night operations. This is a very, very important point.

**Technology**

Back when Buck got started he had some tech skills, so he was able to do some of the tech himself. Today, you are such a better position than he ever was because of all of the platforms and software services. All you have to do is sign up for them and pay as you go. You can do everything from your CRM system, your shopping cart, your email follow-up systems, your customer support systems, and your fulfillment systems very easily. These are all in 'The Cloud'. Everything is there, everything is paid by the drink, and much of it is integrated. For instance, there are many one-stop-shop solutions such as Entreport and Infusionsoft.

Buck uses a service called LeadPages to generate webinar registration pages. They are using GoToWebinar, which is another software service, to deliver their webinars. Then, he is using Infusionsoft to follow up with those who join his webinars. RealDose uses Entreport. These are just a few examples of the many software products out there that make it really easy for your to get your business up and running, and for a very low cost starting out.

These also save you money because you don't have to have a lot of tech people in your virtual team. Web techs and web developers can be very expensive, and obviously, you want to keep your startup costs very low. A central theme that's going to continue throughout this training is "Keep your costs low, and then build on your success and ramp it up from there." That's exactly what Buck and his team did when they went from zero to $10,000,000.
Internet Marketing Systems

The next step in the process is to set up your internet marketing systems, and specifically, this refers to the sales funnels that you're going to send traffic to and have people get acquainted with your product. At RealDose, these mostly consist of videos that they have recorded. They can be simple Camtasia videos in which a PowerPoint presentation is recorded taking people through the story of the product and pointing out why the product is different. You also want to describe the ingredients that you put into the product, how they are backed by clinical studies, and what they can do for people.

You'll want to encourage your customers to find out more about you and why you are doing these things. You want them to follow their process of discovery, education, and then eventually, purchasing your product. That's what a good internet marketing system does, and again, you can build it on some of the software services already discussed.

Once you have all of this in place, and before you start to promoting it, you're going to want to make sure that you don't get into trouble. How do you do that? The #1 philosophy that Buck and his team follow is that they never make any claims without being able to back them up with scientific research. All of their ingredients are backed by human clinical studies, and this make their lives a lot easier.

Protection & Compliance

Remember that in the story of Friend #1 and Friend #2? You want to be in the winner column with Friend #1, which is the one that backed everything up. So, the first way to protect yourself is to make sure that you're making substantiated claims. The other is to get some advisory information, and there's actually very low-cost outside counsel that you can get. Buck and his team have a counsel that they use to console with about their label and things like that. In fact, their manufacturers will over their labels for free as part of working with them.

In terms of compliance, reviewing their ads, and looking at their marketing messages, they just try and make sure that they are doing things the right way so that they are impervious to regulatory and civil action. They have never had a problem with this, but they are ready if it happens and they have the documentation that they need in place to prepare themselves for something like that. By the way, the question is often asked "Do you need to have insurance?" The answer is "yes", and in fact, manufacturers will provide insurance for you. Buck also advises that you get product liability insurance, and points out that the cost of this has fallen substantially over the years. That's because of the great track record that has been out there in the dietary supplement space.

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Product Delivery

As you can see in the picture above, the next step is 'Delivery'. Buck and his partners questioned what the best way to do that and have their customers be happy. What they learned was that this is where you don't want to skimp. You may recall that Friend #2, who was in the loser's column, didn't care about his customers and looked at them as marks. So, he would try to get his product delivered in the cheapest manner possible. For instance, he might have sent it out via USPS instead of UPS because he was thinking that it would take a lot more time to get there, but he would save a lot of money. That's not the way that you want to think about this.

Yes, you want to keep your costs down as much as you can, but there are ways about doing that without skimping on your customer. For instance, there are some very outsourced fulfillment centers that will warehouse your product. You do not need to warehouse your product in your basement or your garage. These fulfillment centers will warehouse your product very inexpensively, and they will pick, pack, and ship the product for you on a per-order basis.

Buck says that they allocate about 7% of revenue for the fulfillment, and that includes the delivery to the customer. That's the warehouse pick, pack, and shipping amount, which comes out to be about $7 for every $100 they make in revenue. Of course, this is going to vary based on...
upon what type of product you are selling, but that's probably a good figure to start off with. There are also so great companies that have software service interfaces to their fulfillment centers. So, you transfer the order to them electronically and they fulfill it. Plus, they have the database on record, and you can check it anytime you wish. Often, they will also update inventory counts, which means that you always know how much you have in the warehouse.

**Customer Support Systems**

You also don't want to skimp on your customer support systems. There are a couple of different points you need to take note of here as well. The first is that 'Customer Care' is not a call center. A lot of people believe that customer care is a necessary evil, and they try to do it at the lowest cost possible. Buck says that he's all about saving money, but they have made an concerted effort to invest in world-class care. In fact, they have even modeled after companies like Apple and Zappos because these companies create a great experience for their customers who are seeking support. They make your feel like you're part of a club, and they've opened the velvet rope to let you in and take care of you.

They do invest economically though. What they do is invest in stay-at-home moms that have backgrounds in health and fitness. Many of them are fitness instructors, according to Buck. These people answer phone calls, answer questions, and take orders by phone from the customers. You can do this very inexpensively by utilizing technology and hiring a part-time staff.

RealDose Nutrition also provides chat and email support. Most of that is fulfilled or serviced out of the Philippines. These are highly-educated, English-speaking people, and they perform these services at 1/10th the cost. One person recently asked Buck what the typical rate he would pay a Filipino customer care agent, and he replied that it was between $500-$600 a month. It is an amazing thing, if you know where to go, how to find these people, and how to put out the right message to attract the best folks. You'll want to put them through a recruiting process so that you have someone that's reliable, loyal, and does a great job.

Filipino resources are just amazing. Buck's right-hand man is a guy named Mark Chan, and he admits that he couldn't run his business without this man's help. Buck says that he actually has a whole team that just takes care of him and the things that he's doing. He says that this was something that he did not have eight years ago. He could have retained someone in India, but the rates were higher and the technology systems were not in place to communicate with them. Now it's a whole new world.

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Traffic

Once you have your support systems in place, you'll be ready to start testing some traffic. Most people like to jump to this step, and this is usually the same people that jump up and say "I want to sell on Amazon!" You have to understand that Amazon is just a channel. Everything that Buck, his partners, and his team did to make it from zero to $10,000,000, they did outside of Amazon.com.

Well, they sold very little product on Amazon anyway. This was because they wanted to have a business that they could scale, they could buy media for, and they could control their message. Furthermore, they didn't want to be held down to using one sales channel versus another. You don't want to build a business that is solely dependent on a single sales channel because if you don't write any of the rules, and they write all of them, that's a very tough place to be.

When it comes to traffic, you'll want to start by using platforms like Yahoo Bing, and you start to experiment with some targeted traffic on Yahoo. After that, you might move to Google, and then you can expand to social media sites like Facebook, and keep going from there. There are a ton of traffic opportunities that are available online outside of the Big Three: Facebook, Google, and Bing. Buck agrees that Amazon is an opportunity, and they do have their products on Amazon, but they don't treat it as if it's the only thing out there. He highly recommends that you do the same.

“Back End” Revenue

After you have your traffic flowing, and you are starting to optimize your frontend and acquire customers, you'll want to work on your backend sales. This is what Buck refers to as "The Promise Land". He states "If you've done things the right way...and by the right way I mean quality products backed by human clinical studies, with ethical marketing systems that have been tested and optimized in a small way, and then started to scale...you have the opportunity to sell more product to your existing installed base. This is the beauty of doing it the right way."

Buck says that his wife loves buying shoes from Zappos because they give her such a nice experience. The first time she ordered, they gave her upgraded shipping, and she didn't even pay for that. Then, when she got the shoes, there was a return slip in the box. All she had to do was send them back, and there was no problem with the return. She got the new shoes that fit her in no time at all, and she was happy.
A lot of people would have been worried about saving the sale and keep from losing money. They aren't thinking "I'm going to take care of my customer's needs so that the next time I present something to them, they're going to buy from me again, and again." That's how the RealDose team looks at it. They feel like every time a customer has a not-so-great experience they risk losing them. So, they fall over themselves to make sure that their customers are taken care of.

It's not about saving the sale for them, and in fact, Buck states that their agents aren't trained to read those phony types of scripts that position the representative to go into a tug of war with the customer over the money. The customer representatives are allowed to stay on the phone with the customer for however long they need to in order to make sure that the customer is taken care of. As a result of that, they get testimonials left and right from people that say things like "Oh, you guys were great! You took care of me, and that diet product didn't work for me, but I'm going to try your protein one." You really want to focus on the customer experience like Apple does, Zappos does, and RealDose does.

Focusing on the customer experience allows them to have a responsive audience when they send out emails. They don't send out promotional emails very often, but from time to time they will send out a discount coupon as a customer appreciation special, for example, or maybe for Black Friday. When they do this, customers buy. In fact, they have some of their biggest sales during these times.

Alternately, there are a lot of supplement businesses out there that have not taken care of their customers, and people won't buy from them because they have had such a bad experience. They institute these strange business practices where they try to hang onto the money, and they make it very difficult for the customer to reach customer care to begin with, much less get their money back. RealDose measures and benchmarks their customer support systems. Every week Buck looks at reports on how long it's taking his people to answer phone calls, reply to emails, and things like that.
RealDose also asks what is referred to as "The Ultimate Question". If you haven't heard about this, there's a book called *The Ultimate Question* that you should pick up some time. The concept is simple. After a customer has purchased your product, and they have had a little time to experience it, you ask your customer "What is the likelihood that you would recommend [your company] to a friend or family member, on a scale from one to ten?" If the customer gives you a nine or a ten, you know you're doing pretty good. If they give you a six, seven, or eight, that's not so great. Anything below that is terrible.

The people at RealDose are constantly looking at that number and consistently trying to improve that number. They divide their customer ratings by product categories, and they have product categories that have incredible ratings. They call the rating the Net Promoter Scores. Again, this is all extremely important because in the end it will allow you to take advantage of "The Promise Land", which is the backend revenue. Thirty to fifty percent of their revenue on any given day is going to be backend revenue. That's how you scale a business.

**Autopilot**

The final step in this blueprint is putting everything on autopilot. That doesn't mean just pushing a button and walking away. This refers to having systems in place and management personnel in place so that you can walk away for a little while. Buck has partners that take care of things if he decides to go on a trip as well as other people on staff to handle various portions.
of the business. They also have software service solutions in place so that a tech doesn't have to babysat 24/7 by personnel. A lot of the aspects of this business are set up to take care of themselves so that these partners can have more time freedom and freedom of location. That's what it's all about, and that's what's going to lead you to the fiesta at the end of the blueprint.
Success vs. Failure

Mistake #1 - Having an undifferentiated and/or low quality product

A lot of people have a tendency to go after what Buck refers to as the "Dr. Oz flavor of the week". The people at RealDose Nutrition don't go after what's hot and popular right now. Instead, they go after ingredients that are backed by clinical studies and may have not broken out yet. These products were not mainstream, and this allowed them to have some differentiation. It's usually good to zag when everyone else is zigging.

Another thing that this company does is select more than one ingredient to put into their products. This causes them to have a much more complex formula than their competing products. Their weight-loss supplement, for example, has three ingredients that have all been backed by clinical trials. These ingredients all work in different ways to assist in weight-loss. Now, extra ingredients mean more expense. So, RealDose's weight-loss product is three to four times more expensive than some of the competitors' who have single ingredient formulas.
Where a competitor's product might be $3 at quantity through a manufacturer, RealDose's product may cost $11 in quantity. That's because Buck and his partners went to the conferences, they talked to the manufacturers, they talked to the formulators, and they took the time to select unique ingredients that were backed by human clinical studies. They selected more than one ingredient to create a formula, and if the ingredients they selected were no longer the hot ingredient, they were impervious to that. They weren't going to just jump onto the next bandwagon.

The other thing that you have to consider is the quality of your product. You might think that you are going to a reputable manufacturer, and they might say "Okay, you want green coffee in your diet formula. I can get this green coffee for $25 a kilogram." The branded ingredient for green coffee, the one that actually has the science behind it, is $200 per kilogram. Do you see the difference? You might want to jump on that cheap Chinese green coffee extract as opposed to the $200 version of the product that's tested and proven in clinical studies, and that's definitely tempting. This is why low quality ingredients are selected again and again. You want the real thing for your product.

The fact that RealDose nutrition invests in the real ingredients is the reason why their products have such a longevity to them. They aren't constantly having to reinvent a new formula to go address the market. They have been selling their products for years now. You really want to select the best ingredients possible.

**Mistake #2 - Being Dependant on Hype-Based Selling**

If you make the right decisions, you don't have to depend on hype-based selling. The losers are the ones that are going to have to get on the megaphone and start telling stories or overstating claims. In other words, they are making claims that are unsubstantiated by human clinical studies. They rely on hype-based selling.

The winners are the ones that have ethical marketing systems in place. They have high-quality products with research-backed ingredients, and they don't have to leverage hype-based selling in order to get the job done. When you do this, you can start piling on the testimonials and the real, antidotal evidence, and your reputation in the industry will begin to blossom.

RealDose Nutrition has a tremendous reputation. They have somewhere around 200,000 fans on their Facebook fan page. They are also a BBB A-rated company without even being an accredited company. People are saying great things about RealDose all of the time, and it's because they take such great care of their customers. They let all of this speak for itself, and it
makes it much easier for people to do the research. Don't you do research as a consumer before you buy them?

You don't want to use hype-based selling. This is especially true because you can get in some real trouble with the regulatory bodies if you make unsubstantiated claims. So again, it's best to use quality ingredients that are backed by real science, support your customers, and build a lasting reputation that's going to make customers keep coming back to your company over and over again.

Mistake #3 - Customer-unfriendly Business Practices

This has been covered in some detail already, but it's extremely important that you treat your customers well. People will do things like give their customers a free trial and then throwing them into a forced continuity where they are getting re-billed $80 a month for a product that the seller is paying $3 a month for. Another example of this is when a customer calls to ask for a refund and they are told that they don't have to return the product if they only take half of their money back. These are crazy things that make the customer say "I want to get off the phone with this person, and when I do, I'm going to lodge a complaint with the BBB. I will never buy from this company again, and I'm going to let 10 of my friends know that they shouldn't either."

Treating your customers like a mark is a huge mistake, and eventually it will put you into the losers' column. You might not even be trying to do this, but if your company is more focused on keeping the money than taking care of the customer, you are going to end up losing out in the end. Three years after launching RealDose, they continue to have great loyal customers that buy from them again and again. This is what Buck hopes you can do with your business as well.
Buck's Success Triad is shown above. This is what equals success in the online supplement business. You begin with a great product, and you have the end in mind and the great experience that you want to provide the customer. This is also backed by incredible support. The customer is always right, and you take care of them. If they want their money back, you give it to them. If the product didn't arrive, you ship them another one. You fall over yourself to make sure they are taken care of.

On top of all of this, you promote your products using ethical marketing systems. That means that you make substantiated claims, and the messages you put out there are backed by clinical studies. That way, you aren't doing anything over the top. That's going to allow you long-term success. Million dollar philosophies have been shared with you, and hopefully you have taken note of them.

There are some techniques that you can use to identify what Buck refers to as the "House on Fire Hot Market". There are two ways to approach selecting a market. On one hand, you know that people should have the product because it can help prevent a problem such as heart attacks or mental decline. Then, you have products that are specifically designed to help someone that has a problem such as being overweight or having high cholesterol. The "House on Fire Hot Market" refers to a market where the person already has an issue. You have to be careful of how you address these markets because you could very easily fall into trouble with regulatory bodies like the FDA. However, people will do much more to address a "house is on fire" issue than to deal with prevention.
Again, he doesn't recommend building your business around Amazon, eBay, or any other channel in particular. He does recommend using it as a sales channel, but not as the only one. There is one thing that Buck loves about Amazon, and that is the fact that it can provide a wealth of data that can help you to make good decisions. For instance, in the book section, Amazon actually breaks down their books into different categories. Within them is a Health, Fitness, and Dieting super-category, and within this is a subcategory titled 'Disease & Physical Ailments'. This has 83,156 titles.

They have also broken 'Diets & Weight-loss' into its own subcategory. That's huge in itself, and a lot of people would jump straight into this, considering that it does have 41,533 titles. However, the fact that 'Diseases & Physical Ailments' has so many different titles makes Buck curious. There must be some rankings amongst those different conditions. So, this causes him to click on the subcategory, and when he does, he gets a whole set of disease conditions and various titles. As he scans through this, he notices that the 'Infertility' has more titles than anything else, and by a wide margin. There are 6,599 titles in this subcategory alone.

This means that there are a lot of people out there that are having a hard time having a baby. Is that a prevention problem, or is that a 'house is on fire' problem? For those couples, the house is on fire. They really want to have a kid. That's very interesting, and apparently there are 6,599 solutions out there in the book space that are trying to address this issue.
Buck refers to this process as the "Three-Step Winner's Process" for selecting hot markets. In this case, he doesn't even have to drill any deeper to move onto the next step. What he needs to do now is find out if there are competitors that are successfully selling in this market. A lot of people come to Buck saying "It must be really competitive in the dieting market and the other markets that you are in. Man, that must be really tough." Buck gives them a "yes and no" reply. The thing is that when you go into a market, you want to make sure that there's a lot of people with the problem at hand and that there are competitors that are succeeding.

There's a saying that pretty much states "Pioneers get slaughtered". For every pioneer that has been written about, there are probably hundreds or thousands of others that you never heard about. It's not recommended that you invent your own new market just because you think that there's an opportunity there. You should go where other people are successfully selling. That's Buck's methods as well as that of many other successful entrepreneurs.

To figure out what's working in the 'Infertility' market, Buck moves onto Google. By the way, notice that none of the tools being recommended cost anything at all. When he gets to Google, Buck simply types in 'infertility supplement', and the results shown above come up. Right off the bat, there are five options that come up in the Google ads. These are all priced pretty high for over-the-counter products as well. This is all fantastic new because not only is there a good demand for these types of products and plenty of competition, but considering the price, there's likely going to be some pretty high margins with these types of products. So, people
seem to be successfully selling in this market. To reiterate, there are three steps to this process:

- Step 1 - Find a hot 'house is on fire' product
- Step 2 - Make sure that there are a lot of solutions available
- Step 3 - There are people successfully selling in that market in a big way

He and his wife watch a show called Everest. Be assured that no one goes to Mt. Everest and says "I don't need a Sherpa. I'm just going to head up to the summit myself." No one ever does this because you would get killed if you did. Buck believes that you have to have a Sherpa when you get into the supplement business as well because this is a huge thing to tackle starting out, and there's a lot of things that can happen to you such as losing money or not finding success. You might even get frustrated and move onto something else that you think would work better. Buck has always used Sherpas, or guides, to help him to navigate the following areas:

- Formulation
- Packaging
- Customer Care
- Ethical Health Copy
- Traffic
- Compliance
- Tech
- Sales Funnels
• Traffic
• Compliance
• Tech
• Sales Funnels

Eight years ago, Buck hired the greatest copywriter on the planet, which is Gary Halbert. He wrote Buck's first sales letter. When it came to RealDose, however, Buck actually wrote the copy with the help of his partners. He also did this by hiring Sherpas and getting the information that he needed to do it right, and he was able to write a very powerful message without being a super-duper copywriter. He's sold tens of millions of dollars worth of products as a result of doing that.

Buck got the training that he needed to write good copy, and that's a way that you can save money and be very effective. You should also get educated about online traffic systems, and learn about compliance so that you can make sure that you stay within the good graces of the regulating bodies which pertain to the selling of supplements. Furthermore, you should learn as much as you can about the technology that's out there. Buck has hired web development people and experts, but he has also hired experts that have steered him towards low-cost, pay-as-you-go software services. He has also hired experts to help him with his sales funnels.

Buck has invested hundreds of thousands of dollars in the areas listed and used knowledgeable people as guides so that he would have the treasure map that he needed to find the treasure he was searching for. That's what winners do; they don't take shortcuts, and they get the help that they need to be successful.

Don't let the fact that Buck used a board game as a blueprint mislead you into thinking that the process of becoming successful in the supplement industry is super-easy. Buck admits that there are a lot of things that are much easier and much less expensive than they were when buck first got into the supplement business. At the same time, he points out "There ain't no tooth fairy." In other words, no magical fairy is going to come in, raise her magic wand, and instantly give you an eight-figure business. That's just not going to happen.
Introducing: Health Profits Academy

If you think for a second that reviewing this material is going to instantly give you a successful supplement business, with no effort, money, or time invested on your part, you are mistaken. However, if you're in a frame of mind where you want to help large numbers of people, and in doing so, provide a great experience and have a scalable business as a result of that, you might be able to live the kind of lifestyle that Buck is living. You have to be willing to put in the elbow grease to get there though. If you're willing to do that, and you want to do that, then the dietary supplement business could be for you.

Buck is willing to be your Sherpa if this is something that you want to pursue. The way he is going to do that is through a six-week intensive coaching program that he has put together. He has named this program Health Profits Academy. Again, Buck is doing this to make a difference for you and others that would like to do this, but he also wants to help people establish companies that do things in the right way so that there are good companies out there for he and his team to partner with.

By doing this, he hopes that he can help the industry so that it's easier for everyone in it to advertise on the networks that think that people in the supplement business are just a bunch of scammers. If you think that you are willing to help this cause, and willing to help people that have real needs by providing quality supplements, then Buck hopes that you will join in.
This training includes 6 Weekly Online Training Sessions that cover everything that you need to know about getting into the online supplement space. In this training, a great number of processes will be broken down and covered thoroughly. Specifically, it will be those related to:

- Product Research
- Virtual Team
- Formulation & Manufacturing
- Technology
- Internet Marketing Systems
- Protection & Compliance
- Delivery
- Customer Support
- Traffic Systems
- Back End Revenue Strategies
- Running Your Business on Auto-Pilot
In addition to the six weeks of training, you are going to have access to 6 Live Weekly Q&A Calls. Buck wants to make himself available to answer questions, and he thought this would be the best way to go about it. Buck has done what you are trying to do, and he was able to build an eight-figure business. Buck has spoken to some of his business associates and set things up so that there are going to be a number of highly successful health business owners attending these sessions with you and asking their own questions. You are going to hear the well-informed questions of others, and you are going to get all of your own questions answered as well. That way, you'll have the exact roadmap that you need to be successful.

Furthermore, you are going to receive real-time feedback as you are working on your business. So, as you start to implement the things that are being covered in the coaching, you'll know how to avoid 'the manholes'. There will also be some surprise drop-in guests. You've probably heard of 25K masterminds and you may have even fantasized about being part of these groups of people who are like-minded and having success. Buck does mastermind with the guys that he is going to have join in on these calls, and he's going to have these mini-mastermind sessions as part of the Q&A calls. If you can't make it to the live calls for some reason, Buck is going to set you up in a private membership area so that you can review them as many times as you like.

Buck has decided that there's also some very important extras that you'll need in order to be successful. First of all, he decided that you need to have some contacts in this industry. Over the years he has been able to compile a pretty good rolodex. They are the go-to people that he uses for manufacturing, fulfillment, or even reviewing his copy. These are key contacts that he relies on, and he is going to provide you with these to help you build your business. That way, you don't have to worry whether or not you're using the right person. You can just go straight to these contacts in order to get what you need to done. The value of this is just incredible.

For those action takers that know that they want to do this and want to get started right away, there are some fast-mover bonuses available. If you're one of the first 10 to register, you will receive a one-hour private consultation with Buck. As you surely know, Buck's time is very valuable. An hour consultation with him has been valued to be worth $2,000. He will help you with strategy, implementation, or whatever else you may want to talk about.

The first 20 people who register are going to get a free ticket to a 3-day health profits live event that Buck is holding in Boulder, Colorado on January 23-25, 2018. He says that the last time he held a live event, it was $8,000 for a ticket. The caliber of the people that attended and the people that spoke at this event was unprecedented. The opportunities that you would have from just a networking perspective would be tremendous. If you can't make the event for some reason, it will be recorded and Buck will be willing to provide you with a DVD if you are one of the first 20 people.

Click Here to Enroll in Health Profits Academy (and Lock In Jay’s $997 Bonus)
NOTICE – This offer will disappear Sunday, February 25th @ midnight PST
But you must hurry, because the opportunity to lock in Buck’s training, his fast mover bonus, and your ticket to the HPA Live Event will disappear on Sunday. Don’t miss out on this...click here right now to secure your spot: [http://healthprofitsacademy.com/jay](http://healthprofitsacademy.com/jay)

To reiterate, when you join in you are going to receive:

- 6 Weekly LIVE Online Training Sessions.................................$5,000
- 6 Weekly LIVE Q&A Calls.............................................................$5,000
- VIP Supplier Rolodex.................................................................Priceless
- Membership Area..................................................................$3,540
- Fast Mover BONUS: 1 Hour Consultation with Buck..............$2,000
- Fast Mover BONUS: 1 Ticket to 3-Day "Health Profits LIVE".......$8,000

**Total Value: $23,540**

That’s right, the total value of this package is $23,540. The tuition for Live Event alone, however, is $3,999. The last time he did this, the live event alone cost $8,000. So, the price of
this has been cut in half. If you are reading this right now, you are in a special audience. You are going to get this package at $1,000 discount. This will take this tuition down to $2,999. However, at Buck’s request, this incredible business in a box will only be available for the next 48 hours, after which time Buck is closing the doors to new Health Profits Academy students. So, you’ll want to hurry. You definitely don’t want to lose your seat, and you are going to want to take advantage of these incredibly valuable fast mover bonuses too! Register immediately (before Buck closes the doors to new Health Profits Academy Sunday at midnight) by clicking on this link right now: http://healthprofitsacademy.com/jay
There’s Absolutely Zero Risk

When you visit this page to enroll in Health Profits Academy, you will be able to review more information about the program as well as an opportunity to invest in the tuition for this program at the special discount being provided. You'll want to make this investment right away because this offer won’t last long.

This offer also comes with a better-than-money-back guarantee. This extensive guarantee is being offered because Buck wants to practice what he preaches when it comes to customer-friendly business practices and so on. His guarantee states:

Attend the training all the way through the very last day of the course. If you're not absolutely thrilled with your newfound skills, tools, and connections for building a successful online health business, I'll cheerfully refund EVERY PENNY of your tuition, plus I'll kick in an extra $100 for your trouble.

Again, Buck's mission in this is to have a set of companies that follow the same types of business practices as his own. It's not about "How can I get money from you?", but about "How can we build a better, stronger community in the online dietary supplement space." By having these companies available, Buck will have more partners and companies that he feels good
about promoting to his customer base on the backend. The only way that he can do that is to have people that are serious enough to take action with his training.

Buck wants you to be absolutely thrilled with what you get out of this training, and if you're not, he will give you your money back and kick in an extra $100. So, the risk is all on Buck. By the way, if you visit this page, you'll find the link to download the eBook that you were offered as a gift at the beginning of this lesson.

At this point, you know why the health industry is one of the fastest-growing online niches available. You understand the incredible opportunity that this represents for you and your future. You know the kind of guy Buck is, and the high-integrity way that he runs his own business. If you’re ready to enroll in Health Profits Academy, you must take action right now because Buck is only accepting new members until midnight Sunday the 15th, Pacific time.

Simply click on this link and to lock in your spot to the Health Profits Academy (you must hurry):

http://healthprofitsacademy.com/jay
What New Health Profits Academy Members are Saying...

First, please know that Jay is not simply recommending Health Profits Academy to you blindly and without any “skin in the game”. He’s known Buck for over 4 years, and is a member of Health Profits Academy (and he paid $2,999 to do it...twice the price available to you today for this special offer). Here’s the proof:

But it’s not just Jay that is thrilled to leverage this powerful business model...have a look at what these new Health Profits Academy members had to say about why they decided to take their future in their own hands and invest in this program:

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Weight Loss Guru

JJ Fast WEBINARS are the best on the Planet. I don't know where these people get their presenters, but in my opinion, they're the best. I'm looking forward to working with Buck, and all the other real entrepreneurs, especially the fast action movers. Health Profits Academy is the real deal, and I've been in the supplement business for years, and there was never an A-Z seminar where you can connect the dots and make more money, but again, now I've finally found my mojo. Dr. Carney P.S. Southern CA is wonderful, even if it's raining now. Oh yeah, I almost forgot. I get to finally meet Jay. What's better than that?

Tina Dupart

I am excited that I just joined "Health Profits Academy" because I have always wanted to know how to build a legitimate health and wellness business. I love the fact that I get access to 3 people! Buck, John, and Jay.

Kitty Wells

I just joined the Health Profits Academy, as I appreciate Buck's focus on quality and FDA compliance. There are many sleazy supplement companies popping up like mushrooms on Amazon. Looking at RealDose Nutrition he seems to walk the talk, and do so successfully. I'm ready to scale my business NOW.

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Yes, this business is indeed “the real deal” – but it’s also an extremely time-sensitive opportunity. Click here and jump in while you still can before Buck closes the doors to new members at the end of the weekend - [http://healthprofitsacademy.com/jay](http://healthprofitsacademy.com/jay)
How to Access Jay’s $997 Bonus Package

As usual, Jay has put together a bonus package that will help you get off to a fast start with this powerful program.

As mentioned, Jay is actually a member of the Health Profits Academy himself. He’s been through all of the training and has even been to Buck’s HPS Live Event in Boulder CO. And if you have followed Jay for any amount of time, you know that he loves to put together cheat sheets and summaries. And as part of his bonus he is going to with you his own personal notes that he has taken while going through the program, as well as easy to follow Checklists. One of the great things about having documents like this is that you can search through them quickly instead of having to search through to the video training. So, if you remembered part of the presentation, but can’t find what Buck said, this is a quick way to do so.

These documents allow you to scan over the material and go over any portion of the material you would like to again. Jay uses these types of documents to skim over the material all the
They even print these things out. Both of these men can be text guys, and as much as they love reviewing training videos, sometimes it’s faster to go through some text and absorb it that way. They know that a lot of people learn better this way, and that’s why they have decided to provide this to you.

In addition to all of this, Jay has done ‘mad scientist’ research inside the health supplement market in the form of a complete review of the hottest selling supplements in the Amazon Marketplace (because if it’s selling on Amazon, you know that those very same supplements will sell like crazy as well using Buck’s methods).

This is going to give you an edge that no one else can provide you. In fact, it’s really going to be amazing material that you’re going to be able to access whenever you’ve gone through the training and you’re ready to really dig in.

Jay invests tens of thousands of dollars, just like Buck and his team do, trying to learn and educate themselves. A lot of time, when delving into all this information, it starts to become unclear what the first, second, and third step in a process is. A lot of times little things, like a misstep or some confusion, will end up getting in one’s way enough to stop them from continuing on. So, the JJ Fast team is going to make note of the actions that should be taken

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throughout this training and turn it into an action checklist, which they will be sharing with you, as a bonus, as well.

The team hopes to create this checklist with an ABC, 123, ‘paint-by-number’ simplicity. This is really going to keep you from hitting some of the roadblocks that may come about.

This bonus is going to be the jet fuel that you need to really take in and use the information that you are learning throughout the training. But as we stated before, you must hurry because Buck will not be accepting new students after tomorrow. If you’re ready to create a REAL business for yourself in the fast-growing health niche by offering customers high-quality nutritional products, you must hurry because Buck will be closing enrollment Sunday night at midnight, PST.

Click here to reserve your spot right now: http://healthprofitsacademy.com/jay
Questions & Answers

Where do you research the components and the dosage of those components? How do you find out about their effects and so on?

Within Buck's rolodex, you'll find the formulators that he and his partners work with. Sometimes those formulators are actually part of the contract manufacturers that they work with, but sometimes you can find formulators that work independently. They can help you make sure that you're selecting novel ingredients and that the ingredients don't interact with one another. Also, they can help fill you in on the up and coming ingredients, meaning those that haven't been featured on the Dr. Oz show and things like that, but have very exciting studies backing them up.

As part of their project-based staff, Buck and his partners have people that can help them with these formulations. They not only work to put these ingredients together effectively, but they work out the dosages as well. They also have a science advisor that reviews everything and makes sure the mixture is safe. That's a separate person from the formulator. The science advisor also helps to ensure that RealDose isn't making any over-the-top health claims and that everything they are doing is substantiated. Again, you can do all of this very cost effectively if you do it in a 'pay as you go' manner.

I already have a business underway. Could I use this information?

Yes. This is perfect for you. Buck is training a number of successful entrepreneurs. They are looking not only for the extra edge in building their business, but they want to scale it. They want to know how they can go to eight figures and beyond. There's currently a player out there that's at nine figures. Having someone to follow along that has already blazed a trail ahead of you is exactly where you want to be.

Is there a payment plan?

Yes! There is a 3-pay option available if you need it. Go here to secure it while you still can: http://healthprofitsacademy.com/jay
Is this for people living outside of the U.S.?

Buck has had students spanning around the world. If you are in Singapore, South Africa, or somewhere in Europe, this is the training that you need. You do need to know the English language because Buck doesn’t speak any other languages. You can run this business from anywhere.

If, Buck recommends having products manufactured in the U.S. and fulfilled from the U.S. because there are a lot of advantages to doing so. Now, Buck and his partners do have a fulfillment center in Canada because it does give them the ability to send products out to their Canadian customers faster. They didn’t do that out the gate though.

Does your rolodex include UK suppliers?

Buck does have UK suppliers in his rolodex, but they really haven’t tapped into them yet. As he mentioned, even if you’re outside of the U.S., Buck recommends using U.S. suppliers. Buck and his partners do manufacture some products in Canada because Canadians are very good at manufacturing certain types of product.

There are also advantages to going with certain manufacturers in Canada because they have agreements with Australia and have product approved by the TGA in Australia, which is like the FDA in the United States. This would allow you to have your products shipped to and fulfilled out of Australia, if you want to do that. Most of RealDose’s customers are served from the U.S., and they ship their products world-wide from their U.S. fulfillment center.

Are organic ingredients a must-have in the supplement market?

Certainly there is a category of products where having non-GMO organic ingredients is very good. RealDose does strive for this for particular products of theirs, such as those that are powdered. Sometimes you have non-organic ingredients that are backed by clinical studies. They aren’t organic, but because they are so good at what they do, Buck and his team includes them in their products anyway. They try to go with organic ingredients whenever possible, but they do want to make proven ingredients available to their customers.

Once again, this offer is extremely time-sensitive and will disappear Sunday at midnight, Pacific time. Now is the time to take action, and start building your own lucrative online health
business in 2018. Click here and enroll in Health Profits Academy while you still can (Buck will be removing this page in less than 48 hours): http://healthprofitsacademy.com/jay