

# Building a Million-Dollar Supplement Business

## *Webinar Summary*

### **Executive Summary**

In this webinar, I detailed a proven blueprint for building a highly profitable supplement business. I share my journey from zero to \$5 million annually through strategic supplement sales, primarily leveraging Facebook groups and ethical marketing practices. My presentation emphasizes working with manufacturers who handle fulfillment and only charge after sales, creating minimal upfront investment and exceptional profit margins.

### **Background and Origin Story**

My supplement journey began after attending a \$10,000 seminar called "Supplement Millions" in 2012. While I initially shelved the knowledge, I later applied these techniques when I started keto in 2017. By spring 2018, I launched my first Facebook group focused on keto, which rapidly grew to over 1,000 members overnight. Despite initial challenges managing the community, my groups eventually expanded to over 1.5 million members across multiple keto-focused communities.

The turning point came when I created the Speed Keto program and accompanying book, which sold approximately 275,000 copies with \$18,000 sold on the first day alone. This success led naturally into supplement sales, as keto dieters consistently needed specific supplements like electrolytes and MCT oil.

### **Core Business Principles**

#### **Rule 1: Ethical Product Selection**

Supplements must be legitimate products with scientific research backing their claims. They must be sold to the appropriate target audience who will genuinely benefit from them. The emphasis is on providing real value rather than selling ineffective products, which creates sustainable customer relationships and repeat business.

#### **Rule 2: Legal Compliance**

Understanding FDA regulations and FTC requirements is critical. Supplement sellers cannot make disease cure claims. I shared a cautionary tale of an energy healer who claimed her product "cured heart disease" and subsequently had her entire inventory seized at the U.S.-Canada border, ultimately forcing her out of business. To ensure compliance, I hired a former FTC attorney for approximately \$2,000 to review my sales pages, making only minor adjustments to remain compliant.

## **Business Model and Economics**

### **Manufacturing Partnership Structure**

The revolutionary aspect of this model involves partnering with manufacturers who only charge after sales are made. Standard manufacturer costs range from \$4.00 to \$5.50 per bottle, regardless of the supplement type. These bottles typically retail for \$29 to \$49, creating profit margins of 500-900%. The manufacturer handles all fulfillment, labeling, and shipping logistics.

### **Minimal Upfront Investment**

Unlike traditional supplement businesses requiring 50% prepayment and significant inventory investment, this model requires minimal capital. The main upfront costs include label design (\$50-75 from a graphic designer) and optional legal review of sales materials. The manufacturer provides label templates with compliant language, which are customized with your branding and still reviewed by the manufacturer's legal team.

### **Return Rates and Customer Satisfaction**

Product return rates are exceptionally low, typically between 1-2%. I contrast this with marketing expert John Carlton's advice that a 7-14% refund rate indicates aggressive selling, noting that quality products naturally generate minimal returns. When returns do occur, the substantial profit margins easily absorb these costs.

## **Marketing Strategy**

### **Traffic Sources**

The recommended approach begins with organic traffic through engaged communities like Facebook groups. Once this foundation proves successful, the business scales through paid advertising. This two-stage approach minimizes risk while building proof of concept.

### **Sales Funnel Philosophy**

I advocate for ethical, streamlined sales funnels rather than aggressive upsell sequences. I recount encountering a competitor's funnel with approximately 30 repetitive upsells and deliberately chose a different approach. My funnels feature only relevant products that customers genuinely need, creating a better user experience and stronger brand loyalty.

## **Success Examples and Proof**

Beyond my own \$5 million annual revenue, I cite multiple successful case studies. Scott Rewick built a substantial business starting with "The Paleo Secret" before focusing exclusively on collagen supplements, generating millions before selling his stake. Craig Clemens, formerly a seduction marketing copywriter, transitioned to supplements and now generates hundreds of millions annually. Russell Brunson's pain supplement (Neurocel), for which I wrote the sales letter, generated enough revenue that Brunson credited it with funding all his children's college educations within one month of launch.

## **Risk Management and Liability**

Product liability protection is built into the manufacturer partnership. If customers misuse products or experience issues, the manufacturer's insurance covers legal exposure since they are the product creators. Sellers simply direct any claims to the manufacturer, maintaining protection from litigation while the label templates and legal review ensure compliance from the outset.

## **The Program Offer**

### **Program Structure and Duration**

The program is designed as a comprehensive six-week training, but I provide ongoing support well beyond the initial six weeks. As I tell my students, my programs are "the song that never ends" because I stick around to answer questions long after the formal program concludes. I remain available until you're making money consistently.

Training sessions are held weekly on Wednesdays at 7 PM, with each session lasting approximately one hour. Additional research and implementation work requires about 30 minutes to two hours per week during the first couple of weeks. Once your business is operational, ongoing maintenance involves roughly one hour per week, or about 15 minutes daily to upload orders and manage operations.

### **Program Modules**

The training covers ten comprehensive modules: Module 1 focuses on finding pain points and identifying profitable products using my proprietary supplement finder tool. Module 2 addresses finding the right offer and staying legally compliant. Module 3 covers dry testing techniques and building email lists. Module 4 details working with supplement providers. Module 5 explains labels and legal requirements. Module 6 addresses payment processing setup. Module 7 covers content creation using AI extensively. Module 8 teaches scaling strategies and systematizing operations. Module 9 provides advanced growth strategies. Module 10 focuses on future growth and expansion opportunities.

### **Proprietary Tools and Resources**

Participants receive access to my custom supplement finder tool, which allows searching by symptom or health concern to identify profitable supplement opportunities. This research tool analyzes supplement markets, ingredient profiles, and competitive positioning. The tool will be fully functional and available in our private School group platform where all training and support takes place.

I'm also providing a comprehensive swipe file of proven supplement sales letters, including letters I've written that generated millions in revenue, plus successful letters from other top copywriters in the supplement industry. These templates demonstrate exactly how to write compelling, compliant sales copy.

## AI Integration Throughout

We leverage artificial intelligence extensively throughout the business building process. AI handles market research that previously took months, now completing it in hours. AI analyzes Amazon product listings to identify effective selling language and positioning strategies. AI assists in composing compelling sales letters, eliminating the need for expensive copywriters. AI streamlines content creation across all marketing materials. We apply AI everywhere possible to maximize efficiency and results.

## Manufacturer Partnerships

I connect participants with ethical supplement manufacturers who offer pay-after-sale arrangements. These manufacturers charge between \$4.00 and \$5.50 per bottle regardless of supplement type, with products typically retailing for \$29 to \$49. I receive no referral fees or commissions from these manufacturers—I simply facilitate introductions. Participants are not required to use my recommended companies and may source their own manufacturers if preferred. I'm also compiling a comprehensive list of alternative drop-shipping supplement companies to provide multiple options.

## Program Investment and Payment Terms

In contrast to the \$10,000 program, I joined more than a decade ago, this comprehensive training program is available for \$5,000 total. However, I've structured the payment terms to align with your success and remove financial barriers to entry.

**The payment structure is designed to be fair and performance-based: You pay \$1,000 to enroll and begin immediately. You pay a second \$1,000 payment the following month as you're implementing the training. The remaining \$3,000 balance becomes due only after you achieve \$20,000 in sales in a single month. Once you hit that milestone, you pay off the remaining balance at \$1,000 per month.**

**This payment structure operates on the honor system. I believe in you, and I believe in this system. I'm not asking you to pay the full amount upfront before you see results. Instead, the majority of your investment becomes due only after you've proven the model works and generated substantial revenue. This approach demonstrates my confidence in the program and removes the risk from your shoulders.**

## Program Limitations and Commitment

I'm limiting enrollment to approximately 20 participants, I deliberately keep groups small because I cannot handle 50 or 100 people while maintaining quality support. I'm not looking to add more craziness to my life—I want to lead a calm life and help participants achieve that same calm lifestyle. This is not about juggling 14 different business ventures simultaneously. Success requires focused dedication to this single business model.

I cannot guarantee the program will reopen after this enrollment period. If you're interested but want to start later, I recommend joining now as the program will wait

for you, but future availability is uncertain. For those who have participated in my previous programs, you know I consistently over-deliver on my promises.

## **Product Selection and Strategy**

Week one focuses on helping each participant identify their ideal first product. I recommend starting with a single product for simplicity, achieving initial success, then adding additional products sequentially. The program teaches dry testing using affiliate offers before committing to private label production. We start with free organic traffic strategies through platforms like Facebook groups, then scale with paid advertising only after proving the concept works. This approach minimizes risk while building proof of concept.

I guide participants away from ineffective or dangerous products, even if they're available. I maintain strict ethical standards—if someone insists on selling questionable products, I'd rather refund their money than compromise integrity. We focus exclusively on products with genuine effectiveness backed by research, sold to audiences who will genuinely benefit.

## **What This Program Is Not**

This is not a full-time job requiring constant attention. This is not about flashy tactics or hype—it's straightforward, simple execution. This is not a passive income scheme requiring zero effort. I guarantee that if you don't invest time in the business, you won't make money. However, if you follow the steps consistently, you will grow a powerful, serious supplement company—one valuable enough to eventually sell for a multiple of earnings.

## **Key Takeaways**

This business model offers exceptional profit margins with minimal upfront investment and limited operational complexity. Success requires focus on this single business model rather than spreading efforts across multiple ventures. The combination of ethical product selection, legal compliance, manufacturer partnerships, and strategic marketing creates a sustainable path to substantial income. I emphasize that this is not hype but a proven system that transformed my business, taking me from nothing to \$5 million annually in supplement sales.