

# 3 EASY STEPS

To Start Your Own Health & Wellness Business



eBook Instruction Manual

Presented by



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## Introduction

BlueLine Products specializes in health and wellness supplements for people. We have been in the supplement business for over 8 years producing a variety of formulations for resellers, both large and small, throughout the United States and the world. Our [stock formula list](#) includes 26 supplement formulas for you to choose from. One unique aspect of our business model is that we provide both custom manufacturing and private labeling.

Custom manufacturing allows our customers to fully customize the exact ingredients that go into their supplement formula. Our [Private Label Program](#) enables new startup companies to choose proven supplements from our in-house stock formulas and label them as their own to quickly enter the market. This process not only allows resellers to create their own unique brand, but it saves time and money by eliminating the need to hire employees, purchase equipment, set up a manufacturing facility and qualify for third party certifications.

Although getting started in the supplement business involves just 3 Easy Steps, we wanted to provide you with some additional information to help guide you along the way. In the following material, we have provided some general information regarding private labeling and how to start your own supplement business. If you have any questions just give us a call at (877) 522-7673.

## Generic or Private Labeling

### Branded or Private Supplement Labeling

- ✓ *Fast Turnaround*
- ✓ *Ready to Order*
- ✓ *Label Design & Printing*
- ✓ *High Quality Products*
- ✓ *Proven Effective*
- ✓ *Great Products to Choose From*



- What Is Private Labeling?

In the case of supplements, private labeling is the simple process of taking an existing product and branding it as your own. This is very common, not only in the vitamin and supplement industry, but just about every industry you can think of, from food to clothing to electronics and more.

- Benefits of Private Labeling

A few key benefits that stand out when private labeling supplements are (1) Cost, (2) Efficiency and (3) Brand Recognition. By taking an existing product that has already proven to be successful in the market

you can significantly reduce your start-up costs, enabling you to enter the market immediately. First, will effectively eliminated numerous overhead costs including: research and development, warehouse and production facilities, employees, office equipment, utilities, and so much more.

Second, by utilizing the existing, proven manufacturing facility and staff of your supplier you will inherit an efficient and streamlined business model. This increased efficiency will allow you to focus on the marketing, rather than all of the other stages of research, production, management, etc.

Finally, one of the great benefits of [private label supplements](#) is that you get the same high-quality product as the industry leaders, while at the same time creating your own brand recognition.

This is extremely important. As customers enjoy your products they will come back time and again. By creating your own brand, you also have the option to sell your product at a premium or to undercut the competition with lower pricing. Now you can get the best of both worlds.

- What Do I Need To Get Started?

Getting started with private labeling is easy. In fact, it's as easy as 1, 2, 3 with BlueLine Products. Simply choose the type of products you want to sell, we create custom labels for your product for a small fee, and you place your order. It's really that easy! Of course, there are many other things to take into consideration to establish a successful business, but the process to get started is very straight forward.

- How Much Does It Cost To Get Started?

The cost to get started will vary based on the type of products you want to start with and the quantity you wish to purchase. With BlueLine you can start with as little as just 12 bottles. Since we provide label design and low-cost labels with our private labeling program, you can literally get started selling liquid vitamins and supplements for around \$200 in inventory. The great part is that this allows you to course, once you do need to purchase those higher volumes, you'll get additional volume discounts which in turn will increase your overall margins.

### Choosing Your Target Market and Your Products



- Complete Line vs. Single Product

When choosing your target market and the specific supplement products to sell, one of the first questions you might want to answer is whether you will want to focus on marketing and selling a single product or a more extensive product line. Here at BlueLine we offer 26 supplements. This allows you to start with just one or two products to get your feet wet, or to provide a full line of supplements

to your customers. The choice really comes down to how you plan to market the products and your initial budget to purchase inventory.

- Determining Your Price Point

The price points you choose to sell your products at will require some research. You will want to find out how much your competitors are selling their product for and determine whether you want to promote your products as a “discount” by charging less or as brand or as a “premium” brand where you charge more. Again, this will come back to your marketing strategy.

- Hot Trending Products

Supplements continue to be growing industry. It seems that every month there are new supplement product coming out and exciting new ways that companies are marketing these products. A great example is 5-hour Energy Shot. This one product has created an entire new supplement market.

Now, there are sub-category energy shots for men, women, sports, mental focus and more. All it takes is one creative idea and the sky is the limit!

- People and Pets

Here at Blueline Products, we offer approximately 26 effective supplements for people. In fact, some of our best sellers are our fat burning drops and sleep aid. This is great time to be creative and unlock the next industry trend, whether it be for people.

### Choosing Your Supplier



- Customer Service

Of the many factors to consider when choosing your supplier many people often overlook the need for quality customer service. Efficient and helpful customer service plays a role in every aspect of your communications with your chosen supplier. Whether it be the need to get a quick quote, determining production and lead times, pricing, quality assurance, shipping or any other aspect of your business relationship. In many cases, a solid customer service relationship can often outweigh the benefits of a product cost that is slightly lower.

- Experience and Track Record

When private labeling another company's products, it is important to choose a company that has the necessary experience and a proven track record both with manufacturing the products and providing top quality private labeling services. It is also important to confirm that you are dealing directly with the manufacturer. There are companies that may represent themselves as manufacturers, but in reality, they are simply a "middleman" who passes on the actual manufacturing to another company. This not only costs you money on every order you place, but it also adds an unneeded layer of third party communication which can often times create delays and confusion.

- Pricing

As with any product, getting a good price can make or break a company. Again, this is why it is important to deal directly with the manufacturer whenever possible. There's no need to pay a middleman an extra 10%-20% above what the manufacture normally charges. Here at BlueLine we will gladly send you our Private Label Program wholesale price list. Once you get it, you will notice that there are price breaks based on the quantity ordered. For large orders or orders that require a custom formulation, simply contact one of our sales representatives and they can provide you with a custom quote tailored to meet your specific needs.

- Quality

When it comes to health and wellness supplements, quality is another very important factor. It is possible to manufacture supplements that have just a few ingredients or a very low quantity of specific ingredients that are then marketing as the next "WOW" product. These types of marketing gimmicks are common in the marketplace, but eventually fade away. Customers may be fooled once or twice, but it is rare that they will come back time and again if the supplement is not doing its intended job. Therefore, you want to choose a fully certified manufacturer who can also advise you on the effectiveness of specific raw ingredients that you are considering using in your vitamin and supplement products. A high quality product brings repeat customers. A low quality product usually just brings more headaches.

- 3<sup>rd</sup> Party Certification



It is extremely important to choose a manufacturer that has an FDA approved manufacturing facility and that is GMP compliant with NSF certification. By doing so, you can rest assured that the manufacturing company is being inspected on a regular basis and meets all governmental and supplement industry third party requirements and guidelines. Without such assurances, there is no way to determine the quality of the products that you are purchasing or that the products are what are shown on the bottle label.

- Production and Lead Times

There are many factors that determine the production and lead time to manufacture the supplements you wish to purchase. When it comes to our Private Label Program, BlueLine is usually able to ship out our in-house stock formulas the same or next day, depending on the quantity you need and current stock levels. All private label orders include your custom label for every bottle you purchase. For larger orders the lead time is generally about 2 weeks since we replenish our stock items on a regular basis.

For custom contract manufacturing purchases the industry lead time is 8-12 weeks. At BlueLine we try to keep our lead times down to 6-8 weeks, but this may vary. Keep in mind that a production date is only scheduled once the manufacturer has all of the necessary raw ingredients, bottles, labels and packaging in place. For this reason, it is important to schedule the delivery of all of these items as soon as possible.

### Custom Labeling and Packaging

- Samples of Custom Labeling and Packaging



- Designing Your Own Labels

When it comes to designing your supplement labels, you basically have two choices. You can either design them yourself or hand that task over to a professional graphic designer. Some vitamin and supplement manufacturers have their own graphic designer that can provide this service for you. If not, or if you want to have more control of your label design, you may want to hire a third party graphic designer. Here at BlueLine we provide label designs for products ordered under our Private Label Program. We normally will have a design ready for first look with in 72 hours.

- Purchasing Labels and Packaging

Printing custom labels and packaging is similar to designing your own labels. It is most common for customers to outsource this step to a professional label and packaging company. BlueLine does provide custom printed labels and standard non-printed packaging for products ordered under our Private Label Program. For custom orders, we can provide both labels and packaging services. This makes it more of a turnkey process for our customers.

Once this has been finalized we will have the finished labels and packaging shipped directly to our warehouse where we will fill and label the bottles, package them and arrange shipping to the desired location.

### **Where To Sell Your Products**

- Family and Friends

Once your family and friends find out that you have started a new business selling supplements, it's not uncommon for them to want to try them. Many of our resellers will offer family members a discount. If you operate an online ecommerce store you can provide family and friends with a special discount code to use on your website. That way it makes it easy for them to order your items at a discount, without having to call you every time they want to reorder.

- Starting Your Own E-Commerce Site

A simple way to present your new products and offer them for sale is by setting up an ecommerce website. When you have a limited product line you can usually get started for just a few hundred dollars. Even if you are selling 40-50 products your total cost should still be under \$500.00. Monthly fees usually run about \$20/month, so as you can see this is a very economical way to get started considering the cost averages out to about \$50/month for the first year. After the first year you're down to just \$20/month! That's a lot cheaper than opening a retail store and getting stuck with a long term lease you can't afford.

- Selling on e-commerce sites like Amazon and EBay



A very popular method among new startup businesses for selling supplements is to list your items on ecommerce sites like, Amazon and EBay. In fact, Amazon seems to be one of the fastest growing online locations for selling vitamins and supplements. One of added benefits of using Amazon is that manufacturers such as BlueLine can ship your private label products direct to Amazon and they will warehouse and ship the items direct to your customers. There are some small fees involved, but Amazon handles just about everything for you. All you have to do is supply them with the products and list the items on their website.

- Swap Meets • Trade Show • Health Fairs

These types of events sell just about everything. You can find anything from name brand products to used clothing and toys. Depending on the crowd, this could be a viable part-time business and great way for someone to test out their new supplement products with the public. Sometimes all you need to get the ball rolling is a really catchy logo and a product that meets your target audience's needs.

- Opening a retail store or kiosk

Once you have established a solid custom base and have proven to yourself that your product will sell, you might want to consider opening a small retail store or kiosk. Keep in mind that this will significantly increase your overhead, but it will also open new opportunities to grow your business. Think of GNC, a health store dedicated to selling just vitamins and supplements!

## **Advertising and Marketing**

- Traditional Advertising

Most of us are familiar with traditional advertising. We see ads every day in print, on the radio and TV. Some methods are more expensive than others. After reviewing the costs, you may find that you need to start small and implement new advertising campaigns as your budget allows. Below we have listed a few of the traditional advertising methods that may interest you.

- Classified Ads
- Neighborhood Flyers
- Radio and TV
- Telemarketing

- Online Marketing

Today is the digital age and online marketing continues to grow. One of the main reason for this is that you can reach a large number of people for a relatively low cost compared to traditional advertising. Each method listed below has its own unique benefits and drawbacks. It is best to research each one in detail and familiarize yourself with the various features of each in order to best determine the overall costs and what best suits your needs.

- Pay Per Click (PPC)
- Website Banner Ads
- Email Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing (Facebook, Instagram, Twitter, YouTube, etc.)

## **Shipping and Logistics**

Below we have listed a few common areas you will want to consider regarding shipping and logistics.

- Inventory and Storage

Most manufacturers do not offer to warehouse the products you purchase, although some will for a fee. However, supplements are relatively small items, most new business owners can easily stock the products at their home or in their garage. Once you get beyond that point a small storage unit should suffice until you need to lease your own warehouse to meet the demand.

- 3<sup>rd</sup> Party Fulfillment and Drop Shipping



A simple way to handle all of your shipping and fulfillment needs is to set up an account with a 3<sup>rd</sup> party fulfillment or drop shipper.

- Fed Ex/UPS/USPS vs. Freight Carrier



For most of your small orders you will usually want to ship your products direct to your customers through Fed Ex, UPS or USPS (U.S. Post Office). However, for larger orders where you are shipping out hundreds of bottles to a single location, it may be more economical to ship by freight carrier.

- Tracking Your Shipments

Once your items have been shipped out to your customer, it is always important to get a tracking number. This not only keeps your customer informed, but it can save you hours of customer service time. As you will soon find out, everyone wants to know when their packages are arriving.

### **Growth Opportunities**

Once you have established a solid foundation for your vitamin and supplement business, you should be continually seeking out ways to attract new customers. One of the great things about starting your own business is that there is no limitation on how big you can get. Here's a short list of things to look forward to in building your new supplement business.

- Expanding Your Product Line

Although you may have started out with just one or a few supplement products, many supplement manufacturers stock a variety of supplements. Here at BlueLine we offer over 26+ different stock formulas. This enables you to start small and build up your inventory at your own pace.

Once a customer visits your website or stops by your store, they will now have the opportunity to purchase more than just one or two different items, thus increasing your total sales revenue.

- Custom Formulations

Having the ability to offer custom formulations to your larger customers can really open the door to new opportunities. Custom orders are generally much larger in volume, which in turn means greater overall profits. By adding services for custom formulations, you will now be able to meet the ever changing needs of your customers and their specific supplement requirements.

- Setting Up Retail Store Accounts

Another avenue to explore once you have established yourself, is to go after setting up retail accounts with both brick and mortar and online supplement stores. This will enable you to expand your reach at both the local and national level. It also allows you to sell more product through fewer customers.

## **Conclusion**

As you can after reading through our eBook, there is a lot of information to think about. However, don't let that discourage you. Just like any other business it all comes down to just a few basic steps. When it comes to starting your own supplement business our goal is to simplify the process for you. In fact, there really are only three basic steps to get started. Again, just

- (1) Choose the type of supplement you want to sell,
- (2) Select label brand or design
- (3) Place your order.

It's really that simple.

Feel free to give us a call.

We are here to help answer your questions and guide you through the process.

In the end, your success becomes our success.

We hope to hear from you soon!

*Looking forward to your success!*



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