



Health Profits

ACADEMY

Preflight Training 1 Homework Assignment

Sensitize Yourself To Potential Target Markets (Offline Research)

- Are there any “House Is On Fire” health issues affecting you or your family members?
- Take a trip to your local specialty dietary supplement store (e.g. Vitamin Shoppe, GNC, etc.) during non-peak hours. Tell the manager that you’re doing some research and ask what the top sellers are for what you deem to be “House Is On Fire” health conditions.
- Jot down notes on any Pharmaceutical Drug Company ads you see on TV and in Magazines.
- Pay attention to health-related book titles you see at large retail and grocery stores.