



# THE PILL GATES THEORY

MAKING MONEY  
ONLINE SELLING  
HEALTH PRODUCTS

**The Pill Gates Theory:  
Making Money Online Selling Health Products**

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# Foreword

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One of the primary needs of just about everybody is money. With the surge of the population, the never ending progress of technology, the constant rise of basic commodities, the clamor to make money is rising and rising. There will always be that call to make something better of yourself. Times have really changed.

To make money, one must really put out great ideas, invest smartly, be innovative and work hard to have that sense of security that money can give.

A lot of people in choose to be in the rat race, choosing blue and white collar jobs, adapting to a well practiced, time honed manner of earning, which is good. But then again, there is a new hype on how a person can make money. Thanking the power of technology, the internet is providing something else, something that is changing how trading works. Long gone are the days where when you need to work, you need to get out the house and join the daily grind. The ability to advertise, buy and sell commodities, secure and monitor payments, and even purchase stuff in the comfort of our home is really a marvel.

We will delve into this subject here.

# Chapter 1

## Introduction

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### **Money Online**

Making money online is one benefit that a lot of people are taking advantage of. For stay at home moms, for people with disabilities, for students and starting entrepreneurs, owning a computer and having a decent internet connection is a goldmine waiting to happen.

It's still work, but it can be termed as smart working. Some people call it lazy, but then again, you have the advantage of being at home and earning compared to the busy and tired.

Selling products online or face to face has been a tried and tested way to earn. This is where the logic of bartering was coined from. You exchange something for another something. And now with technology, you can buy, sell, trade and earn while you are in your pajamas!

Being part of the fast growing online selling industry is a sure find for many people. More and more are joining the bandwagon since they see the potential and market it can tap.

Just imagine, you can sell a product while sitting in your living in the United States while your buyer is in Thailand. You can transfer the money without even breaking a sweat with the many channels available with online banking. Then presto! Sold! Money transferred.

Went to the microwave to pop some popcorn. Product to be picked up from your doorstep by the courier for delivery. Fed the cat. Transaction done. On to the next sale, got up to get some coffee, same process. All done while still sitting on the couch. What a great life, isn't it.

### **A Great Way**

Amazing how technology has enabled so many people to become budding entrepreneurs and salesmen. From students who would like to earn extra for their tuition fees, to stay at home mothers which enables them to have income while taking care of the home front, to people with disabilities who are no longer able to join the work force. With the help of technology, so many people who were stereotyped and branded as non income earners are now more than capable to earn and survive and often times flourish.

## Chapter 2: Who is Pill Gates?

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Some have heard of his name, some often confuse him to that tech guy who owns that big computer company or something. A lot people are wondering and are just scratching their heads saying and asking “who is this guy?” Who is Pill Gates? Well your guess is as good as the next guy. Go through all the search engines that you want, nothing even close will come up. Just a few articles that really don’t say much about him, some of it is speculation. Some say he is real, some say he is just a myth. Well the choice to believe will always be with you.

### **Mysterious Man**

They say that Pill Gates is a very private man. A billionaire who found his wealth marketing health products that he developed and created. It is said that this man discovered and tapped into the fountain of gold, which is the health industry and created health products that catapulted him to unseen wealth. He tapped into a 23 Billion dollar market that caters to an average of 75 million individuals who have minor and major ailments.



## **Power of Technology**

He used the power of technology and milked it for all that it was worth. He created products to a demanding market that needed a steady supply. He is a mystery that a lot of people are trying to figure out. There is no rock solid record of who he is. All people know is that he developed health products and he became rich in selling these products. There is a man behind the name or is there? The speculation and mystery is enough to fuel the fire and curiosity of the masses, thus triggering retention of the products that he sells.

Is this a marketing move? Again, your guess is as good as the next guy. Still, his “success” is enough to make people rethink of their views when it comes to health products and online selling.

## **Demand and Supply**

Pill Gates tapped into the supply and demand concept. He understood that there is a big market out there that is waiting to be tapped. He chose a field that would always evolve and demand more for products that will give them the elusive fountain of youth, or at least tap into it. He understood the importance medicine and he used it to his advantage.

People may never know who he is, but his name is now being linked to online marketing and how he used this to get the millions, or is it billions, that is now lining his pockets.

# Chapter 3:

## Why The Health Business Is Big Business

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Health is Wealth and there is Wealth in Health. From all sides this is true. The human body is a great resource for wealth. Not only does one mine the resources that we use by utilizing the reserves that we have within us, like strength, knowledge, etc. On the other side of the coin, other people tap into the same resources to get money from us and the cycle continuous.

### **When Health is a Business**

The health industry is one of the most lucrative businesses out there. Starting from conception to old age, when it comes to health, one can be sure that there is a business lurking right around the corner. Health professionals make a living by tapping into a natural resource that is the human body. We need them and most assuredly, they need us. Through their investment to learn the craft of healing people, may it be with a specialty or in its general form; health care professionals will sow the fruits of their labor one way or another.

Then we have the pharmaceutical companies who aid and help us through our ailments with their wonder drug and in the process

making a train load of money. May it be all natural or synthetic; the health is wealth motto is really the mantra of these companies.

## **The Business of Health**

With the outcropping of different and at times exotic ailments, the clamor for health products is really on its Mach 3 mode. The need for cures, therapy, treatment and medicine is high now than ever before. Blame it on the lifestyle? Blame it on the fast paced life that causes stress thus triggering ailments?

Being in the health care industry is really like hitting that pot of gold. Though there is hard work and intensive labor involved, but still the health business is an enterprise all on its own. People will pay with big wads of money just to stay young and healthy. They would either pre-empt it or cure it, but still the overall effect is the same. People will pay. And they will pay big if you give them the right product. For some, price is really an issue, they want results.

For the enterprising individual or corporations who understand this need, they create and sell products that say are tapping into the fountain of youth or curing whatever ailments that an individual has. The uproar for health products does not just stop to old or the sick. Even the healthy and young are clamoring for health products which will help them age slowly, lose the unwanted weight, build more muscle, and the list goes on and on and on...

## **Advertise**

Large companies or rather enterprising individuals will invest a lot when it comes to advertisements. They will get famous people, expert in this and that industry or company, and they will milk their names to get the attention that their product needs.

Why risk big in selling?

Because they know that market out there will always be on the lookout for the next best thing when it comes to health products. Companies are not really gambling on losing, they are investing in the advertisements that they have since they know that this is part of the cash cow.

# Chapter 4:

## How To Get Started In The Health Business Like Pill Gates

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Just understanding how colossal the market is when it comes to health makes you want to just jump up and join the bandwagon. Hearing or reading about this guy named Pill Gates who made his wealth by tapping into the health industry makes you think and wonder what makes this industry tick and how can you penetrate such a market.

### **The Healthcare Franchise**

There are many healthcare franchises out there that one can really look into. They vary to suit the different needs like personal fitness, emergency services, in house treatment, specialized treatment, wellness and many more.

In these times where food and drug diseases and epidemics are at their most ridiculous high, many companies are just sprouting left and right to meet the ever growing demand in the market. For these companies they hit the floor running.

## **What Works**

When starting a business in the healthcare industry, you can do some legwork and find out information that you need with your local Chamber of Commerce or Small Business development Centers. This is to give you a fair idea on what you can do, even providing you with training and financial consultations that will surely help you in starting up. If you have a product that is ready to market, there are many companies who are on the lookout for the next best source. Develop a good product, patent it and sell it to the highest bidder.

## **The Next Phase**

Once you have the gumption to delve into the health market, look into the many avenues on how you can market your product. If you have it, now is the time to flaunt it. Just like the elusive Pill Gates, once he had the product, he marketed it in the biggest advertising engine that he could use. The internet. He used and abused cyberspace in getting rich. The market that he tapped in was so vast that he was able to advertise and reach people that were virtually unreachable to his competitors. He created a buzz that not just rocked the foundations of his country; he was able to reach other countries with the least amount of effort.

## **Understanding the Market**

In business, one of the essential ingredients in succeeding is that you understand the market that you are trying to penetrate. In the healthcare industry, this is very important since you are dealing with the human body, may it be that your product is consumed or applied.

If you know how the game is played, you have the advantage of controlling the game or albeit scoring high. Many individuals and companies make it big in this sense. They understand the playing field that they are in and they utilize it to make it work for them. The need grows as the generation grows. The need increases as the times change. The demand will always overtake the supply, so be there and the forerunner

# Chapter 5:

## Examples Of Best Selling Products

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When it comes to selling products, it is important that you know what sells and what works. There is no point in going into the business of health care products and not making an impact on the market. with the clamor for all natural products, there are a number of products that you can market since they already have an established fan base.

### **The Fame of Herbal Medicine**

With the growing rate of synthetic forms ailments, many are turning their eyes on the more natural side of medicine. Herbal medicines are just the “it” product now. Going back to the roots, so to speak is one of the fast growing trends in the market today. people are going back to mother nature and looking at the many wonders that nature has to offer. the demand that there is in alternative medicine is so great that many are discovering and rediscovering new plants and herbs and their many uses.

### **Ginseng**

Often termed as a “cure all” plant, this slow growing plant with fleshy roots has gripped the world though its energy boosting and



stimulating effects. There are many uses for ginseng, often marketed as ingredients of energy drinks and treatments.

### **Black Cohosh**

This controversial member of the buttercup family has indeed caused enough stir in the US a while back. Often recognized as use for menopausal symptoms, in 2007 this plant enjoyed fame by generating more than 8 million dollars in sales for its use.

### **Echinacea**

A member of the daisy family, this herbaceous flowering plant has no claims to curing one specific ailment. There have been studies that show that this plant helps boost the immune system. It stimulates the body to fight infections and manage inflammations and strengthen blood vessels, thus encouraging a good flow of blood throughout the system.

### **Milk Thistle**

This plant is one indeed one of the best sellers in the US market. For centuries it has been used as a liver tonic. It helps the liver repair itself after damage, like from drug and alcohol consumption. It also

prevents future damage and has been used to treat conditions like hepatitis C.

### **Saw Palmetto**

Termed as “men’s herbs”, the Saw Palmetto is mainly used as a treatment to prostate enlargement. Though not recommended or appropriate for prostate cancer, this herb is used to help manage BPH symptoms.

### **Cranberry**

One of the movers and shakers of the year, the herbal supplement made from cranberry has indeed taken the US by storm. An effective and highly suggested home remedy for urinary tract infection, it prevents the bacteria from sticking to the bladder walls. This remedy can also be used with people who are suffering with ulcers since cranberry juice or extract prevents the adhesion of the H.pylori bacteria from sticking to the digestive tract.

### **Ginkgo**

Called the “living fossil” due to the fact that it has remained unchanged in appearance, Ginkgo is one of the most popular herbal supplements the world over. It has been proven to increase brain

function and memory retention. Sold as a standardized extract, the well known use of Gingko is in the treatment of Alzheimer's since it increases the blood flow in the brain to help patients better manage their condition.

## **Garlic**

A great antioxidant, this pungent herb also has antifungal and antibacterial benefits. It is also known to bring down cholesterol rates and is a cure to high blood pressure. It is also an antiviral treatment minimizing chances of catching a cold and is proven to lower the risk of certain cancers. So remember, this herb is not only a great ingredient in so many dishes, but its also a great source of herbal medication.

## **Soy**

This is another wonder herb, if not the most famous. With the many therapeutic properties, soy is indeed one of the more well known herbs that there is out there. It helps in lowering the risk of cardiovascular diseases, it helps women manage better the symptoms of menopause, and it assists in building healthy less cancer prone tissue in the breast. It also aids in lowering the risk of osteoporosis and prostate and ovarian cancer. Soy is also a great source of proteins, thus making it a great substitute for lactose intolerant people.

# Chapter 6:

## Health Product Marketplaces

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So now that you have made up your mind and you have a fair idea on what to do and now you are wracking your brain on how to market your product. Rest assured that in this day and age, there is a many ways on which you can market your product.

Just like the merchants of the past, it not just how they sell that makes them a sure fire hit, top most thing is where they sell it. The two really go hand in hand.

### **Television and Radio**

Infomercials are really one of the coolest and at times most effective form of advertisement. Just imagine, if you create a commercial and you market it and sell using the mass media, television and radio, you know that people flock to you. You have a captive audience who will see your product day in and day out, depending on the number of times that your product will appear. Albeit an expensive form of advertisement, due to the fact that airtime will cost you money, the ultimate idea would be that you are investing or planting your product in the consumers' minds and lives. The recall power that many advertisers tap into is just truly amazing. They create catchy commercials, then they play it over and over and over until the name of the product is a house hold name.

## **In Print**

The market for health products can also be tapped via using print media. An ad in newspapers is one sure way for your products to be known. A lot of companies promote their products in print media like through coupons, as an introduction to the market. they create a buzz or they offer discounts as introductory offerings so that the products that they are selling are off the shelves and into people's homes. there is a sure way to market your products through printed media, you can use newspapers, magazine and even milk cartons for ads. The possibilities are endless.

## **Word of Mouth**

The true, time tested method of spreading the word. This is the cheapest and most rapid way to get known. Word of Mouth. You can test the speed on how one information can be spread with the speed of the wind when it comes to this form of advertising. It's like renting out a free space in the marketplace. Companies use this form to create hype for their product, thus expanding the rented space that they have all without shelling out anything. Have you ever been to stores that offer free taste of products? So there you go.

## **Trade Fairs and Bazaars**

Marketing is marketing in any shape and size. The important factor is that there is an influx of people who are coming and who are looking for products that they could buy and try out. For many startup companies from many different fields, trade fairs and bazaars is where it all started for them. Start-ups don't really have that large amount to shell out expensive commercials and print ads when they are at the starting opening stages of the operation. Trade fairs have a mass following that a lot of small and big companies use to its fullest.

## **Internet**

Internet? What? If you haven't heard of the internet and know what it can do for you as a business owner, then you really need to sit down and get a therapist. The power of the internet is just really and truly amazing. The internet can reach places that many haven't even heard of. A lot of companies started off using the internet as their marketing tool. This is the marketplace for them. Budding millionaires used the hype that the internet can create through online selling to get their name out there along with the top brand of their respective fields.

In the health product business, awareness that there is a new product out there via the internet is like lighting a fire under a keg of dynamite powder. You can literally hear the hiss before the explosion. The purchasing power and tools that are used nowadays via the web has changed the face of trading. The financial sector is wracking their

brains on how to make online purchasing easier since a lot of people prefer this method over most tried, tested and used because of the convenience that it has.

# Chapter 7:

## Building Your Presence In The Health Industry

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Just like in any other field, if you want to be known, create a buzz. Make sure that your presence is seen, heard and felt especially in the business of health and all of its products. There are many ways on how you can build your presence, some subtle, some cutthroat. But the overall purpose is still the same, you want to be known. You want to have your name out there.

The same logic counts when you want to be known in the health industry. You need a staunch supporter to make yourself known. The health industry is such a colossal business that there are so many players, you can compare them to the grains of sand on the beach. So many names, so many superstars. You need a rolodex just so you can keep track of all the people who have made a name for themselves.

### **The Secret...**

How do companies make a name for themselves? At times it's a stroke of luck like when a famous celebrity or media person mentions your product and bam! The whole world knows you. This has happened to so many people and companies, that the term overnight success applies to them.



So what is the secret? The answer is still being written, in all respect. There are pages and pages of the so called “answer to the elusive secret on how to make your presence known in an industry as big as the health industry.”

### **How do they make it?**

So there you are still scratching your head and still wondering how did other companies and individuals do it, and can you mimic that way that they did it. Surely you can. There is no force on earth that can stop you when you are determined to make yourself known.

Remember publicity is the key. For some lines of businesses, they would milk on the bad publicity because of the stir that it creates. In the health industry, keep in mind that bad publicity is bad and good publicity works.

### **The Good vs. The Bad**

In the health industry, make sure that the publicity that you generate is the good kind of publicity. There is no sense in selling something that is good for the body when you have bad news linked to it. The news that you generate will always reflect and fall on the products that are linked to you and the company that you represent.

## Chapter 8:

# Long Term Market Domination

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This is the ultimate goal of companies, to have a long term market domination that will sustain for years and decades. This in itself is not an impossible feat. It has been done over and over and over again by many companies, in all types of industries. You have fashion, real estate, food – you name it, there is a company out there or two or three out that has made its mark on history.

### **How did they do it?**

Capturing the attention of the consumer is really something that a lot of companies work on really hard. Sure, there is great joy when you get that great sale, but for the astute businessman, he understands the concept of a onetime sale and a returning customer. There is a great difference between the two. The one time sale will get you money for the day, while the returning customer will put money in your bank account as savings. Each product is a representation of your company. If the customer is satisfied and happy with the product that they purchased, they will not only come back for more, they would even lug a lot of people with them because they want the same for these people. One satisfied customer is a walking advertisement for you and each satisfied customer can bring in two or three customers. Now you do the math.

## **The First Impression**

When you introduce your product to the very astute and discerning consumer, the first impression is key to that ultimate long term market domination. The product should really wow the customer. Aside from it being a want, make sure that your product becomes a need. The first impression is really the turning point for everything. If your product or the line of products that you have impacts the need factor in every individual, you are fairly on your way to dominating the market for a long time. Aside from being effective, make yourself memorable. This is marketing in its most undiluted form. There is a great power behind the first impression, because it could either make or break you.

## **Effectiveness**

In the health industry, effect is really the cause that will push to the top and make you stay there. Being unique is just one key, effectiveness and results are what people are looking for. You can package it right, you can use famous people to endorse it, but at the end of the day, the mass market will be the deciding factor on the sustainability and life span of your fame, and of course your fortune.

A good example would dietary products, you developed and created and marketed a product that can help shed those unwanted pounds with minimal amount of exercise. The market responds. Great news

for you. To sustain this great and wonderful hype that you are having, the product should really deliver its promise. A key ingredient to that elusive market domination that you are targeting.

## **The Competition**

You will always have competition. Some will copy the products that you have, using that hype that you created. What a compliment, isn't it? You know that you are famous when somebody copies what you have. But remember when this happens, you need to look into a few things.

One: again - you are doing something right, so give yourself a pat on the back.

Two: make sure that you are always ahead of the game.

Three: don't let them take over what you already built. Consistency is the key. Don't let the competition take over what you already established. You worked hard to stay in the game, so stay there. If you need to revamp and enhance your product, please do. But stay true to the tried and tested way that you used when you penetrated the market. Innovation and keeping with the time is not only good – you can say that it's great, but remember, customer satisfaction is always the key. People may try other products, but if they will always come back to you because they know that your products are still the best.

# Chapter 9:

## Conclusion

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At the end of the day, as a budding entrepreneur or an established businessman or even as a mega millionaire, the need to be astute and know what the consumer needs is the key element in making yourself a success. There are many ways on how you can achieve this, but one sure way is to go with the flow. Use what is available now and use it to your advantage.

This is what happened to the elusive Pill Gates and how he made his fortune, so to speak. He used online marketing to sell off his health products, touching a market that is so vast while staying mysterious at the same time.

Modernity has its advantages and disadvantages. Use the advantages to outweigh the disadvantages in your favor. The power to create, develop, market and sell is now easier than ever. No force can stop you if you are determined to make it to the top.

Making money especially online is not that difficult anymore. Sure there are scams that can sour you in making online dealings. But there are scams even in face to face situations too. What you need to do is do your homework and read and research. A lot of people tend to be skeptical about online transactions and they do have the right to be. Oftentimes consumers are just turned off with the whole idea of

online buying. Online scamming really is the start of a slow and painful death for so many online start-ups.

As a consumer, make sure that before you pull out that almighty plastic aka your credit card, there is legitimacy in the deal that you are making. Same goes for the supplier. There should be honesty in every deal, may it be physically or may it be virtually. There is no greater pleasure for a businessman when he or she makes a deal. So make sure that as a business, you “put your money where your mouth is” so to speak. You make true to your deal.

All in all, real magic happens with the help of technology. May it be in the health industry, selling online products or anything else that you are able to trade. As consumers and sellers, make the most of the technology that we have. It is there for a reason and make sure that you use it to its maximum potential.

Happy shopping and stay healthy.

I hope that this book has given you a head start on getting started with your success.

***Best wishes on your ventures.***

## ***OTHER RESOURCES:***

Amazon Pilates Power Pack

<http://scgoldmine.com/go/?aj3i>

Mobile Master

<http://scgoldmine.com/go/?efhg>

Body Weight Blitz

<http://scgoldmine.com/go/?j5fb>