

Top 5 Supplement Marketing Tips

by P.J.S. Dougherty

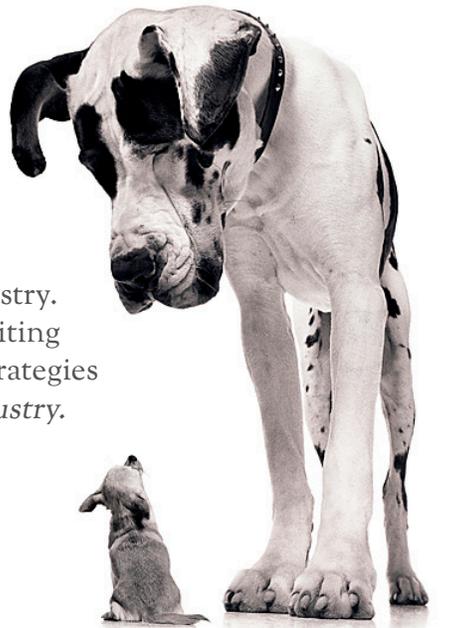
1. Be Brave

The FDA and FTC may tighten supplement marketing guidelines. Don't be intimidated! Over 200 million Americans take supplements. They will *always* demand information that enables smart health choices.

It is possible to educate consumers in a way that is entertaining, compelling, clean and compliant. But make no mistake: nutrition marketing's linguistic gymnastics are more challenging than in any other industry.

If you create your content in-house, consider visiting naturalhealthwriter.com for supplement writing tips, strategies and secrets. Why would I share? Because I *love this industry*. Whether you [hire me](#) or not, I want you to succeed.

The rising tide floats all boats.



2. Differentiate



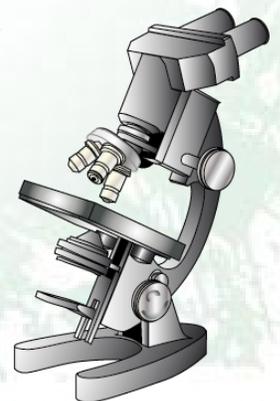
Speaking of boats... In a sea of supplement choices, differentiation is the luxury yacht that attracts consumers. If there are ten different brands of the same nutritional supplement on a shelf, along with hundreds more on the web, what will make a consumer choose your brand?

Differentiation. What's special about your supplement? What did you do to make it better than the rest? Higher quality? Unique formulation? Does your brand stand out on the shelf? Do you have a story to tell? Do you share consumer testimonials? Are you maximizing Google traffic by targeting differentiated search terms? *Go generic at your own peril!*

3. Substantiate

Beyond making the FDA feel warm and cuddly, [substantiation sells supplements](#). Substantiation is the key that unlocks the semi-skeptical consumer, granting access to an untapped goldmine.

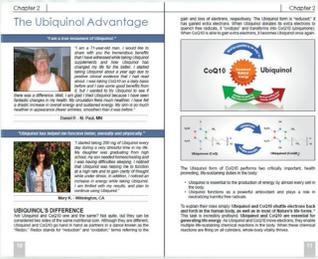
Evidence for product claims is just the beginning. Present relevant research, and then find quotes from authoritative sources to reinforce that research. If you talk about quality, back it up with details, processes and pictures of your facilities. If you're marketing an ancient herbal ingredient, share the history – it's another layer of validation. Finally, add anecdotal substantiation with compliant, third-party consumer testimonials.



4. Be Dynamic

The way you choose to present your supplement information is critical. The Natural Health Writer advises a dynamic approach; mixing and matching research blurbs, storytelling, charts, pictures and illustrations. I also like to emphasize “Did you know?” factoids that capture a reader’s attention and compel them to continue. The goal: persuading consumers whether they peruse a page or scan it quickly.

This is not a free pass to skip on content quality. Good writing is concise writing. Make your content dense with valuable information and entertainment value. What do I mean by entertainment value? Well...



5. Romanticize

::cues Marvin Gaye’s “Let’s Get It On”:: *I’ve been really tryin’ baby, tryin’ to hold back this feeling for so long....*



Awww, yeah. It’s time to discuss the Natural Health Writer’s world-famous Sexy Nutrition sales strategy. Nutritional sex appeal cannot be taught, but consider...

Glucosamine isn’t about joint health. It’s about smoothly swinging a golf club and watching your ball plop on the green. Lutein isn’t about eye health; it’s about seeing your newborn granddaughter smile at you for the first time. Phosphatidylserine isn’t about brain health, it’s about memorizing complex piano pieces and winning Scrabble games with friends.

Sexy Nutrition conveys the **life enhancements** that all supplement takers seek. In communicating exuberant quality of life, *Sexy Nutrition* inspires consumers to pursue nutritional well-being – all while realizing the supplement sales success of your dreams. *(So if you believe... let’s get it on!)*

I hope this report inspires new growth in your supplement marketing program. Visit www.naturalhealthwriter.com for even more knowledge about writing for supercharged supplement sales. **Connect with me...** let’s build something spectacular together!

We All Shine On,



P.J.S. Dougherty
The Natural Health Writer