



Done-for-You, Done-with-You, Do-It-Yourself Health Business Case Study

From a simple chat wall to a done-for-you content service, Matt Dippl's business has seen some interesting stages. Hear about it in this interview.



Matt Dippl

James: James Schramko here, welcome back to SuperFastBusiness. This is episode 911. And there's some significance to that, because today, I'm having a chat to Matt Dippl, my friend from a close proximity to the 911 heartland. Hello, Matt.

Matt: What a great coincidence. Nine eleven, that's great. Thank you so much for having me, James.

James: Yeah, of course, we're referring to the Porsche model, in case anyone's wondering, this is not an emergency. But Matt and I have had a fantastic friendship online. And I just wanted to share this episode, because I think it's really instructive for wherever you're at in your journey, whether you're advanced or just starting out.

Just for a little bit of a backstory, Matt, I think, became friends with me on social media, somehow, I'm not sure where, Matt, you found out about me. But at some point, you started interacting with me and taking an interest in my own journey to health, because that's your expertise. You've got this wonderful website, fxmedaccelerate.com, and we'll get to that in a minute.

And you gave me a tip about taping up my mouth. And you weren't saying that because you hate my podcast, you were giving me a tip to improve my breathing capacity. And at the time, I thought, you were a bit crazy. But then I was looking in your socials, and I saw you were wearing this special mask that restricts oxygen flow, and it helps increase your oxygen levels.

And then I see that you have interest in things like special types of coffee, different lenses for your glasses. And I thought, this guy's interesting. And over time, you ended up asking me a few questions, you came into one of my products, which was called the SuperFastResults Support Assist. You were the perfect person to use that program at the time; I started that program, the beginning of 2020, to cater for people who wanted a first step into my world. And you worked it so well that you progressed and inevitably became a member of SuperFastBusiness.

Throughout this journey, you have gone from sort of being very interested in health and helping some people with their health businesses, and we'll talk about different ways you do that, to finding your feet a little bit in terms of how you can get your ideas and opportunities translated into a web-viable result, because that's really the dream, isn't it? To have an expertise, and then be able to monetize that.

There's a significant chasm, or mountain, depending on which way you want to look at it, that you have to cross to get to that point where it actually starts working for you. Now, you haven't just made it work once or twice, but at least three times now, which I'm fascinated about. And I'd love to talk to you about this.

But so far, I mean, that's how I've known you. And we cross paths on socials. We're obviously members of SuperFastBusiness, and we chat regularly. And I, firstly, just want to thank you for your fantastic health-related content, firstly and foremost, because you've improved my life. And secondly, thank you for applying some of the fundamental principles that I teach and proving them and getting great results, because that is the most satisfying thing for me, when people actually turn up and do something.

So you're a doer, and you've got the results. So clearly, you're good at what you do. And now other people know about you. So thank you for that, Matt.

Matt: Thank you so much, James. Wow, what a journey it has been. Actually, I have been number two inside of SuperFastResults. I was like the second guy showing up on your chat wall there. And that was such a crucial moment for me because it was the beginning of the pandemic, and then when I saw you posting this on - I got into it through your Facebook account, actually, into SuperFast Assist - and I just thought like, Oh my god, James, this is so brilliant.

You're offering a product there, which is like, such a low-entry point. People can test it out, they can immediately see if it's for them. And I thought that was a brilliant move. And I really was convinced that courses are going to be like, with low-entry points, very, very key strategy that during the pandemic will work very, very well. That's why I got my feet in there.

James: And you did, and you got busy, and you started creating. Let's talk about some of the things that you've created. It's essentially been sort of over the last year and a half, maybe, a year and a bit, that you've come online. So it's not like you're a seasoned veteran and been knocking around since 1995 or whatever.

You're pretty new to the scene. And that's what I love about this kind of a case study, is how are people using the tools and the platforms. Like, clearly, SuperFastBusiness is a part of your mix. And I believe you're also using the [10XPRO](#) platform, which you may have been influenced by others in our network using that. And probably, I'd love to get your feedback on how that's been working for you, and what it's enabled you to do.

But tell us about what you actually did. Once you arrived at SuperFastResults, and you asked a few questions, and I gave you a few answers, what did you go and create?

What one biohacker did with the answers he got

Matt: So basically, before I started, I had another WordPress website in the biohacking space. So I was positioning myself as a biohacker here in Europe, was one of the first guys talking about functional medicine and biohacking in Europe, like 2013. But I never had, like, a business model structured around it.

And then shortly before we start, before I started with SuperFast Assist, I had hosted a webinar series of about six webinars for community of health coaches here in Europe. And in these webinars, I just taught them about storytelling, content production, SEO. Basically, I wanted to empower them on a digital level that they can actually have better results online, because I did that before for myself and for clients.

And then I ended up with an email list of people who loved my free webinars. It was a very small list. I think I had about 47 people on that list. But they all loved what I do. They were very thankful for the help that I gave them. And then I saw your product. And then I just said, Hmm, why don't I just execute the same thing? I just start with a basic chat wall, and I will charge people a monthly fee for that, for being able to ask me questions.

So how I started out with, it was just a landing page, people could put in their email address. And I sent it out via email, I said, Guys, I'm working on this project, if you're interested, just drop your email here. And it worked. People signed up for that. And then I had to spend, you know, I have to wait now, I have to plan this launch very structurally, and then I went into the course that John put together about 10XPRO.

He just said, Yeah, this is how you do a mini sale. You just put up the sales page, you put in your details for Stripe, and you just send an email, and you sell with a simple video on our sales page. And that's what I did. This is how I got my first members.

And then one day, I got my first 10 members or something like that, I think eight or 10 members it was, and the first people who signed up, I was just dancing. I was just dancing regularly. Because I finally, I managed to get sales online. And that's how it started, basically. I just copied what you did.

How simple it can actually be...

James: So when you were doing that, I mean, look, some of the key points here. You said your list in its entirety was about 47 people.

Matt: Correct. Yes.

James: That's so encouraging to hear. I think people see the big gurus, and they hear of lists of 800,000 people, and they think, Oh, I could never do that. I want to ask you, compared to what you thought you had to do, to do a big launch, and to be a big player versus what you actually needed for that minimum viable product, how different was that? And was it hard to do what you had to do to launch your first product?

Matt: It was not hard, because the technical hurdle was just not there, James. I mean, it's exactly what you say, that 10XPRO really minimizes the entry because of the technical issues. I mean, I've worked on WordPress before, I worked maybe, you know, I've worked with a Thesis Theme before. So, too many technical issues. But what prepped me on my small email list was actually my training that I did with [Andre Chaperon](#) on the AutoResponder Madness that I got into it by your podcast as well. And small list, that had the perfect audience. That was it.

James: Yeah, I mean, the experiment for me when I made that product that you came on board with was just, can it be this easy? Human body wants to make it complicated, but in the end, it was like, could it just be this easy? I'm thinking of it in health terms. It'd be like a packet of chips, a packet of fries, whatever, like they've got all these chemicals and processes to end up with this sort of crinkle-cut potato.

But could it be just as easy as grabbing a potato and just putting it in an air fryer or something? Like, you know, just a single ingredient and a single short process, you can end up with something delicious without all the chemicals you can't pronounce that are going to kill you.

So I think that's one hurdle that people are not fully aware of. Just because I say that it's quite simple, they just think, Well, it couldn't be that simple. But the things you can't do at 10XPRO or don't have to do, you don't have to worry about hosting, you don't have to worry about coding, you don't have to worry about plugins, you don't have to worry about themes, you don't have to worry about linking your pages together or anything.

You just point it to a domain name, and add your payment methods, and write some words on the page, and click the campaign button. And they're the main steps, [I've talked many, many times on this podcast about that](#). But what we want to hear more of is how people actually use it.

For me, you were a great example of how someone could use that Support Assist program at that time to leapfrog your way. You kept asking questions, I gave you the answer. And sometimes the answer might be very short or simple. But you go and do it. And it actually worked, and that would be encouraging for you to say, Wow, okay, I'll do the next thing and the next thing.

From info provider to done-for-you expert

It turns out now, you've added things since that product. Let's see, what else did you do after that?

Matt: So the next thing that happened was that I actually had a doctor in there as well. So I had a functional medicine doctor in there. So basically, the niche I'm serving are functional medicine health coaches and functional medicine doctors, and functional medicine is a new way of doing medicine, let's call it personalized precision medicine. It's what I used myself to get exceptionally well after a diagnosis of an autoimmune disease in 2013.

James: We might be needing that training next year, by the sound of it.

Matt: Yeah, it's very interesting what's happening.

James: I think your market's about to explode, autoimmune diseases, you know?



superfastbusiness®

“The short message is,
just make yourself strong
and focus on health.”

MATT DIPPL

Matt: Yup, yup. The short message is, just make yourself strong and focus on health. That's it. And get good information about it. But basically, what happened was, so I worked with this doctor, and he was very keen to kind of build his social footprint through storytelling and videos and stuff like this, but then he said, Matt, I don't have time to do this. Like, I cannot do it. I can't produce all this content. I'm too busy with my patients.

He was as well in the process of setting up his new clinic and everything. So basically, he dropped out of the coaching membership. And I said, like, Yeah, fair enough, I totally understand, you know, it's not for you. And then that's when I got the idea of a service, a done-for-you service for doctors.

And then something else happened at the same time. It was as well during the time, and we were all spending a lot of time inside. And I was actually part of a Clubhouse panel. So I had this Clubhouse marathon, it went over three months. Every morning, from eight o'clock until nine o'clock, I was hanging out with some leading biohackers from Germany and some doctors, every morning, to give health content.

And so the core group, it was like three biohackers. We knew each other here from Munich. And then we invited experts every week. And every Friday, we had, like, the best event where we invited our favorite doctors to give content. And it was a huge hit. We had like, okay, between 100 to 200 listeners, but our Instagram was just growing like crazy during that time.

And one doctor, he was very good. And he talked about the immune system. He talked about gut health. He talked about nutrition, like at a very high level. And then when people tried to get in touch with him after the Clubhouse talk, they tried to click through and then there was no Instagram account.

And then people wrote to me, Matt, I want to talk to this guy, how can I find him? And I said like, Well, right now, you can't, he's not online. And so I took a snapshot of these conversations and sent that to the doctor. I was like, Listen, people want to hear from you. People want to see your content, they want to hear your content. If you want, let's build something.

And so, this is how I ended up building up a social media account of one of the smartest Germany's doctors in the area of, like, mitochondrial medicine and functional medicine. So now I ended up being his content producer. And it's phenomenal what we've done from that. Just Black Friday, proof, that as well last week.

And so this is how I ended up with that now. I built a whole content hacking framework, producing videos for him, producing texts from it. We could make eBooks out of some of his content, and that's where I'm at right now. So I added that second arm to the functional medicine accelerate model, which caters for doctors.

James: You know, it's pretty similar to how I started. I started out doing information marketing, I was an affiliate. And then I started doing coaching. And then to [quit my job](#), I did agency services, I just went to a couple of businesses, very similar thing to you, actually. I asked my lawyer prospect to just open up their browser and just type into Google, Injury Lawyer Sydney.

And he said, Yeah, okay. And I said, Now click on your website. And he's like, I can't see my website. I said, Well, that's the problem, isn't it? Like, if you want me to fix that, let's get started. And they're like, When can you start? They didn't even ask how much it is. So that was a similar thing, what you did with your Clubhouse demand generation, and then screenshots as you showed a gap. And the clever thing you did is you've seen a need for done for you.

Some tips for those starting out

Now, this is really important. If you're just starting out, you want to classify your different solutions into different categories. You might have categories, like, do it yourself, people who want to do it yourself would like to learn how to do it. So they're going to need information on how to do it. And then there might be done with you, they might want an element of guidance, some coaching or mentoring, to do it together. But they'll still want to learn it, but they want to get some intelligence around that beyond just being self-guided.

And then the last part is done for you. They're just like you said, time-poor, don't want to know how to do it, just want it done. Example that we can all relate to, is the difference between growing your own vegetables at home, going out and buying potting mix and seeds, and planting them, and watering them, and then at some time later, don't ask me how long because I haven't done it, you can eat your own lettuce from the garden.

Or you go to the farmer's markets and buy the lettuce that's already been made. Or you go down to some nice little cafe and order yourself a salad, and it gets brought out to you on a plate. You didn't have to grow it or go to the markets or anything, it's right there. And you'll pay a premium for that, to have that done.

So I think there's huge demand for done for you. It's really the two main categories that I coach people on, is agencies, which is done for you, and information product market, which is a lot of the DIY, do-it-yourself or done-with-you type programs.

Matt: And this is actually how I discovered you, James. I discovered you, I think already back in 2010, kid you not. I might be your oldest fan, who's waited the longest to buy.

James: One of, not quite. There's people about four years in front of you. But yeah, that's still like that's over 10 years old, just for reference, it's pretty impressive. And what I found is the same principles will translate across those different categories. So for my agency, I was doing [OwnTheRacecourse](#) as a service. And then I taught it to my clients as an information product. So it translates to different modalities. And it's also at different prices.

Of course, running an agency is a different type of business, because you're essentially, in most cases, selling labor, that's your actual product. And I learned that from the car dealership. The service department, which is a done-for-you mechanic, is selling time. You sell the customer time and some parts and then you have to pay people, mechanics, to serve that time and to do the work.



So essentially, if you run an agency, you're probably selling time. And if it's you doing the work, and you don't have a team, then you run out of capacity very quickly. And you also have direct contact with the client, which often when they're just paying money and they don't have much time, they can have very high expectations, and it can cause people to want to get rid of their agency a short time, that's so common.

So anyway, agency's one type of model. Information product is a different kind of model, because essentially, you're selling outcomes or results. And often, the costs are very low, you're just selling electrons in many cases. There may be some component of time, if it's done with you with the coaching, like, the way that you set it up and the way that I set it up.

Certainly, with the way I coach, it does involve some of my time. And by doing lots of group coaching, I'm able to leverage that. And because I have peer-to-peer content creation, where members create content with each other, and we'll talk about that, I want to ask you about the pods, that can still leave you as a beneficiary, but they're still really happy too, because you facilitate and create that opportunity for someone.

SFB's pods explained by a user

So why don't we dive in there? Inside SuperFastBusiness, because you're a great use case, you show people how to use my products better than some other people, you used the Support Assist program very well. You came to SuperFastBusiness, one of the things you did is join a pod. Do you mind just sharing what a pod is and how it works for you?

Matt: Yup. So pod is basically, I would call it a mini mastermind. And I think it was so brilliant that you installed that. And I was very lucky. I was the first to put my hands up, Yup, I'm here. Ready. Let's go. Who's up for it? And then Gert said, Hey, Matt, yeah, I'd love to, [Gert Mellak](#), you know, the SuperFastBusiness SEO star.

James: [SEOLeverage.com](#).

Matt: From [SEOLeverage.com](#). And so now, I'm meeting up once a week for one hour with Gert, and together with Tiina from Sweden. And we are really very honest, very raw, very open to each other. And I really have to say, James, like, for all my strategic business solutions, just to have access to Gert's mind, who has built a business with like, 21 employees, and now being a real superstar in the SEO world here, it was absolutely amazing.

Like it helped me, like when I had a key sales call, how to structure the sales offer and everything, he gave me some very, very practical advice that was just very hands on, and offered me some very good perspective. So this is the first amazing benefit that I get out of the pod, that we meet up regularly and I can put topics on the table, and I can have some very experienced business people to give me advice on this. I mean, it's priceless.

And then I mean, this is the part James, I love it, I would call it a mini mastermind that you installed there. Yeah, it's brilliant.

James: I'll talk about the technical process too, inside the membership. The only people who can see that pod are the members of the pod. So Matt, Tiina, and Gert, I'm going to copy that pronunciation next time I speak to Gert. Hello, Gert. And he will laugh.

So the only people who can see it are the members and myself. So I see the people organizing the pod and some post pod, you know, if they have a phone call or a group call, that's fine. But they often discuss things. And they can ask me stuff, and tag me, and I will respond, because I check every post every day is sort of my mantra, which I've been able to maintain, for the most part, since 2009.

And that is my unique point of difference compared to just about anyone else on the planet.

Matt: Hundred percent.

James: And occasionally, I'll give myself a day off. But I'm fairly present and involved, and you can rely on me to be there and to support where needed. But I love it when people can create their own energy as you have done. And there are several pods, there's 10 or 11 pods now. And some pods are flying, others are going a bit slower.

But I love the idea of small group interactions, where there's a power up and a commonality of desired outcome. And then, of course, you each possess different skills, so you can complement each other, and I love being able to facilitate that. So that is really cool.

The other thing that you've done is occasionally, you're going to be asking a question and be able to crowdsource an answer from other people who are fairly committed, you know? In the entire world, there might be only 400 people in this whole membership. So it's pretty secure and tight. But also, there's trainings and content that relates to just about every question you could ask. And if not, we get it created.

So there's also the Ask Me Anything calls where we can turn up or view the recordings of those if you're not available in real time, but we alternate time zones, because as you're in Europe, we have a lot of members in that northern hemisphere on different time zones. And that's one thing I love, is the global hybrid vigor that we have from a virtual group, and it may be one of the longest-standing forums in the online marketplace, of quality. Because a lot of the people sort of come and go on in the space, and I love that we have good people like you, Matt.

That's not all Matt does

So you didn't stop there, though. Like, you've still been doing other things, because partly, I imagine, is you keep seeing there are opportunities, and now you have quite a lot of confidence in your ability to able to get it to market versus before, it might have been too much of a hill to climb.

Matt: Correct. So I have a very unique knowledge set of, you know, I overcame my own autoimmune disease. I mean, I studied Traditional Chinese Medicine in Sydney, I lived in Sydney actually, studied there. I built my own clinic and all of this stuff, but so, I have a lot of knowledge in the healthcare sector.

Got into functional medicine, and so now, like, I'm packaging all of this knowledge in another experiment right now, which is called the Biohacking A to Z Products and Diagnostics Guide, because I saw that a lot of people have a lot of question marks right now, how to fortify their health. And so I just said, okay, you know what? Let's try this, Let's build a mini course around this.

And this is exactly what I did. Simple, similar to what you do, the short videos about specific topics, I talk about gut health, I talk about diagnostics. So I was very lucky. Because I had a doctor who studied functional medicine back in 2013, I got access to a lab panel that he recommended to me, Hey, Matt, just take this panel, run it with your local doctor, just tell them that a doctor from America recommended that to you, was a family friend, they will do it.

Because I did run that lab panel, I was able to discover that I actually had an autoimmune disease. And so doctors before that, they did not check these specific macros. If you don't know what you're looking for, you will never find it. And so this is what happened. And so I put that resource in there and some different combinations of health products that I think are very useful to use right now.

And so this is the third big experiment that I'm running right now. I created a video course on this topic for the general public. And the cool thing about this is, I'm building an email list with the general public. And then when I host webinars for doctors, for example, I can invite the public to that and so I can educate the public.

James: That's very appealing for the doctor, right? You'd say, Hey, I've got an audience for you, who are interested in what you have to say. So it gives you the draw card power to attract the doctors. And I imagine even just having, you know, it's just crazy, isn't it? You can get paid to do stuff you love and to find out these amazing things.

What are you going to be doing next, Matt?

You've got some doctors who are hopeless at their marketing without help from someone like you. I mean, you could say that about almost any profession, plumbers, electricians, lawyers, so it's not personal. You're helping them, you can get paid for that. You've got a membership where people can find out more information and get help to learn how they can grow their own medical practices.

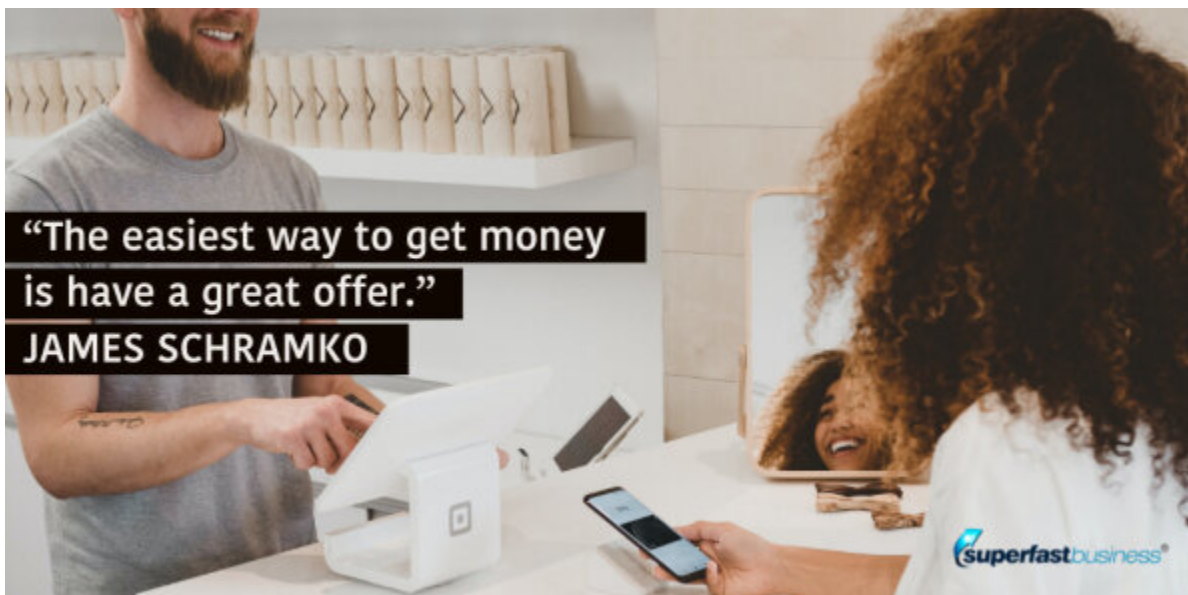
I mean, I think your audience is for that. And now you're going straight to the end consumer with a little bit of health knowledge as well, which I think is clearly going to be a bigger market, unless everyone dies off, which is some people's theory. There'll be no market, but then we're all in trouble if that happened.

So assuming that there are plenty of people out there who want to learn about their health, and you can facilitate great information from these doctors and practitioners who have research data, and who are in the field, and do know what they're talking about, and do publish research papers, and have the correct certifications and fully backed by science, etc. should be said, then, I imagine you've got a lot of excitement about what's possible now.

Other aspects worth considering

Matt: I do. So it's definitely the team aspect that I have to become better at. So I was very lucky as well, I got my first team member because I posted on SuperFastBusiness inside there, and that actually helped me to get a connection to an outsourcing company in Germany. And then through that, I met my business partner, and then through him, I actually got my first team member as well.

So team is definitely a big thing that I can actually really serve, because it's a content game that I'm playing, same how you do it. And for that, I need money. And for that, I need more customers, right? So that's where I'm at, I'm going to get more customers.



James: Yeah, and the easiest way to get money is have a [great offer](#). So imagine that, if I was telling you where to focus, I'd say draft the most amazing offer you possibly can. There was a previous episode I did with [Mandi Ellefson](#) from Hands-Off CEO, and she was saying that, help people make a big promise. That's the step one, and that will afford you the money to pay for the people and do the systems, step two.

So I think crafting a fantastic amazing offer, clearly you've got the knowledge. Sometimes this is a condition of many people I speak to in the European market, they're not looking at the rest of the world as much as they could, especially the US market. The US market has probably, like Australia, a high level of obesity and lots and lots of health problems, and from what I can tell, a health system that's not that great.

So there must be just enormous opportunities, and I've helped clients in that space. In other markets like [rheumatoid arthritis](#). Similar thing, diabetes, those people have built really substantial business to consumer information memberships. Happy to talk to you about those, Matt, now, SuperFastBusiness discussions.

Thank you so much for doing the stuff you've done, and trusting in the platform, and applying it, and getting the results. And I'm pretty excited to see where you go within, and I would love to have you come back and document what happens after this. We can reflect back, remember back in episode 911, we were basically talking about where you're up to and the exciting part before now, I'd love to see what you do with this. So hopefully, it gives you a bit of inspiration to come back and share some great stories with us.

Matt: Definitely. It would be an absolute honor, James.

James: All right. Well, this is episode 911. It's going to be up there on SuperFastBusiness.com, fully transcribed.

We'll link to [Matt's information product](#), and I look forward to having you back in future, Matt. And thank you for telling me to tape my mouth up. It's helped me with my big wave surfing, and getting under those big waves, and not panicking, and being able to hold my breath longer and, you know, pretty much eliminating things like asthma and all the rest of it. It's just incredible. Thank you.



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