



# **YOUNG LIVING: LAUNCHED**

A Comprehensive Guide to Launching Your Young Living Business

## Welcome to “Young Living: Launched”

“Young Living: Launched” was created out of a necessity for a strategic system to learn the Young Living business in a smart and simplistic way. This training system is not the only way to build a Young Living organization, but it is the culmination of years of trial, errors *and* success. The content of this training was pulled from wisdom gained by experts in the network marketing industry, hours and hours of reading, seminars, and builders ranging from new to Platinum level in Young Living. “Young Living: Launched” is intended to not only to provide training but also build a relationship with your coach. People live busy lives and distractions abound, but when trying to build a Young Living organization, it is important to work strategically and smart.

The network marketing model differs from corporate America in that you do not work for your upline, but with your upline. Your upline coaches are for your success, and are there to do the Young Living business with you. It will be important for you to stay in contact with your upline as you work through this system. Here are some other highly recommended tips to successfully use “Young Living: Launched”:

- Get a binder with at least 14 tabs
- Print out the documents & calendars
  - ◆ Each section gets (1) tab
  - ◆ You will need monthly and yearly calendars: <http://bit.ly/GoalCalendar>
- Fill out the calendar with the following dates of when you will:
  - ◆ Complete Each Section of the Training
  - ◆ Start the (3) Steps-to-Success *(if you choose this route)*
  - ◆ Host Your First Class
  - ◆ Teach Your First Class
  - ◆ Achieve Your Desired Ranks
- Bullets made with an arrow are “tips” or “points.” Bullets made with a square are action steps to take.
- Get Excited!!!! Your life is about to be radically changed!!!!

I wish you all the very best, and hope this training helps you contribute to the company wide vision of getting Young Living into every home around the world!

Warmly,  
Niccole Perez, Young Living Platinum

*Some very special “thank yous” are in order! Thank you to Brittney Hibbetts, Jody Whitehouse, Jennifer Wade, Chris DuPree, and Molly Abrigg for all of your proofreading, edits and contributions. You all saw the vision and jumped in to help - I’m so grateful! I am also thankful for several Young Living leaders, specifically Alana Bookhout and Terry Tillaart, whose material I used in this training.*

## The Young Living Difference

There are many things that set Young Living apart from other companies. Our Seed-to-Seal Promise sets the standard in the essential oil industry, and gives members and customers peace of mind knowing Young Living essential oils are of the highest purity. It is important to know as a business builder and coach why Young Living is the best.

- ❑ Go to [www.seedtoseal.com](http://www.seedtoseal.com) and watch the 5-part video series (will take less than 15 minutes)
- ❑ How would you answer, “What sets Young Living apart from other companies?”

“So how much time have I spent doing this? I have spent 34 years researching essential oils; 33 years traveling and studying aromatics, including to Somalia; 24 years farming and wildcrafting in 10 different countries; 24 years distilling aromatics for essential oils; and constructing 11 distilleries.

So the background in essential oils and the work is not something I just dreamed up last week or last month or last year and thought it sounded good and created a business out of it. A lifetime of my work has gone into creating what we have today and taking it to the world. It’s exciting to see the results; it’s exciting to see people’s lives change.” - D. Gary Young, Young Living Essential Oils Founder

While we never want to smear another person or company, it’s important to know the facts about what makes Young Living different from other companies.

- ❑ <http://bit.ly/YLDifference>

## The Science Behind The Products

It's time to expand your knowledge of Essential Oils! Learning about the product you are selling is of utmost importance. For example, when a car salesman gets a job at a dealership, he is expected to not only know the details about what makes his cars stand out, but he is also expected to understand how the basics of financing work. Young Living is no different. You have learned about what sets Young Living apart from their competitors. Now let's look at how essential oils work, different schools of aromatherapy, and why we are confident in the usage of Young Living essential oils when others give warnings about essential oils. This is less than a 2 hour crash course on how essential oils work!

- ❑ <http://bit.ly/EODangers>
- ❑ <http://bit.ly/HowEOWorks>
- ❑ <http://bit.ly/EOvsDrugs>
- ❑ <http://bit.ly/EOChemistry>

We also have a series of 6 short videos that will be invaluable to you. Watch Terry Tillaart break down some basic essential oil information:

- ❑ Part 1 - <http://bit.ly/Pt1EOQuality>
- ❑ Part 2 - <http://bit.ly/Pt2EOQuality>
- ❑ Part 3 - <http://bit.ly/Pt3Lavender>
- ❑ Part 4 - <http://bit.ly/Pt4Therapeutic>
- ❑ Part 5 - <http://bit.ly/Pt5Lessons>
- ❑ Part 6 - <http://bit.ly/Pt6Jasmine>

## Learn How to Navigate the Virtual Office

Now it's time to learn Young Living's Virtual Office. The Virtual Office can be used in many ways in this business, but you have to know how to use it to benefit from the tools.

Watch the following videos to understand how the virtual office works:

- ❑ Migrating to the New Virtual Office: <http://bit.ly/MigrateVO>
- ❑ How to Update Essential Rewards: <http://bit.ly/UpdateER>
- ❑ How to Redeem Rewards Points: <http://bit.ly/RedeemER>
- ❑ How to Use "My Organization": <http://bit.ly/MyOrg>
- ❑ How to Manage "My Account": <http://bit.ly/YLAccount>
- ❑ How to Place an Order: <http://bit.ly/YLOrder>
- ❑ How to Sign Up a New Member: <http://bit.ly/EnrollMember>

### How to Create a Custom Sign-up Link

- ❑ Go to this Young Living link generator: <http://bit.ly/YLLINK>
- ❑ Want a shorter URL? Create your own using <https://bitly.com> or [www.tinyurl.com](http://www.tinyurl.com)
  - Example: [www.tinyurl.com/YoungLivingLaura](http://www.tinyurl.com/YoungLivingLaura) or [bit.ly/YoungLivingLaura](http://bit.ly/YoungLivingLaura)

## Why the Network Marketing Model?

You know how to sign someone up, but how do you overcome the objections that you could hear about the new business venture you have taken on? Well, you need to know why Young Living chose the network marketing model and believe in it yourself.

Network marketing is probably the most misunderstood and misused business model in the world. So many network marketing companies are perceived as being based on greed, pressure, hype, and manipulation. This has tainted most people's view of the network marketing model.

**What if we can base our business on truly being of service to others by educating, empowering and inspiring and getting paid for it?**

We always focus on the needs of the people we meet, educate, empower and inspire. Financial rewards are always secondary. By living in gratitude and service to others, you can also create fabulously abundant financial support for yourself.

□ <http://bit.ly/MLMObjections>

“This is not a get-rich-quick scheme or a lottery. This is a business and it will take some time to learn it. This learning curve's time frame will be different for everyone.”  
-Brian Carruthers

## Working It!

People have different reasons for sharing Young Living with others. It is important to establish your “why” from the very beginning and to share with your upline, or Young Living coach. Ask yourself: What you are working the Young Living business for? What are the goals you are setting to get there? The business may not go the way you expected, but if you stick with it and don’t quit there are great rewards on the other side!

Here are some common motivations for doing the Young Living Business:

- Help friends and family with health issues
- Get your monthly order paid for
- Make extra monthly income
- Desire a residual income
- Pay for kids’ college
- Pay off debt
- Work towards a large financial/life change

Whatever the motivation for sharing Young Living, it is important to revisit your “why” often.

Listen to these two short calls about establishing your “why:”

- ❑ Melissa Poepping’s call on “DESIRES” (18 min): <http://bit.ly/YLDesires>
- ❑ “Starting your Young Living business” Part 1 (35 min): <http://bit.ly/YLStart>

Alana Bookhout made a worksheet to help business builders develop their business plan. Along with this worksheet she created a video tutorial.

- ❑ Watch the Video Here: <http://bit.ly/BuilderWorksheet>
- ❑ Print out the worksheet here: <http://www.oilthetime.com/biz-videos.html>

“Most people who quit on their network marketing business do so because they never truly connected with their purpose - their why - in the first place.” - Brian Carruthers

## Tip #1: Set a Schedule

“You can work this business part-time but not part of the time.” It is important that when you set aside time to do your business that the time is purposeful, planned and that you are prepared. All businesses have business hours, and building your Young Living business is no different. If you desire to duplicate a larger network, it is important to set aside 10-15 hours of income producing activity each week. In her book, Rock Your Network Marketing Business, Sarah Robbins says that “busy work does not count toward your time. Busy work is comprised of checking Facebook, cleaning your office, calling your team to chat, or refreshing your sales reports over and over to see what’s happening in your business. Income producing activity consists of a few things:

- Sharing your business and inviting people to learn more.
- Sharing your product or service and inviting people to try (or learn more about) them.
- Following-up, signing people up, and getting them started.

Look at your weekly planner and block out your 10-15 hours per week! “You must control your time or your time controls you.”

Before getting started it is important to establish the times you will work. Here are some questions:

- How many hours per week are you willing to work?
- What days of the week will those hours be?
- What is the best time to contact you?
- What is your preferred method of contact? (phone, email, Facebook)

One amazing thing about doing the Young Living business is that you can do it anytime and just about anywhere. The downside is that if you don’t learn to manage your time you will feel the pull to work the business anytime and just about anywhere. Below, you will find a well-written article about how to use the time you do set aside for Young Living more effectively.

- <http://bit.ly/5TimeTips>

## Tip #2: Find Tools that Work for You

Did you know writing down your goals could make all of the difference in this business?

- Read this article: <http://bit.ly/ForbesGoals>

There is a fantastic daily planner that can help you narrow down your goals, and schedule tasks to help you stay focused on your “why.” Added bonus: It’s free!

- ❑ <http://www.passionplanner.com/use-it-for-free/>

Starting a new business can mean many thoughts going in different directions. Niccole Perez, and her husband Brandon, created a note taking system to help organize thoughts and task lists.

- ❑ Link to Note System: <http://bit.ly/WorkinItNotes>
- ❑ Video Tutorial about the Note System and Passion Planner: <http://bit.ly/MMOrganizedDay>

### **Tip #3: Make a Work Space**

It can be a tiny desk in a corner of small room or sprawling desk in a large office, but having a work space in your home will be of the utmost benefit. As you start sharing Young Living with people, you’ll have notes, receipts, handouts, and a lot of other things to organize. If you start out with a plan for your space, it will be easier to transition to a larger downline and more things to keep in order.

“Since your outcomes are all a result of your moment-to-moment choices, you have incredible power to change your life by changing those choices. Step by step, day by day, your choices will shape your actions until they become habits, where practice makes them permanent.” - Darren Hardy

# Setting Goals

## Setting Realistic Goals

It is important to remember that your Young Living business is a “4-year-career.” Some people build their Young Living businesses very quickly and others do not. The people that build their business very quickly often had other platforms, like blogs or another online presence, that gave them a wider audience and it’s important to not compare your progress to anyone else’s growth in this business. That being said, you have the opportunity to build a long-term residual income with Young Living if you persevere.

Here are some things to take into consideration when establishing your goals:

- Typically, the more hours you put into the business, the faster growth will occur.
- “Income Producing Activities” build this business. It’s important to come up with a plan for what those activities will be.
- Your method will affect your growth. If you decide to “Strategically Place” (more on that in the next section) then you may rank faster, and if you pursue the “Rising Star Bonus” (again, more on that in the next section) then you may take longer to hit ranks.
- Finding and training other business builders increases your odds of building a larger network and residual income faster.
- Life happens. Unexpected things happen in life that could cause us, as well as our downline members, to reassess our priorities and our goals. Be flexible and understanding if goals change.

While everyone grows their businesses at different paces, it may be good to see a very general guide of what growth is realistic if you decide to choose to make a 48 month commitment to your Young Living business:

- ★ Senior Star - Executive: 3 months
- ★ Executive - Silver: 6 months
- ★ Silver - Gold: 6-8 months
- ★ Gold - Platinum: 6-8 months
- ★ Platinum - Diamond: 8-10 months
- ★ Diamond - Crown Diamond: 6-8 months
- ★ Crown Diamond - Royal Crown Diamond: 6-8 months

Other people choose to not only focus on ranking when they building their Young Living business. Here are some other goals that people set:

- Build a strong foundation by pursuing the “Rising Star Bonus” (more on that in the next section).
- Coach a certain amount of builders to a specific rank.
- Earn a certain dollar amount. This may happen through enrollments, qualifying for bonuses, or others ranking in the organization.
- Focus on increasing the organization by a certain amount of new members each month. Some people work towards having a set number of people in their downline within a certain time frame.

If you are actively working this business, and talking to a lot of people, you will hear plenty of “nos!” It is very important to have income producing activities, or “actionables,” to focus on that are not dependant on anyone’s response to you. Here are some examples:

- Make a set number of care calls each day.
- Coach a person through the “Health Goals” worksheet (Section: Sharing Young Living).
- Host a certain number of classes each month. *If no one shows up use that time to do more actionables!*
- Work a set amount of focused hours each day.
- Contact a certain amount of people from a prospect list each day.
- Read leadership books. “*Readers are Leaders*” (See Resource List for suggestions)
- Read books on essential oils. (See Resource List for suggestions)
- Send “thank you” cards to your customers.
- Send a word of encouragement to a builder in your organization.
- Send acknowledgement cards or letters to your business builders.
- Work on documents like welcome letters, thank you letters, newsletters, etc.
- Study Young Living products and essential oils in the Essential Oil Desk Reference.
- Listen to calls and watch videos of successful network marketers. (See “Resource List” for suggestions)

## **One Successful Approach**

Coaches and upline often get asked, “What did you do to build your business?” Adam Green, Royal Crown Diamond, shared 3 very practical goals he set to build his business at the 2013 Young Living Grand Convention. Below you will find Adam’s goals along with some added tips:

### **3 Steps to Success:**

- 1. Talk to 3 People Every Single Day.** Get that prospect list out and decide who you will contact, reach out to someone on social media that has posted about an ailment that you think could be helped by oils, and/or decide your errands are not over until you talk to a stranger about Young Living.
- 2. Schedule 2 Classes Every Single Month.** When classes are on the calendar you have a place to invite the prospects you’re talking to each day.
- 3. Find 2 People Each Month That You Can Coach.** Network marketing is all about duplication. Duplicating yourself by coaching someone else through the business process will build your powerful organization.

## Young Living: The S.M.A.R.T. Way

By using the S.M.A.R.T. method of goal building you can develop goals that create a foundation for your vision as a Young Living network marketer. Below are examples of “simple” goals that we often hear, and then examples of how to build S.M.A.R.T. goals.

S.M.A.R.T.	Simple Goal	Smart Goal
<b>Specific</b> Well defined so that anyone can understand the goal	I want to do the Young Living business.	I am committed to be a YL business person by being coachable and disciplined. I will complete “Young Living: The SMART Way” by 03/01/15
<b>Measurable</b> Needs to have parameters in order to know if the goal was achieved.	I want to be a Young Living Silver.	I will be a YL Silver by July 31, 2015 by talking to 3 people each day, hosting 2 classes each month, and finding 2 people to coach each month.
<b>Attainable</b> Must be a realistic goal that challenges you.	I want to quit my full-time job.	I will sacrifice time on social media and watching t.v. after work in order to invest time in my YL business and downline.
<b>Relevant</b> Make sure the goal is consistent with your other goals and will aid you in achieving your long-term goal.	I want freedom from the typical employment structure.	I will schedule time each day to learn the network marketing model in order to be debt-free and have more freedom with my time by 6/1/16.
<b>Time Oriented</b> Create a time frame for when you want to accomplish this goal.	I want my spouse to stress and work less.	I will make \$2,000/month on my 6th commission check to supplement my spouse’s income.

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Now it's time for you to make some goals! Under the "Simple Goal" section write down one goal and/or reason you had for deciding to pursue the Young Living business opportunity in each box, and then use the S.M.A.R.T. model to turn your goals and reasons into "Smart Goals!"

<b>S.M.A.R.T.</b>	<b>Simple Goal</b>	<b>Smart Goal</b>
<p><b>Specific</b> Well defined so that anyone can understand the goal</p>		
<p><b>Measurable</b> Needs to have parameters in order to know if the goal was achieved.</p>		
<p><b>Attainable</b> Must be a realistic goal that challenges you.</p>		
<p><b>Relevant</b> Make sure the goal is consistent with your other goals and will aid you in achieving your long-term goal.</p>		
<p><b>Time Oriented</b> Create a time frame for when you want to accomplish this goal.</p>		

## Commissions & Taxes

So you have decided to work the Young Living business and you're ready to get going - how exciting!!! Understanding the compensation plan is much more than knowing how, what and when you get compensated for sharing these great products. Learning the compensation plan before you start growing a downline helps give you direction, helps you to develop a plan to building a residual income, and helps you wrap your mind around what a fantastic business model this is.

This section of "Young Living: Launched" will take some time but it's most definitely worth your effort. So grab a notebook, a pen and your favorite drink because you're about to learn how you earn your "why!"

- ❑ 10 min Compensation Plan Video: <http://bit.ly/YLComp10>
- ❑ A longer (1 hour) and more detailed version of the entire comp plan, terms and definitions, and how to qualify for each rank: <http://bit.ly/YLComp1hr>
- ❑ This is a valuable PDF explaining the compensation plan. We recommend printing this file: <http://bit.ly/YLCompPDF>
- ❑ This video of Jennifer Wade discussing FAQ's and offering tips about the compensation plan is also valuable: <http://bit.ly/LT-UnderstandingCompPlan>

### How to Receive a Young Living Paycheck

- The commission period is the 1st-end of the month, so 1 calendar month. You get paid around the 20th of the following month. Commissions are posted in your Virtual Office under "My Account" and then "My Commissions" around the 18th-20th of each month. A check will come in the mail a few days after they are posted. If the amount of the check is less than \$25 you will receive a credit on your account, which can be found on the payment screen of placing a Quick Order. You may use these credits for future orders.
- The Fast Start bonus (25% of your enrollee's first 3 month's orders) and the Start Living bonus (\$25 for enrolling someone with a Premium Starter Kit) can be earned just by placing an order of at least 50 Personal Volume (PV) within the same month of your enrollee's order. (If your order is less than 50PV, you will not earn any money, ever). However, after someone has been signed up under you for 3 months, you will not make any commissions unless you order a minimum of 100PV.
- If someone is interested in building the business, they should spend 100PV on Essential Rewards each month. They will never have to spend more and that will make them eligible for all commissions and bonuses.

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- The other reason you would need to spend 100PV is if your downline starts growing you must spend that much to make any money on people more than 2 levels below you.
- You can also wait until the end of the month to see if your downline places orders and then place a standard order at the end of the month in order to get a check for that commissions period.

### **Strategic Placement**

When you start enrolling wholesale members, you begin to grow a downline. There are two ways to grow a downline. One is just by keeping everyone you personally enroll on your “Level 1” and letting your legs build naturally. A “natural build” leads to a very wide downline. The other option is to strategically place people that you enroll in one of your downline member’s legs. Let’s talk about why you would place someone.

Example: You have a few people enrolled under you on your Level 1, we will call them A & B. You want to help A & B grow their downline in order to help them reach a rank but also for you to personally reach a new leadership rank. You can give up your sponsorship of anyone you personally enroll and place your new enrollee in A or B’s downline. Just make sure A & B are spending at least 100 PV per month!!

- ❑ A 25 min. video that explains “Strategic Placement”.  
<http://bit.ly/StrategicPlacement>

Remember, you have 5 days from the time someone enrolls as a member to call Member Services and request a change. After the 5th day you must email the request to [resolutions@youngliving.com](mailto:resolutions@youngliving.com). Sample email to request downline changes :

To whom it may concern,

I would like to change the Sponsor and/or Enroller of *Member Name & Member Number* to New Sponsor/Enroller Name & Member Number. I, *Your Member Name & Member Number*, will/will not remain the Enroller.

Warmly,  
*Your Member Name & Member Number*

## **Tax Information**

The following items can be written off as business expenses. It is important, even if you are just starting out, to track every expense because you never know what will happen in your Young Living business over the course of a year!

Reimbursement from Books, Bulk Buys., Etc

Advertising

Auto Mileage – Total and Total for Business

Bank Charges – You should have a separate bank account for your business. If so, any fees you pay for that account should go here.

Class Materials

Computer and Internet

Contract Labor – You pay someone to teach a class or on a very periodic basis.

Dues and Subscriptions – If you pay any recurring monthly or annual fees for things like work at home magazines, natural health magazines, etc.

First Time Use Oils

Freight – If you want to track the shipping you pay here separately, you can.

Gifts – The deductible is \$25 per person per year.

Health Insurance

Interest expense – If you have a separate credit card just for business and you incur any interest expense, it should go here.

Legal and Professional Fees – Accounting, business coach, lawyers

Meals and Entertainment

Medical Expenses – This applies if you pay your spouse and enroll in the HRA 105 plan

Office Expenses

Payroll Tax

Postage

Professional Development – Classes, books, etc.

Sample Oils

Supplies – Things like bottles or other containers

Team Development – Incentives for your downline

Telephone

Travel

Wages

In addition to these items, for business use of home, you will need the total square footage of your home and the square footage of the space used exclusively for business.

Total utilities paid including gas, electric, water

Home owners insurance

Mortgage interest (Form 1098 should be provided)

Real estate taxes

Mortgage insurance (if applicable)

Pest control

HOA dues

Cleaning

Security

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Landscape  
Repairs and Maintenance  
Young Living Commission  
Other Income  
Advertising  
Auto  
Bank Charges  
Class Materials  
Computer and Internet  
Contract Labor  
Dues and Subscriptions  
First Time Use Oils  
Freight  
Gifts  
Health Insurance  
Interest Expense  
Legal and Professional Fees  
Meals and Entertainment  
Medical  
Office Expense  
Payroll Tax  
Postage  
Professional Development  
Sample Oils  
Supplies  
Team Development  
Telephone  
Travel  
Wages  
Mortgage Interest  
Real Estate Tax  
Mortgage Insurance Premium  
Home Owners Insurance  
Repairs and Maintenance  
Utilities  
Cleaning  
HOA Dues  
Landscape  
Pest Control  
Security

*Tip: Have filing system to file receipts into categories each month.*

## Tax Bot

Another great option to use is TaxBot. TaxBot makes keeping track of your taxes easier, especially on the go!

Website: <http://taxbot.com>

Cost: \$5.00/month with code

Code: YoungLiving

Quicklink: <https://taxbot.com/s/2ppyl/>

- Video: <http://bit.ly/TaxBotVideoE>
- Tutorial: <http://bit.ly/TaxBotTut>

Facebook Group: Young Living: Taxes and More

<https://www.facebook.com/groups/younglivingtaxes/>

## Essential Rewards

You just heard quite a bit about Essential Rewards (ER), and the importance of being enrolled in ER as a business builder, but we are going to really help drive this point home.

ER is a program, like cash back, where you can earn points for dollars spent and then use for free oils and products.

Some Highlights of the ER Program:

→ Earn the equivalent of up to 44% off retail prices!!!

- ◆ Months 1-6: Receive an additional 10%\*
- ◆ Months 7-12: Receive an additional 15%\*
- ◆ Months 13+: Receive an additional 20%\*

\*additional % is off retail prices

→ A program rewarding monthly orders of 50PV or more

→ Save on Shipping

→ Priority on low stock items

→ There is “no catch!” Cancel at any time.

→ Get one “free pass” month each year

□ Understand Essential Rewards Better (11 min video): <http://bit.ly/YLERVideo>

Another benefit of being on ER is monthly promotions at 190PV, 250PV, and 300PV (spent in ONE order). Only those on ER receive these amazing free promotions which include things like free oils and products, product credits, and extra ER points!

Redeeming ER points for free products also gives you a good success story to share- “I just redeemed my ER points and got \$300 in oils for FREE!”. These promos are posted by Young Living and on many Young Living team Facebook groups.

### Some Frequently Asked Questions About Essential Rewards:

#### More Q&A:

1. *Is it free to sign up?*

Yes

2. *What are the requirements?*

A minimum of 50PV per Month (for the most part 1 PV =\$1)

3. *Since it's autoship, can I change my order every month or do I have to order the same thing?*

You can change the products in your ER shopping cart each month either online, on the phone or through "Live Help," and you can even change the shipping day as needed.

4. *How do I know how many points I have accumulated?*

The fastest way to find ER points is to visit the home page in your "Virtual Office." Alternatively, you can call YL or use the "Live Help" feature.

5. *How can I redeem my ER points?*

Refer to the videos in "Navigate VO" to see how to redeem points online. Alternatively, you can call YL or use Live Help.

6. *Is there a max as to how many points I can redeem?*

Yes, you may use up to 350 points at one time and no more than 350 points per month.

7. *If I reach a PV to qualify for a promotion, will they ship it automatically with my monthly order?*

Yes. It will not show up in your cart but it will be on your shipping receipt and in your box.

8. *What if I don't want to or can't order one month?*

Young Living gives you one grace month each year. However, if you take your grace month and qualify for commissions you will not earn commissions.

9. *Can I place more than one Essential Rewards order each month?*

No. You can order through ER once per calendar month but can order standard orders through Quick Order.

10. *Any other tips?*

Yes. You do have to pay for shipping, so I like to accumulate as many points as I can so I can order one large order and only pay for shipping once as opposed to redeeming several smaller orders and paying shipping for each order.

11. *What if I want to cancel at any point?*

We encourage you to redeem your points and then cancel your ER program. If you cancel before you redeem your points, you will lose what you have accumulated.

### **Transfer Buying**

Learning about “transfer buying” can make ordering 100 PV a no-brainer. Transfer buying, simply put, is taking money that you are already spending each month on supplements, as well as first aid, beauty, grooming, and cleaning products; and transfer those dollars to essential oils and pure, chemical-free products from Young Living. Instead of spending money with companies that are not committed to purity and your health, you can now make an investment in your family’s well-being as well as becoming a “product of the product.”



## Policies & Procedures

Deciding to work the Young Living business means that you should know the ins and the outs of the company that is signing your commission check. When you enrolled as a member of Young Living you agreed to the terms and conditions of the Policies & Procedures document, but probably did not take the time to actually read what you were agreeing to. Most of the questions that people have about the operations of Young Living are answered in this document. Have a highlighter ready because you're sure to have questions!

- To access this document log into your Virtual Office, click on "Member Resources, Policies," open "2013 Policy and Procedures" pdf.
- Print this Document. Trust us - you'll want this handy!
- Read Sections 1-16
- Under the "Policies" tab, click on "Sharing Young Living The Right Way" and read about some "hot" words to avoid when sharing about YL in a public or online setting.

## Sharing Young Living

“I want you to learn to take the pressure off when you’re prospecting. Think of it this way: you are just sharing and inviting. You are sifting and sorting. I don’t want you to be emotionally connected to the outcome. Think of yourself like a waiter or a waitress pouring a cup of coffee. A server is not offended when you say “no” to the coffee. They keep offering it to everyone. Take all emotions out of it, and if people say “no,” keep pouring. Some people say “no” now, but may change their mind later. Always revisit them later. Ask them to be your customer and keep pouring.” Sarah Robbins, [Rock Your Network Marketing Business](#)

### Prospecting

The following list was adapted from advice given by Sarah Robbins, author of [Rock Your Network Marketing Business](#), on how to “Power Prospect.” Make a list of the following:

1. **Your Customers.** Those who have ordered with you would more than likely be interested in ordering with you if they understood all of the perks of the Premium Starter Kit and a membership.
2. **Revisit Past Prospects or Former Business Builders When Something is “New”.** If the timing wasn’t right before a new product or kit may be all the motivation they need to join your team now.
3. **Go Through Your Phone and Facebook.** Are there people you have reached out to yet? Send them a personal email or call them.
4. **Lifestyle Networking.** Look for ways to engage in conversation in your day-to-day living.
5. **Parties/Virtual Parties.** Reach out to your friends and ask them to host a party for you.
6. **Social Media.** Mix up your personal and inspirational posts with some business. You never know who is interested. (More on Social Media Later)
7. **Networking Groups or Chamber Events.** Create strategic business relationships that allow you to meet others who can help you grow your business.

8. **Events.** Go where you are invited! It's a great opportunity to meet new people and collect contact information.

9. **People Who Provide You Services.** Think about the hairdressers, nail techs, waitresses, retailers and realtors you have supported for years. Share your vision and ask for referrals.

10. **Traveling.** Strike up conversation about where both parties are going while traveling, and seek to start up a new market where they are going.

It is time to create your list!

Below you will find a link to a memory jogger tool. This tool prompts you to really dig deep and find out who your prospects are. Now, all of the advice in the document may not align with how you envision handling your business, but it's important to learn from the network marketing pros that have been successful.

- ❑ Go through the memory jogger: <http://bit.ly/ProspectJog>

*The larger your list, the more solidly you will establish your business!*

### **Heart Centered Sharing**

You have this amazing list, but what do you do with it? Vicki Opfer, a Young Living Royal Crown Diamond, created a document on how to share Young Living from the heart. She explains how a Young Living business can be built in intimate settings, how to share during a class to engage your attendees, and what it looks like to talk to the people in your network about Young Living's amazing products.

- ❑ Read: <http://bit.ly/HSSharing>

### **Social Media**

Sharing Young Living on social media is a hot topic around Young Living! Some people will not share Young Living on their personal social media platforms, other people share freely and unashamedly, and still others find a balance somewhere in the middle. There are several platforms that people use to share Young Living with friends, family and followers. Just to name a few:

- Facebook
- Instagram
- Twitter
- Pinterest

If you choose to use social media as a platform to build your business, Sarah Robbins has created a two part series that you may find useful.

- ❑ Part 1: <http://bit.ly/SocialMedia-Pt1>
- ❑ Part 2: <http://bit.ly/SocialMedia-Pt2>

“Don’t let yourself get sucked into your phone or your computer screen and think that you are building an empire. Yes, social media is a great tool but it will never replace personal conversations in person or by phone. That is where true emotions and relationships are formed and nurtured.” - Brian Carruthers

## **Samples**

Giving samples to prospects is yet another hot topic amongst Young Living builders. There are typically two schools of thought here:

- “People Don’t Value Free.” Some people believe that if the prospect doesn’t understand the value, power and potency of an essential oil then they may not use it or seek to understand how the oil works.
- “Sample Today - Oily for Life.” Other people believe that experiencing the oils can make people believers in the product.

Some things to consider when giving samples:

- Is the amount of oil you’re giving the prospect enough oil to address the issue if they are using the oil appropriately and frequently?
- Have you discussed lifestyle choices like diet, drinking or smoking that could affect the outcome?
- Are you willing to also give the prospect carrier oil, capsules or let them borrow a diffuser to sample the oil in the most effective way?
- Always give a list of precautions and “do’s & don’ts” for the specific oil you are giving to your prospect.
- Make sure you follow up!

Suggested Sample Tools:

- 5/8 dram bottles
- Roll-on bottles
- Capsules
- Books to lend
- Diffuser to loan

- Sample Cards (can be purchased from [www.abundanthealth4u.com](http://www.abundanthealth4u.com) or use the “We Can Oil It! Sample Card” in the “Useful Documents” file)

## Customer Service

Following up with people that have attended an event with you or have requested information is of utmost importance. Personal touches and attention can make all of the difference in this business! Follow up can mean a thank you card in the mail, a call or even an email thanking them for their time and letting them know that you are available and attentive to their needs.

What are care calls? Care calls are not sales calls. To do this business well you have to genuinely care about your people and show them that you care. A care call is you calling your people and caring for them over the phone, and should take around 10 minutes. Care calls are a time to ask if people are using their products, if they have any questions, and to make sure they are aware of and using the resources available such as Facebook groups, [ylsearch.com](http://ylsearch.com), [oil-testimonials.com](http://oil-testimonials.com), find out if they have books, and to find out if they are receiving emails from Young Living and their upline.

Building a great organization means learning to provide great customer service. Here are some times when Enrollers and Sponsors should be reaching out to their downlines:

- Call or Email: 48 hours after someone attends a class
- Thank you card: Immediately after their initial order
- Call or Email: 10 days from the day they place first order
- Call or Email: The week before their scheduled Essential Rewards date
- Call or Email: Periodical check-ins
- Call or Email: If ER order date passes without their order processing (this could mean what they ordered is out of stock, or there is a problem with the card on file).

Don't be nervous!! Remember, if you have done your reading on the "Young Living Difference," you have a working understanding of the compensation plan, and you own a reference book, that you more than likely have the answer that your prospects and downline members have and you can always go to your upline coach for support!

“Just do your best to be a servant leader. People don’t care how much you know until they know how much you care.” - Brian Carruthers

Here are a couple of outlines for a care call:

### **A Care Call for Class Attendees**

If someone does not sign up for a kit on the spot it is usually because they want to do more research or they want to talk to their spouse. Oftentimes when people get home their spouse has questions that the attendee can’t remember the answer to and could use some reminders. Often people have ailments they would like to use oils to address, but didn’t ask during the class for a variety of reasons. A care call can help answer these questions, and again does not have to come across as being pushy. Here’s an example:

**Hi, \_\_\_\_\_.** **Is now a good time for your to talk?** (If not, ask when a better time would be)

**I just wanted to thank you for coming to the class \_\_\_\_\_.** **What were your thoughts about what was covered?**

**Are there any ailments that you would like to address with Young Living products?**

**What other questions do you have?**

**(IF APPROPRIATE) I’m just curious, in light of what we talked about today, would it be OK if I help you get a wholesale membership today? Let’s walk you through that process right now!**

**Thank you so much for taking the time to chat with me. If you would like to contact me with further questions please feel free to email, call or text (let them know your preference) as that is the easiest way to make sure I get back to you within 24 hours (let them know that you need some time)**

## A New Enrollee

Hello, \_\_\_\_\_ **Is now a good time to talk?** (If not ask when a good time is for them to talk, put it on your calendar and call back) **Have you received your first order from Young Living?**

**Would you like to go through the kit together so I can answer any questions you may have?**

**Do you have a reference book? Are you aware of the online resources that are available to you?** (If not direct them to these resources)

(Check to see if their email is on file with Young Living, and if It's not continue with this part of the call) **I noticed that your email address is not on file with Young Living. Young Living is great about not spamming your email account, but I would recommend getting on their mailing list. Each month Young Living sends out a newsletter announcing the promotions for the current month, and those are deals that you don't want to miss. Additionally, if our upline has incentives or news that is their primary form of contact.**

**Do you have any other questions for me?**

**Thank you so much for taking the time to chat with me. If you would like to contact me with further questions please feel free to email, call or text** (let them know your preference) **as that is the easiest way to make sure I get back to you within 24 hours** (let them know that you need some time).

## **Before an Essential Rewards Order**

**Hello, \_\_\_\_\_ Is now a good time to talk?** (If not ask when a good time is for them to talk, put it on your calendar and call back) **I noticed your Young Living Essential Rewards order is scheduled to process next week. I like to call people the first few months their ER order processes because I know trying to figure out what to order next may be overwhelming for some.**

**What are your current needs you would like to address with Young Living essential oils or products?** (They may not think they have any health needs.) **Is everyone in your house sleeping great and managing their stress well? Would you like to learn about our non-toxic hygiene and cleaning products?**

**What other questions do you have?**

**How has your experience with Young Living been so far?** (No matter what do not get defensive.)

**Thank you so much for taking the time to chat with me. If you would like to contact me with further questions please feel free to email, call or text** (let them know your preference) **as that is the easiest way to make sure I get back to you within 24 hours** (let them know that you need some time).

## **Periodical Check In**

It is important to look in your downline to see who hasn't ordered in 3+ months, because we want to make sure people feel equipped to use their products. Equally important, look in your downline and see who is ordering often. Ask the upline of both of these types of people if they have been in contact with their downline member, and if they have not reached out to that person then you should. This is what that looks like:

**Hi, this is \_\_\_\_\_ and I'm part of your Young Living Leadership support with \_\_\_\_\_ (their sponsor) I like from time to time to reach out to my group and find out which oils have been your favorite and what's in your collection. Is now a good time to talk?** (If not ask when a good time is for them to talk, put it on your calendar and call back)

**Out of curiosity, when you came to Young Living you must have had some health goals. Will you share those goals with me?** (If they haven't achieved those goals, then now is the time to help them explore other options)

**What other health goals do you have? Would you like help finding solutions to these areas?**

**What oils do you have in your collection? Our job is to make sure you're ordering the oils you really need.**

**Do you have any feedback about your experience with Young Living?** (No matter what ,do not get defensive.)

**Do you have a reference book? Are you aware of the online resources that are available to you?**

**While I have you on the phone, let's discuss your next order.**

- **What oils are you out of?** (If it's an oil that is out of stock use this opportunity to educate them on other amazing products)
- **What do you think about trying some \_\_\_\_\_?**

**Before we go, are you aware of Young Living's Essential Rewards program?**

**I want to help you get cheaper shipping and 10% back. If you're ordering 200-400, let's organize it into monthly 50PV orders so you'll get a rebate. Same money is being spent, but it is just spread out. You can cancel after 2 months, but make sure you redeem your points before you cancel. "**

**Thank you so much for taking the time to chat with me. If you would like to contact me with further questions please feel free to email, call or text** (let them know your preference) **as that is the easiest way to make sure I get back to you within 24 hours** (let them know that you need some time).

**(Wrap it up!)**

**If ER Date has Passed and the Order has NOT processed:**

You may want to call Young Living first and see why the order didn't process. They can tell you if it was an issue with payment or if the items were simply out of stock.

**Hi, this is \_\_\_\_\_ and I'm part of your Young Living Leadership support with \_\_\_\_\_ (their sponsor) I noticed an order you placed via Essential Rewards has not processed and wanted to help you get that pushed through. Is now a good time to talk?**  
(If not ask when a good time is for them to talk, put it on your calendar and call back)

(If items were OOS) **I called Young Living to see why your order had not processed. It appears the items you requested were not in stock. I would love to help you find another product to meet your needs so you don't have to wait on your order. Would you like to try something new? (if yes) Great, what were you looking to use \_\_\_\_\_ (oos items) for? Great, let's look on the OOS list on the virtual office to see what other products are recommended. I will also look up that symptom in my reference guide to see what it suggests. Do you have a reference guide? (If yes) You are welcome to follow along.** (If not, advise them on how they can get one).

(If there was an issue with the card) **I called Young Living to see why your order had not processed. It appears there was an issue with the card on file. It could be the card expired or they have a wrong number if this is your first order. They will be able to tell your specific reason. From there they will be able to help you get your order processed this month so you don't lose your Essential Rewards points. Would you would like Young Living's phone number? Do you have something to write with? The number is 1-800-371-3515.**

## Roll in the Welcome Wagon!

When members decided to enroll with you they saw the value that you offered them, and that went beyond the products. Your downline depends on you for their education and Young Living compensates you for providing it! Here are some tips on what to do when someone joins your team:

- ❑ Thank you card: Immediately after they order
- ❑ Email New Members a Welcome Letter (example below) and the “Serving Up What You Need” Document
- ❑ Call or Email: 10 days from the day they place their order (use “A New Enrollee” script from “9- Customer Service”)
- ❑ Call or Email: The week before their scheduled Essential Rewards date (See script in “9- Customer Service”)
- ❑ Call or Email: If Essential Rewards have not been set up yet...
- ❑ Call or Email: If ER order date passes without their order processing (this could mean what they ordered is out of stock, or there is a problem with the card on file)
- ❑ Call or Email: Periodical check-ins

## Sample Welcome Letter:

Hello \_\_\_\_\_,

The “We Can Oil It!” team would like to take a moment to thank you for joining Young Living, and to share some information and resources with you. Hopefully your experience with Young Living so far has been empowering, and you will have the opportunity to enjoy the life changing effects of pure, therapeutic essential oils.

There are many free resources available to you. Here is a list of some of our favorite online resources:

- **Team Website:** [www.wecanoilit.com](http://www.wecanoilit.com) Here you will find many useful documents under “Member Resources.” For a comprehensive guide on getting started with your kit check out “Serving Up What You Need.”
- **Seed to Seal Promise:** [www.seedtoseal.com](http://www.seedtoseal.com) Young Living sets the standard when it comes to essential oils, and this website explains why this is true.
- **For Further Research:** [www.ylsearch.com](http://www.ylsearch.com) YL Search is a database that pulls up testimonies, research, and articles specific to Young Living products.
- **Young Living Testimonials:** [www.oil-testimonials.com](http://www.oil-testimonials.com) Oil Testimonials is a database with testimonies about a variety of ailments and Young Living products.
- **Facebook:** “The Apothecary - We Can Oil it!” This is a secret group that your enroller or upline can add you to. We do our best to make these pages a safe place to ask questions and get ideas on how to make more holistic choices.

We also recommend the following books in the event that you do not have access to the internet:

- **The Essential Oils Pocket Reference** (\$25) This pocket-sized version of the Essential Oils Desk Reference includes the Personal Usage Guide. This pocket reference features information on the medical properties of each oil, safety data, application information, and recommended essential oils and products for over 300 different health topics.
- **The Essential Oils Desk Reference** (\$60) The Essential Oil Desk Reference is a comprehensive book with hundreds of pages discussing essential oil safety, medical uses and properties of each oil, historical and Biblical uses of essential oils, as well as a section on personal usage.

Both of these books can be purchased at: [www.lifesciencepublishers.com](http://www.lifesciencepublishers.com).

Other Books to Consider:

- **Gentle Babies: Essential Oils and Natural Remedies for Pregnancy, Childbirth and Infant Care** by Debra Rayburn

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- **Animal Desk Reference** by Melissa Shelton, DVM
- **Healing Oils of the Bible** by Dr. Stewart
- **The Chemistry of Essential Oils** by Dr. Stewart (if you want to dig deep)

Looking for supplies to use your essential oils? Here is a helpful website:

- [www.abundanthealth4u.com](http://www.abundanthealth4u.com) This website sells glass roller-bottles, nasal spray bottles, glass spray bottles, carrying cases and so much more!

Soon after using your essential oils you will realize that you want more of them! There are 3 ways you can get FREE Young Living essential oils:

1. An optional autoship program called "Essential Rewards" gives loyal customers points towards Young Living products. Each month you can order different products, and you can also change the processing date. The perks of joining Essential Rewards are:

- Less expensive shipping
- 10-20% of your total PV is set aside for you to spend later towards free products. (Keep 10% of total PV for the first 6 months enrolled, 15% for months 7-11 and 20% after 1 year).
- Discounted pricing on some of the product packages.

You have to purchase 50 PV (points) worth of products each month, but you can offer to order products for your friends at wholesale prices to cover or increase your PV each month. To enroll in the program just click on "Essential Rewards" on the left when you log in at [www.youngliving.com](http://www.youngliving.com) or call Young Living at 1-800-371-2928 to enroll. We highly encourage you to sign up as soon as possible to maximize your benefits!

2. Another way to get free oils is through Young Living's monthly promotions and sales. Make sure you are set up to receive emails from Young Living, and then watch your email inbox for these promos, as they change each month. This freebie can be redeemed 2x in a month. Having friends order with you is a great way to bump that PV up and earn more free product

3. Lastly, don't keep all this oily goodness to yourself! Be sure to share your oil testimonies with your friends. Let them know how Young Living Essential Oils have helped your family, and how the oils can benefit them as well. For every person that signs up with the "Premium Starter Kit" with you as the enroller you earn \$50 from Young Living! You do need to have ordered at least 50 PV worth of products each month to qualify for this bonus, which is one of the reasons we encourage to sign up for Essential Rewards right away. When friends or family want to sign up send them this link: <https://www.youngliving.com/signup/> with your member number. If you would like to

gather a group of friends together and host a class, let us know and we can discuss how classes work.

It is our joy and privilege to help people get healthy and realize the beauty of God's provision through nature. If you have any questions about Young Living or oils, please feel free to ask. Again, we want to thank you for joining our team, and we hope that soon you will discover the life enhancing power of Young Living Essential Oils!

Blessings,

# Classes

Hosting a class is a great opportunity to gather friends, family and acquaintances together to share your passion. So often we rule out who we think would be interested in using Young Living products, but the truth is that we don't know who is really interested until we ask. Everyone is a "maybe" until you actually invite them to a class.

## Incentives for Hosts

Oftentimes friends, family and/or current customers are willing to host a class for you because they are excited to learn more or desire to support you on your endeavor. Other times it's hard to nail down a time with a prospective host. Many business builders offer incentives to host classes, but a small "Thank You for Hosting" gift is always a great idea. Here are some examples:

- **"Hostess with the Mostest."** Explain to the host that if they host a class with the most people in attendance in a calendar month that they will receive one of the incentives below.
- Host a class with 5 non-Young Living Members in attendance and receive one of the incentives below.

Some incentives to consider:

- Diffuser (Amazon is a great source)
- Product Credit (Silvers and above can offer these credits)
- Oil Carrying Case ([www.abundanthealth4u.com](http://www.abundanthealth4u.com) or [Etsy.com](http://Etsy.com))
- Predetermined essential oil or product
- Predetermined reference book
- Spa package including bath salts, sugar scrub, body butter, etc..

## Sample Wording for Invitations

Please feel free to use one of the sample wordings below, modify them to fit your personality, or create your own! These are here to help inspire you!

### Wording #1

Please join me for an evening of fun and information to learn about Young Living's

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therapeutic grade essential oils. Young Living is the world leader in producing and guaranteeing 100% pure and potent essential oils. We will learn about God's medicine and how to use the 10 most basic essential oils for a multitude of health & wellness concerns, toxin free cleaning, first aid, emotional healing, pet/animal care and even cooking. Experience first hand some of the oils. You'll laugh, learn, and go home smiling and smelling great.

### **Wording #2**

Are you looking for an alternative for your family's discomforts, bug bites, sunburn, seasonal sniffles, stress, weight loss and first aid needs? Young Living has over 200 all-natural, 100% pure therapeutic-grade essential oils to help you live a healthier lifestyle. Come learn how to lead a life of wellness, purpose and abundance using Young Living Essential Oils!

### **Wording #3**

You've heard rumors of friends getting over a bug in just a few hours and families avoiding seasonal sniffles! There are other stories of taking care of fevers, constipation, bruising, scars, burns, and more... all naturally! You've heard talk about "diffusers," "Thieves," "natural health," and more. Now you're curious! THIS is the place to start. Together we'll go through 10 of the most widely used Essential Oils. You will learn how to use them safely and effectively on yourself and your family!

### **Wording #4**

Friends and Family, I've had a ton of questions about Young Living Essential Oils the last few days due to the flu in this area and all of the sicknesses going around. I am hosting a class on essential oils that can answer your questions about what the oils are and why they are helping my family. I hope you can join us!

### **Wording #5**

Come share our pure essential oils, stories and just how Young Living can positively impact your quality of life. We will explain how you can use these oils for physical and emotional well-being. Therapeutic-grade essential oils are naturally high in antioxidants & give us non-toxic support that can enhance our immune system, help us overcome injuries faster, decrease discomfort, improve sleep, decrease hunger, and elevate our mood, etc. If you're one who loves all natural solutions, you're sure to have a great time!

### **Wording #6**

Come learn Healthy Habits with Essential Oils and experience the 10 most basic essential oils for a multitude of health concerns, first aid, emotional health, cooking and pet care. You can give your medicine cabinet a healthy, chemical free makeover!

### **Wording #7**

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## Make and Take!

Friends! I am hosting a Young Living "Make and Take" Party next \_\_\_\_\_. It is a great (and inexpensive!) way to get your hands on some of the practical ways essential oils can be used in your home. You will learn about these amazing oils and how they can improve the health of your family as we have a fun time making a selection of (6) household items for you to take home!

### **INCENTIVES TO CONSIDER OFFERING TO GUESTS, NEW MEMBERS & HOSTS:**

Offering door prizes at classes or a name drawing for a free Zyto scan is a sure way to get people intrigued to come.

In your invitation, adding the following may help draw people to your class:

"Bring a friend and receive \_\_\_\_\_"

"Be one of the first three to arrive and receive \_\_\_\_\_"

"Prizes will be given!"

"Come and put your name in a bowl for the chance to win a free Zyto scan!"

Some incentives to consider offering:

Zyto scan (This is a great name drawing prize!)

Oil samples attached to sample cards. (We Can Oil It! has one available and so does AbundantHealth4U.com #4406, or #3020)

A pamphlet bundle. Some recommended pamphlets:

- Everyday Oils Trifold Brochures, <http://oilrevolutiondesigns.com>
- Essential Oil Starter Guides, <http://oilrevolutiondesigns.com/>
- 'Essential Oils for Pregnancy and Childbirth' Brochure by Debra Raybern (AbundantHealth4U.com #4036a)
- 'Thieves: Solution for Today's Health Threats' Brochure (AbundantHealth4u.com #4076a)
- Reference Guide for Essential Oils: Mini Reference Cards (Pack of 25 -AbundantHealth4U.com #YL2)

Missing Link CD (ABH4U #8200CD, LSP #4MLCD)

5ml essential oil

YL lip balm

Thieves toothpaste

Roll-ons from [www.abundanthealth4u.com](http://www.abundanthealth4u.com)

Spray bottles (from [www.abundanthealth4u.com](http://www.abundanthealth4u.com) ) with a few drops of their chosen oil with water, oil bottle labels, a little bag of empty capsules

A cute baggie of several items mentioned

A big spray cleaning bottle (Dollar Store) filled with water and a capful of Thieves cleaner with a Thieves sticker label

Oils you got for free in the monthly promo

Mason jar cup with a stainless steel straw

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Bath salts  
Body Scrubs  
Quick Reference Cards ([www.abundanthealth4u.com](http://www.abundanthealth4u.com) #YL2)  
Aroma Ready Keychain ([www.abundanthealth4u.com](http://www.abundanthealth4u.com) #YL9504)

(The prizes can be a tax write off!)

The “We Can Oil It” team has created a checklist that walks you through everything you need to know to host a class - we took the stress of the unknown out of hosting a class for you! Check it out:

- ❑ <http://bit.ly/HostChecklist>

## Scripts

Not every business builder uses class scripts, but they are beneficial for many reasons. Here is what many leaders have experienced using class scripts:

- **Scripts Duplicate Well.** When a prospect sees an educator reading a script it gives them confidence that they don't have to be an expert to get up and teach.
- **Scripts Hold the Educator Accountable.** Class scripts are prepared beforehand, should be FDA compliant, and help prevent rabbit trails where things shouldn't be said.
- **Scripts Leave Nothing Forgotten.** Safety precautions, resources, and company information are details that every attendee should know, and scripts make sure the important details are covered.
- **Scripts Save Time.** The time spent trying to “reinvent the wheel” can be saved by using a proven script. Scripts also help save time during classes, because the educator is focused and on track

All of that being said, remember that there is no one way to build this business. There are Young Living leaders that have never used a script, but this is something to consider.

- ❑ Ask your coach if there are scripts available to you
- ❑ Read through the script out loud 5-6 times before teaching a class. Highlight words you may not know and become familiar with the flow of the wording and the closing.

## Facebook Classes

Social media, specifically Facebook, can create a great platform for Young Living classes. Facebook classes are typically pre-written, and the educator copy and pastes the content into the live event. The classes are fast-paced and often very fun. For more information, please contact your coach to see what resources are available to you.

## Class Follow-Up

Sarah Robbins often says, “The fortune is in the follow-up!” It is a kind gesture to contact class attendees to thank them for their time and see what questions they have. *(There is an example of a care call for class attendees in the “Customer Care” section.)*

Hello!

I wanted to take a moment to thank you for attending my Young Living Essential Oils class and allowing me to share some information and resources with you. Hopefully your experience with Young Living so far has been empowering, educational, and you have had the opportunity to hear and learn about the life changing effects of pure, therapeutic essential oils.

I wanted to let you know that I am here to answer any further questions you may have about Young Living Essential Oils. As an avid ‘oiler’ and believer in what these oils were created for, I continue to be amazed at how much my family and I have benefitted from Young Living Essential Oils.

So, please know that although you have decided not to use Young Living Essential Oils at this time, I am here to help if you should ever decide you’d like to give them a try! You are welcome to contact me if you ever need assistance in coming up with a plan of action according to your needs. If you would like to sign up to become a Young Living Member or you would just like to order retail, feel free to log onto my website and order any products at any time!

I also appreciate referrals. If you ever have a family member or friend who would like to learn more about Young Living Oils, feel free to pass along my information!

Personal email address:

Thank you so much!

Sincerely,  
Member Name, Member Number

## Presenting the Business Opportunity

You may think that presenting the business opportunity is intimidating, but intimidation is the enemy of your goals. Many people start sharing Young Living because they want to help people. If you have already enrolled members then you know getting a commission check has helped you be able to afford more Young Living products. More Young Living products means better health. We can help people learn how to get healthy and be able to cover the cost of their healthier lifestyle!

Most people are programmed to say “no” to certain phrases or word choices that cause red flags to go up. For example, most people are conditioned to back away when they hear “I would like to talk to you about an opportunity.” Learning to package your story and opportunity may help people be more receptive to hearing what it is that you have to say.

### Packaging Your Story\*

1. Share your history or challenge before the products or service
2. Share how you were introduced to your products or service
3. Share what product/service you started on
4. Share the timeframe you saw results
5. Share what the “best part is”: Share the greatest results you are achieving with your products or service (or hope to achieve)

An example of what this might look like in Young Living:

1. My daughter was sick due to mold toxicity, and I was desperate to find a solution.
2. A friend suggested Thieves essential oil blend. The Thieves helped eliminate the mold, and my daughter recovered quickly.
3. I wanted the Premium Starter Kit, because it is the best value, but I had to budget for the kit. While saving money I did plenty of research on essential oils and essential oil companies.
4. Whether I was oiling my sick kids, oiling my husband that needed better sleep, or using oils to help me deal with my stress levels, I was continually amazed that I often saw results within hours of using the essential oils.
5. One of the greatest things about Young Living is that I have been able to help other people get healthy, and get my family’s oils covered because Young Living has an amazing plan to compensate me for my time helping others.

Package Your Story! Write what you would share for each of the (5) points.

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## The Five “Ps” of Presenting\*

1. **Partnership.** Talk about the company you’ve joined and why it would be great for your prospect. Don’t just share features of the company; share benefits to your prospect and why they would be a great fit.
2. **Products.** Share your own results and the market potential for them (not ingredients).
3. **Programs.** Share what support they will get from you and the company.
4. **Pay Plan.** Share how the business model works, why network marketing works, and how money is made. I don’t share numbers, etc., unless I am asked. Share how the extra income and incentives could benefit their life.
5. **Positioning and Timing.** Create urgency as to why the time is now for them to join, such as, “You couldn’t have picked a better time to hear about this... we are now expanding in your market and across the country! I’d love for you to take the lead as we launch in your area!” You can also create urgency by sharing new product launches or promotions and explaining why the time is now.

## Presenting the Business Opportunity at a Young Living Class

### Know Your Audience

- Before the essential oil class it is important to talk to the attendees.
- Ask Questions. Get a feel for where they work, where their spouses work, if they have kids, etc.. This information is beneficial in many ways. As you’re teaching your essential oils class you can make eye contact when referring to certain oil benefits or testimonials, as well as during the business opportunity introduction.
- Keep the opportunities to what is obtainable within 3-6 months.
- It’s important to leave details to the imagination. You want the attendees walking away hungry to know more.
- Make sure that you follow up with the person!!!!
- During the follow up call share your story and make sure to discuss what questions they have.
- It is important that you keep this introduction to 15 minutes or less.

### Announcing the Additional Presentation

At the very end of a class the hostess or educator can say something along the lines of, “For those of you interested in learning how to get your monthly Young Living products paid for you are welcome to stay for a brief 15 minute discussion. It is completely optional, but we will meet back in here in 15 minutes.”

An Example using Sarah Robbin's 5 "P's":

"Thank you for staying a bit longer to hear about how you can cover the cost of your essential oils. I promise to keep this brief.

You all just got done hearing about what an amazing company Young Living is. Not only does our company offer an amazingly pure and effective product, but Young Living also has a business opportunity that is changing people's lives.

After participating in tonight's class, how many of you would like to be able to use oils on you and your family as often as you would like? What would you think if I told you there is way to use abundant oils and cover the cost?

Young Living has an amazing referral program that thanks you for sharing Young Living with those that you care about. As you use Young Living products and begin to see their many benefits, you will naturally begin to share with others. If those that you share with purchase the Premium Starter Kit that we talked about tonight, then Young Living sends you a \$50 thank you check. When 3 friends purchase a kit, then you just covered the cost of your Everyday Kit. I just 1 friend enrolls with a premium starter kit each month then you have covered the cost of the minimum Essential Rewards order where you earn points to redeem even more free product!

What if I told you that there is an opportunity to get a larger thank you check? What if you \_\_\_\_\_ ..... (bring in the scenarios that you learned about before the class...)

- were able to supplement your spouse's income?
- pay for your kid's extracurricular activities?
- take your family on vacation?
- afford the diet changes you have been researching?

Would you be interested in learning how to effectively share with your friends and family during the hours and times that you set?

Well, that's what the coaches on my team do. We are passionate about helping people get healthy, and teaching other people to do the same. As we help people get healthy, Young Living compensates us for our time and effort. You determine your goals, the time and effort you put in, and we help you figure out how to help you get there. There are no quotas, there is no pressure from uplines - only coaching tips and optional trainings to make you the most effective at sharing!

A question we get asked often is "Is this one of those pyramid schemes?" Network marketing is probably the most misunderstood and misused business model in the world. So many network marketing companies are perceived as being based on greed, pressure, hype, and manipulation. This has tainted most people's view of the network marketing

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model. What if I told you that we base our business on truly being of service to others by educating, empowering and inspiring people and getting paid for it? We always focus on the needs of the people who join our team. By living in gratitude and service to others, you can also create fabulously abundant financial support for yourself.

You couldn't have picked a more perfect time to come to this meeting! Young Living is expanding in this area and all over the world. I would love to talk to you personally about my story and what it has taken for me to get to a leadership position in this company. Please fill out this form, and I will contact you this week how and when you say is best for you on the form."

### **Presenting the Business Opportunity in Person or in a Call\***

Once a prospect has agreed to hear more about Young Living's amazing products and/or the business opportunity it is important to have an outline of what you will say. Here is a suggested outline of what to say.

M = Young Living member bringing the guest to the call  
C = Coach Sharing  
P = Prospect or Guest

M: "Hi, Niccole. This is Jen. I have my friend, Molly, on the line."

C: "Hi, Molly!"

M: "Molly is very involved in her community, and is interested in learning more about how the Young Living business works. Molly, this is my business coach, Niccole, who is going to share more with you about our business."

C: "Thank you for talking with us today. I'm excited to share more with you. Jen told me great things about you before the call, so I feel like I know you. Before we get started, I would love to hear what intrigues you most about our opportunity?" [Or if they know nothing about it yet, have them tell you more about him/herself.]

P: [Guest Shares]

C: "Thank you for sharing. I'd like to take a few minutes to share our business with you, as well as how and why I got started. Afterward I'd love to hear what questions you have and let you guide the conversation from there. Does that sound ok to you, Molly?"

[Share your packaged story from above. Then move on to share the company story and the Five "P's" from above.]

C: “With that, we’d love to pass the call back over to you so you can ask any questions you have in regards to the products or how you would get started in the business.”

P: [Guest asks questions or makes objections.]

C: [Coach answers questions and handles objections, which we covered in the “Why Network Marketing” section.]

“Based on what I’ve shared today, what intrigues you or excites you the most?” This is a positives, leading question!

P: [Guest gives feedback.]

C: “On a scale from 1-10, how interested are you in what we have to offer?”

P: [Guest gives feedback.]

C: “Do you have any personal interest in learning more about the opportunity or products?” If they don’t have interest, ask, “Do you know anyone who would be interested?”

### **The Fortune is in the Follow-Up\***

#### **→ They Have a Personal Interest in the Young Living Business**

- ◆ Set up a date to talk with them within the next 3-5 days to walk them through the explanation of “Young Living: Launch”
- ◆ Invite them to any scheduled events
- ◆ Encourage them to write down any questions they have over the next few days.

#### **→ They Have a Personal Interest in The Product**

- ◆ Make recommendations for them right then and there, and ask if they have a moment for you to help them place an order

#### **→ They Agree to Provide You with Referrals**

- ◆ Get names, numbers, and ask if they would briefly contact that person to let them know you will be calling.

#### **→ They Have No Interest**

- ◆ Thank them for their time! Add them to your newsletter list and Facebook so they become a part of your “audience.” Again, ask for referrals.

Proper credit must be given! All sections marked with “\*” came from Sarah Robbins. Chapter 6: “Power Presenting” in Rock Your Network Marketing Business.

# Resources

## **Young Living Phone Numbers & Email Addresses:**

Member Services & Orders: 1 (800) 371-3515

Customer Service - [customerservice@youngliving.com](mailto:customerservice@youngliving.com)

Orders - [orders@youngliving.com](mailto:orders@youngliving.com)

Downline Changes - [resolutions@youngliving.com](mailto:resolutions@youngliving.com)

Conduct/Policies & Procedures - [conduct@youngliving.com](mailto:conduct@youngliving.com)

Spanish Customer Service - [apoyo@youngliving.com](mailto:apoyo@youngliving.com)

Product Questions and Support - [productsupport@youngliving.com](mailto:productsupport@youngliving.com)

Compensation Plan and Commission Questions - [compplan@youngliving.com](mailto:compplan@youngliving.com)

Personal Website Technical Support - [techsupport@youngliving.com](mailto:techsupport@youngliving.com)

## **Beneficial Websites & Links**

Testimonials - [www.oil-testimonials.com](http://www.oil-testimonials.com)

Research, Blogs, & other Resources - [www.ylsearch.com](http://www.ylsearch.com)

"Introduction to Essential Oil Chemistry", YouTube

[www.seedtoseal.com](http://www.seedtoseal.com)

"The Missing Link", YouTube

## **Essential Oil Accessories**

Roller bottles, small drams, carrying cases and a variety of glass bottles:

[www.abundanthealth4u.com](http://www.abundanthealth4u.com)

## **Brochures & Materials**

<http://oilrevolutiondesigns.com/>

<http://www.abundanthealth4u.com/>

<http://crowndiamondtools.soundconcepts.com/>

## **Business Resources**

Young Living Website: [www.youngliving.com](http://www.youngliving.com)

Get training from Young Living Diamonds: <http://www.ylfasttrack.com> Password: ylfast

Track Your Progress & Get Stats on Your Downline: <https://www.oilytools.com/>

Track Your Expenses: <https://www.taxbot.com> Discount Code: Young Living

## **Suggested Essential Oil Books:**

Essential Oils Pocket Reference, Life Science Publishing

- This pocket reference has descriptions of many oils, where to apply the oils, and around 200 different ailments that it helps to identify oils for.

Quick Reference Guide for Essential Oils, Connie and Alan Higley

- This pocket reference is far more user friendly, and has more ailments, but does not give as much info about each oil.

The Chemistry of Essential Oils Made Simple, David Stewart

Healing Oils of the Bible, David Stewart

Gentle Babies: Essential Oils and Natural Remedies for Pregnancy, Childbirth, and Infant Care, Debra Raybern

The Animal Desk Reference: Essential Oils for Animals, by Melissa Shelton, DVM

Essential Oils Desk Reference, Life Science Publishing

- If you have not already obtained the Essential Oils Desk Reference (EODR), we highly recommend that you do so. The EODR is commonly referred to by Young Living members as the 'bible of essential oils information'. It contains information about all Young Living essential oils and products. The EODR also contains a section with suggestions for over 300 illnesses and injuries. An emotions section is also included, with suggested oils that may assist with a range of emotions. The EODR is available for purchase from <http://www.lifesciencepublishers.com/>

## **Suggested books may be found on:**

<http://www.lifesciencepublishers.com/> (bulk discounts available- call LSP for details)

<http://www.abundanthealth4u.com/> (bulk discounts available- most are listed on website next to each individual product.)

<http://www.amazon.com/>

## **Suggested Leadership Books**

The Four Year Career - Young Living Edition, Richard Bliss Brooke

Rock Your Network Marketing Business, Sarah Robbins

Building an Empire, Brian Carruthers

How to Win Friends and Influence People, Dale Carnegie

Put Your Dream to the Test, John C. Maxwell

Teach Your Team to Fish, Laurie Beth Jones

# Useful Business Documents

## Working It! Note Taking System

While apps and digital tools abound, some people still need to make lists and take notes with pen and paper.

- Watch this video about how it works: <http://bit.ly/WCOIWorkinIt>
- Download the document here: <http://bit.ly/WorkinItNotes>

## Meeting Notes

Having a system to keep track of conversations with business builders is a must!! w3

- Download the document here: <http://bit.ly/YLMeeting>

## Health Goals Planner

We all need help figuring out what our health needs are and then coming up with a plan. Laura King created a very useful tool to help coach people through their health goals, and has generously shared her worksheet.

- Download the document here: <http://bit.ly/YLHealthGoals>

## We Can Oil It! Sample Cards

These sample cards are a simple way to share samples with friends, family and prospects.

- Download the document here: <http://bit.ly/YLSampleCards>
- See an example here: <http://bit.ly/YLSampleCardsEx>

## Transfer Buying

Help people take money they are already spending outside of Young Living, and transfer the money spent on those purchases to Essential Rewards:

- Download the document here: <http://bit.ly/YLTransfer>