

**Heart-Centered  
Sharing  
2013**

**Creating Abundance  
Through Being of Service to Others**

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**"Go confidently in the direction of your dreams.  
Live the life you've imagined." Thoreau**

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# Heart-Centered Sharing

## Introduction

So many people around the world suffer so needlessly. A few simple changes can alter the course of their lives forever, as well as their children's lives, and that of future generations.

We have been given the opportunity to be a part of this healing of the planet and its people. We've been blessed to discover essential oils and embrace their healing power. We *must* share what we have learned, seen, and experienced in order to ease the suffering of others.

The essential oils and oil-enhanced products available to us through Young Living are, at the very least, profound in their ability to uplift mankind. Those of us who have used them for many years are more in awe of them today than we were when we first discovered them. People are getting well. Some are no longer in pain. Others are happier and less stressed. Those who have been using the oils and other products for several years seem to be getting younger and healthier instead of older! What a fabulous and joyful way to go through life!

One by one, we're discovering that we have a heart-felt obligation to share this exquisite healing modality with the world. By learning how to share with others, and create networks of people, helping one another, we can reach and educate millions of people in a very short time.

*The rewarding feeling of helping others is the TRUE gift that Young Living has to give us.*

Many of us have also discovered that we can earn a wonderful income with Young Living with integrity, joy, gratitude, and appreciation. This income allows us to help our families, our communities, and people in other parts of the world in new and meaningful ways.

Please print out this FREE Heart Centered Sharing document and either put it in a notebook or have an office store spiral bind it for you! It is MUCH more helpful! And it's a small investment!

It is also recommended that you read Harmony, Joy, and Abundance, available through Life Science Publishing to enhance your sharing experience. Call to order - (800) 336-6308 or go online <http://www.lifesciencepublishers.com/> "Heart-Centered Sharing" is a sequel to Harmony, Joy, and Abundance.

Heart-Centered Sharing allows us to **educate, empower, and inspire** as many people as possible to take care of themselves and their families, using natural products, so that they can live longer, healthier, and happier lives. **Share** with an open and loving heart. Be a good listener and truly be of service to others. Teach your friends and family about the **Young Living lifestyle and how to share it with others**. This creates **duplication (people sharing with people, sharing with people)**, which will ripple out into our world in new and fascinating ways.

I have personally held hundreds of sharing events since I came into Young Living in the spring of 1994, as have many of the leaders in my organization and other organizations, all part of a large Young Living family. The following information is based on the experience of all of us, compiled in love and support of *your* sharing efforts.

Part 1 is designed for those who simply want to share with a few friends. Part 2 is for those who have the desire to be of service to others, have a greater outreach into their communities, *and* build successful Young Living businesses.

Heart-Centered Sharing is an idea whose time has come. Through helping others, we can change the world. I look forward, with absolute joy, to being a part of this journey with each of you.

Vicki Opfer

## **Part 1**

# **Sharing Young Living With Friends, Family, and Loved Ones**

## Sharing Young Living With Friends, Family, and Loved Ones

Whether you would like to simply share a few key points about the oils, offer a little more information about them, or do a more organized presentation, we're here to help you. We've compiled 3 formats for your consideration, so that you can use the format that is most appropriate for your needs, on any given day.

1. "Key Points About Young Living Essential Oils" (page 6) This can easily be used as a handout when sharing with friends, especially with those who live out of town or it can be shared over a cup of tea.
2. "A Brief Introduction to Young Living Essential Oils" (page 7) When you have 15-20 minutes to share - this is a perfect amount of information.
3. "Introduction to Young Living Essential Oils" (page 40) This is a more comprehensive 1 hour presentation. This is the format often used by people who are consistently offering ongoing introductory events to build part-time or full-time businesses. It's easy to follow - anyone can do it. There's no need to be an expert. All you need is some oils to share, and a willingness to be of service.

All three introductory formats can be used to help your friends understand more about essential oils and oil-enhanced products. You can actually read the information aloud, if that's helpful to you. There's no need to memorize anything. They cover historical validation and information on the oils and other products.

Keep copies of the 3 presentations in this document near your phone, and it will be easy to share with friends and family as you're talking to them.

When you're with your friends and family, begin to share your stories and experiences. Share your oils, NingXia Red, Lavender Hand Lotion, MultiGreens, Thieves Lozenges or Hand Sanitizer. Share what you've seen and experienced. If someone has a particular health issue, look it up in your Essential Oils Desk Reference (also available through Life Science Publishers). If your friends are interested, share more. If they're not, that's ok too. Don't take it personally. After all, you're not interested in *everything* either, are you?

This is *not* about selling, convincing, or pressuring anyone. We simply offer information and if they want to order, we help them set up an account - allowing them to make their own decisions about what to get.

You can share a Product Guide with your friends. You can also print off copies of "Have a Great Day Every Day" and "Everyday Uses for Young Living's Essential Oils" and tuck them in the Product Guide. (See pages 11 and 12)

Share the oils that you have and tell your friends to put them on wherever they want. If they are experiencing pain in their bodies, putting the oils on the area that hurts is a great idea, so that they can see which oils help the most.

*Please* help them set up their own accounts so that they can order whenever they want, without having to wait to reach you. This might feel uncomfortable to you, at first, as it was for all of us. Over time, you'll understand that it's the kindest way to help them get what they need.

*Thank you for sharing!*

## Key Points About Young Living Essential Oils

1. Essential oils have been used since early-recorded history to support health and wellness. The ancient Egyptians used many essential oils as medicine, and their recipes are recorded in the hieroglyphics. There are 188 references to the use of essential oils in the Bible. Today, essential oils are considered by many to be the leading edge of natural medicine.
2. Essential oils have been documented, through research to be anti-inflammatory, anti-depressant, anti-bacterial, anti-fungal, anti-viral, anti-oxidant, immune supporting, regenerative. They are relaxing, uplifting, enhance clarity of thought, and support emotional well-being, Each essential oil contains several to several hundred different kinds of molecules, *each* of which offers benefits in promoting good health, healing, and regeneration. The more oils we use, the healthier we get.
3. They can be applied to the skin, diffused in the air, added to bath water, added to food and drinking water, and the doctors in the European medical community prescribe oils to be taken internally, in addition to or in place of pharmaceutical medications.
4. When essential oils are applied to the skin, they are absorbed easily, and are carried by the bloodstream to every cell in the body within minutes. They increase oxygen uptake, enhance absorption of nutrients, enhance longevity, and help our bodies detoxify. By simply inhaling therapeutic grade oils, we can uplift our mood and increase our feeling of peacefulness and well-being.
5. Essential oils are very concentrated plant extracts. A single drop of peppermint oil is equivalent to 28 cups of peppermint tea. 5,000 pounds of rose petals are required to distill 1 pound of pure rose oil, making it one of the most precious and expensive oils on the market. The amount of plant material required for distilling explains why some oils are more expensive than others. And yet, since we only use a small amount of essential oils at a time, even oils that are expensive are often considered to be very economical.
6. Historically, essential oils have been used as food flavoring, in air fresheners, veterinary preparations, and for other industrial uses, so the quality of the oils was not important. Today, when using essential oils as a natural support to health and wellness, purity is absolutely critical. Since 95% of the world's essential oils are created for industrial use. Many of the oils found on the market, even in health food stores, are of low quality.
7. Young Living Essential Oils is a company dedicated to producing the finest quality essential oils in the world, supporting health and wellness at all levels. They are powerful, safe, and non-toxic.
8. Young Living also produces leading-edge essential oil enhanced supplements, food products, and personal care products, which are unsurpassed in their quality and effectiveness. They are leading the way in restoring health and wellness to our families and to those in our communities.
9. Therapeutic grade essential oils may be the most profound health support of our lifetime, capable of changing healthcare as we know it. Using therapeutic grade essential oils and oil-enhanced products every day will help us live longer, healthier, and happier lives! And sharing Young Living with others has the potential of changing our world in remarkable ways, within our lifetime.
10. You can order the oils at wholesale prices and save 24% And you can save even more money by being on the Essential Rewards program where you order products every month and you get points that can be used for free products. Would you like to place an order? It only takes a few minutes.

**Young Living is the World Leader in Therapeutic Essential Oils!**

## A Brief Introduction to Young Living Essential Oils

**Frankincense:** Plants have been linked to the wellness of man since the beginning of time. Ancient people used plants for medicine, beauty, emotional support, embalming, and many recipes used essential oils for healing. Essential oils are mentioned in the Bible, such as when **frankincense** and myrrh were brought to the Christ child. **Share frankincense oil.**

**Thieves Products:** In the 14<sup>th</sup> and 15<sup>th</sup> centuries, a great plague ravaged Europe and millions of people died. A group of men were able to walk among the dead and dying and steal from them. When they were brought to the king, they told him that they were spice merchants, trapped in the city because the ports had been closed due to the plague. They had run out of money, and had resorted to stealing. They knew that they would be immune from the plague by anointing themselves with herbs and spices. The king had this information posted throughout the lands.

Today, we have an essential oil blend named “**Thieves**” (named in their honor) and we have a whole product line based on this blend which is anti-bacterial, anti-fungal, and anti-viral. If we, or someone in our family, begin to get sick, we put several drops of Thieves oil on the bottoms of the feet several times a day to stop it in its tracks. Or we might pour a few drops of Thieves oil into an empty capsule and take it as a supplement.

We have **Thieves** hand soap, toothpaste, mouthwash, hand sanitizer, and household cleaner. Using these products every day can help protect us from colds and flues. We also have a supplement containing Thieves called Inner Defense that we take at the first sign of a cough, cold, or sneeze. We use these products to keep our families and ourselves healthy. **Share the Thieves blend.**

**What are essential oils?** Essential oils are natural aromatic liquids found in trees, flowers, bushes, roots, and seeds. Essential oils protect plants from insects, disease, physical damage, and environmental conditions and are considered to be the immune system of plants.

Essential oils are extracted from plants through steam distillation, which has to be done very carefully to maximize the healing qualities of the oils.

The essential oil is the part of the plant that helps the body heal when we use plants as medicine. Unfortunately, when plants are dried, 95-97% of their essential oil is lost. By using essential oils, we are getting the complete chemical profile in every drop!

Essential oils very concentrated. It takes 5,000 lbs. of rose petals to distill into one pound of rose essential oil! One drop of **peppermint** oil is equivalent to 28 cups of peppermint tea! **Share your peppermint oil.**

When someone in our family has a fever, we put a few drops of **peppermint** oil on the bottoms of their feet, and their temperature usually goes down within a few minutes. Using **Thieves** and **peppermint** oils, one after another, can be life-saving!

Essential oils are anti-bacterial, anti-fungal, anti-viral, anti-inflammatory, and support the immune system. The molecules in the oils mimic the molecules that your body uses for repair and regeneration. Essential oils are natural and non-toxic.

**Where do we get essential oils?** Young Living essential oils are distilled from plants from all over the world. The plants must be grown organically in order to maximize their therapeutic value.

**Distillation:** Essential oils are distilled by putting plant material into a large stainless steel cylinder, running steam up from the bottom. The steam picks up the oil sacs from the plants takes them out

through the top of the distiller. The steam is cooled back into water and the oil floats to the top, and is removed.

These distilleries can be 20 feet tall and eight feet across. Imagine filling a cylinder 20 feet high and 8 feet across with German chamomile, which is a delicate, fragile plant. How much oil do you think you get from distilling this much plant material? You get somewhere between ¼ to ½ of a cup of essential oil! This is why some oils are more costly. Other oils, like **peppermint** and **lavender**, provide a lot more oil in each distillation, so they cost less.

**Share lavender oil** and mention how and when you might use it. **Lavender** oil can be used for cuts, burns, headaches, stress, and we put it on our feet at night to help us sleep better.

The small 5ml bottles of essential oils contain 85-100 drops, and the 15ml bottles contain 250-300 drops. We use only a few drops at a time, so the essential oils are very economical!

**Purity:** Purity is *really* important. It determines the effectiveness and dependability of the oils. Most essential oils, even those found in health food stores, may be synthetic, adulterated, or diluted, and can be toxic to us. Young Living is dedicated to having the highest quality essential oils in the world. These are the only oils I use for my family or myself!

**How do we use oils every day?** Simply smelling essential oils can elevate our mood and make us feel better! When we apply them to our skin, they absorb quickly, and within a few minutes the oils have reached every cell in our bodies! We can take them internally as a supplement, and put them in our bath water. We cook, clean, and sanitize with them. We can add a couple of drops of **lemon** oil to our drinking water. **Share lemon oil.**

We use them as cologne, for first aid, and in massage. Young Living has several roll-on oils, which makes them very easy and convenient to use. Many of us use **Stress Away** as a cologne and to help us stay in a better mood! We use **Deep Relief** for discomfort, **Tranquil** for soothing and relaxing, **Breathe Again** for respiratory support, and **Valor** for balancing and uplifting. **Share any roll-ons that you have.**

**Why do we use essential oils?** We use a blend called **Peace and Calming** to reduce stress, **PanAway** to reduce discomfort, and **Joy** to uplift the mood. We use **Purification** as a natural bug repellent and we put it on bug bites. We also use it to purify odors and neutralize toxins. **Share Peace and Calming, PanAway, Joy, and Purification.**

Oils like **frankincense** support the immune system and **clove** oil is the most powerful anti-oxidant of any substance ever measured. Essential oils enhance our health, wellness, and happiness immeasurably, and can greatly improve the quality of our lives.

**Supplements:** Young Living is pioneering the use of essential oils in supplements. Several blends are now available in capsules, and they're easy for us to take. One, called **Longevity**, contains the essential oils of thyme, orange, clove, and frankincense. This supplement may help reduce the risk of heart attacks, stroke, cancer, and aging. Many people take **Longevity** every day, along with Young Living's whole food supplement called **True Source**. When supplements are made from whole food sources, they are much more beneficial to the body.

Young Living has **Inner Defense**, which is **Thieves** in capsules, and is used as a natural antibiotic. This is a powerful supplement to have on hand so you can take it right away to support your immune system at the first sign of a cold or flu.

**Food Products:** Young Living has excellent, whole foods and superfoods products. **NingXia Red** is a highly nutritious, anti-oxidant juice, which helps keep our bodies from aging and breaking down. The special ingredient is an organic puree of the wolfberry or goji berry from the Ningxia



province of China. This juice helps to clean our liver, which cleans our blood, helps our eyes, heart, and immune system. It has no junk juices, and helps to balance blood sugar. Wolfberries are a national treasure of China because they've been observed for over 5,000 years to improve health and enhance longevity. China's Olympic athletes eat wolfberries as their "secret weapon."

**NingXia Nitro** is a new product that is an excellent and healthy alternative to energy drinks! It supports overall health in addition to increasing energy and stamina! It's great to use while working out! Share **NingXia Red sample packs, NingXia Nitro, and Wolfberry Crisp Bars.**

**True Source, Longevity, and NingXia Red** will give you **energy, stamina, and vitality**. Together, they cost about \$3-\$4 a day, which is less than a coffee! If \$3 a day is a stretch, take them every other day! The value and benefits of these three products every other day is still greater than the vitamins you're taking every day now! Consider replacing what you are currently using with these three superfoods.

**Natural Personal Care:** Over 80,000 chemicals are used in our foods and personal care products, and only about 200 of them have been government tested for safety. The self-regulated industry of personal care products requires us to be responsible for finding safe products. Young Living puts safety, ingredients, and effectiveness first in their personal care products. Young Living's *therapeutic grade* essential oil enhanced products are unique in the marketplace. They offer tremendous benefits, which are cumulative over time and are cost effective. Share **Lavender Hand Lotion**. Notice the benefits from using a pea-sized amount. Look in the product guide at YL's other natural personal care products.

We also have safe, effective, and environmentally friendly products for children and pets!

Why would anyone continue to use toothpaste, mouthwash, bath gel, shampoo and household cleaning products which may be slowly poisoning them and their family when they can use natural healthy products that improve overall health and respect our environment? Let's choose wisely!

**Conclusion:** Essential oils may be the most profound health support we may see and experience in our lifetime, capable of changing health care, as we know it. They seem to be especially supportive to ease pain and depression, reduce degeneration and illness, and relieve stress. They are powerful and yet gentle, non-toxic, safe to use for children and pets, and hopefully, they are the medicine of the future. The bottom line is that they can help us live longer, healthier, and happier lives, especially if we use them every day!

**Getting Started:** These products are not available in stores, and we order them directly from Young Living, in Utah. You can order wholesale, like we do, or retail. A wholesale membership will save you 24% and as long as you place a \$50 order once a year, you don't ever have to renew it. The wholesale membership costs \$40 and contains a 5 ml bottle of Stress Away, one of our most popular oils. You also get two take-along packs of the NingXia Red juice, samples of lavender, lemon, peppermint, and Peace and Calming to share with friends, and a lot of educational information. There are also several other great options; the Premium Kit which contains a diffuser and Premium Plus which also contains the Everyday Oils Kit.

**Essential Rewards.** Young Living has an Essential Rewards monthly program like a "frequent flyer program." You get back 10-20% in free products when you have a personalized order shipped to you monthly. You save on shipping costs and you can change the contents of your order each month as you try new products. It only takes a few minutes to change your order online.

**Enrolling and Ordering:** Help your friends decide what supports their needs the best. Then help them enroll themselves. Each person is enrolled with you as their Enroller and Sponsor, so have your member number handy. If one of your friends brought a friend with them, *they* will be the Sponsor and Enroller for *their* friend.

## Handouts to Share

Many of us who share Young Living with others use the following handouts. We make copies, often on colorful or pretty paper, and tuck them inside a Product Guide or Price Booklet. We might also include a business card, and instructions for ordering.

Page 11 "Have a Great Day Everyday!" can be very life changing for people, with or without health issues.

Page 12 "Everyday Uses for Young Living's Essential Oils" offers ideas for people with small health challenges.

Page 13 "D. Gary Young Wellness Model" might be a consideration for people with more serious health issues.

Page 14 "Essential Oil Distillation" help people understand how rare some oils are, why they cost what they do, and how economic they are.

Page 15 "Brittany's Story" helps us understand why we need to use safe, natural personal care products every day.

Page 16 "Essential Ordering" is a wonderful handout that helps people set up their own account and order.

## Have a Great Day, Everyday!

1. Use the "Happy" Protocol every day!!! (See below.)
2. Drink **Ningxia Red** every day 1 – 6 ounces! This product, alone, changes lives!! Drink **NingXia Nitro** (or add it to your NingXia Red) if you need a healthy shot of energy!
3. Take a **Longevity** capsule every day and/or night before you go to bed!! It will reduce your down time and help keep you young!
4. Keep **Stress Away** in your pocket and use it throughout the day! This oil will enhance your level of joy!
5. Take a **True Source** all natural vitamin/mineral supplement pack every day!
6. Take **MultiGreens** 1-3 capsules once or twice a day!! You will have increased stamina and feel terrific!
7. Keep **Thieves** blend and **peppermint** on hand in case anyone is coming down with a cold or flu and put it on their feet!!!
8. Taking **Sleep Essence** before bedtime will insure a better night's sleep - vitally important for overall health and wellness! **Detoxyme** before bedtime will help break down any food still left in your system!
8. Use all natural personal care products like **Thieves toothpaste** and **Lavender Hand and Body Lotion**, which is a relaxing spa treatment every time you use it!
9. Clean your home with **Thieves Household Cleaner** and enjoy the aroma AND the health benefits!

***Live every day in joy, gratitude, and appreciation!***

### "Happy" Protocol:

This protocol was first shared by D. Gary Young, president of Young Living, at a class in Wyoming in 1994, and has been used by thousands of people, since then, to help them live happier lives.

**Valor** – on the bottoms of the feet, or a single drop on one wrist and hold the other wrist to it for a few moments to balance the entire system!

**Harmony** – a single drop, over the solar plexus area (above the belly button)!

**Joy** – a single drop over the heart!

**White Angelica** – a single drop in one hand, rub hands together, and brush over the head, face, chest, shoulders, down the body, right over the clothes, as though applying an angelic shield!

***If you will do these things every single day, it will change your life!!!! Live healthy!***

## ***Everyday Uses for Young Living's Essential Oils A-Z***

**Use your essential oil Desk Reference or here are a few suggestions for common uses of the products\*\***

- **Beauty and skin care:** A•R•T skin care system, Lavender Hand Lotion, YL shampoos, shower gels.
- **Blood sugar:** NingXia Red, ocotea, Thieves.
- **Bronchial or respiratory trouble:** RC and Raven – RC chest and back, Raven bottom of the feet, several times a day. Next day switch – Raven chest and back, RC bottom of the feet, several times a day. Next day, switch back – go back and forth, day by day until you get the results you want. Diffuse RC or Raven.
- **Clarity of thought:** NingXia Nitro, Frankincense, peppermint, Clarity, Brain Power - inhale, or rub on back of neck.
- **Cold or flu:** Thieves in capsules, and add 2 – 3 drops of oregano to it, before sealing. First time? Start with no more than 3 drops in a cap. Dilute if desired. Inner Defense, Longevity caps, Thieves Hand Soap, Thieves Toothpaste, Thieves Household Cleaner. Thieves and peppermint on feet (especially for a fever).
- **Digestive help:** Peppermint, Di-Gize, Detoxyme, lavender, Essentialzymes-4, Alkalime.
- **Financial well-being:** Abundance blend. Share Young Living with others!
- **Having a stressful day?** Stress Away, Peace and Calming, Tranquil, Inner Child, Release, Forgiveness, Use all four, one after another: Valor - wrists, Harmony - solar plexus, Joy - over the heart, White Angelica - brush entire body, head to feet (or put 1-3 drops of each in a capsule and take daily)
- **Hormonal Balance:** Progessence Plus Serum (females only), PD 80/20.
- **immune system:** Get more sleep and drink plenty of water. Use NingXia Red, Longevity, and Stress Away - these 3 products are amazing together! Inner Defense, ImmuPro, Cleansing Trio, ImmuPower (oil blend) up the spine, all the “Juva” products to cleanse and protect the liver.
- **Discomfort:** PanAway, peppermint, helichrysum, copaiba, Idaho Balsam Fir, Regenolone cream, Deep Relief roll-on, frankincense, lavender, lemon, chamomile, Trauma Life, Relieve It – rub them where it hurts. Raindrop Technique Kit – all 9 oils applied, one at a time, on the back, or on the site of the discomfort.
- **Quiet time - meditation or prayer:** Sacred Frankincense, Frankincense, Peace and Calming, Sacred Mountain, Gratitude, Forgiveness, Awaken, Acceptance, Inspiration, White Angelica, Highest Potential, Transformation.
- **Sinus trouble:** Put a drop of peppermint oil in one hand, rub hands together, cup over nose, and breathe deeply. You can also use R.C. this way. Or you can diffuse. Breathe Again roll-on!
- **Skin conditions - Burns and rashes:** Keep lavender and LavaDerm in the kitchen and in the medicine closet for burns, rashes, abrasions, and sunburns.
- **Sleep enhancement:**  
Peace and Calming, lavender, or Dream Catcher on the bottom of your feet and brushed on your pillowcase before going to bed. Tranquil roll-on on your neck. Sleep Essence supplement at night. ImmuPro.
- **Stamina and energy:** MultiGreens (supplement) and Ningxia Red every day – this combination is AMAZING! NingXia Nitro, True Source, Longevity. Peppermint – on the body, diffused in the room, or drink a single drop in a cup of water!
- **Weight management:** Slique Tea, Slique Capsules Slique Essence, NingXia Red, 5-Day Nutritive Cleanse.
- **Other oils to enhance your life:** Joy, Abundance, Highest Potential, Magnify Your Purpose, Dream Catcher, rose, Valor, Balsam Fir.

*Note: This information is not intended to replace required medical care.*

## D. Gary Young Wellness Model

The following information may be helpful to people who are experiencing a health challenge.

1. **Hydrate** the body.  
The body requires 1/2 its weight in ounces of water ever day + 20% If a person is chronically dehydrated, it may be advisable to start slowly and work up to the desired daily amount of water.
2. **Balance the ph** of the body.  
Alkalime, Ningxia Red, and MultiGreens (enhances stamina level)
3. **Cleanse** - enhance the digestion/elimination system.  
Cleansing Trio + Juvatone and Juvaflex for liver and Parafree for parasites. 5-Day Nutritive Cleanse, Detoxyme, Essentialzyme-4
4. **Build** - Offer nutrients to the body.  
Ningxia Red, Core Supplements (includes True Source, Longevity, Omega Blue, and Life 5), Balance Complete or Power Meal, MultiGreens, Essentialzymes-4
5. **Support** - the Immune system, balance minerals.  
Immu-Pro or Sleep Essence, Mineral Essence, Ningxia Red, Life 5, Longevity, OmegaGize, Inner Defense, ImmuPower on the spine every day.

*Plus essential oils and other supplements to support these systems*

### Additional Thoughts on Wellness...

If a person's health is compromised, everything must be considered. Are they stressed? Are they sleeping well? Have they had enough sunshine and fresh air? Are they drinking enough pure water? Have they taken their vitamins? How is their nutrition? Do they exercise? How are their relationships?

If someone has a health condition, to treat the condition alone would be like putting a band-aid over it. Everything about them must be considered.

Essential oils contain hundreds of different kinds of molecules, each with specific benefits. If you use an oil to improve the digestive system, for example, the heart may improve, the brain may function better, etc. These benefits may be cumulative, allowing health and wellness to improve dramatically over time.

***Essential oils support us physically, mentally, and emotionally, and help us live longer, healthier, and happier lives!***

## **Essential Oil Distillation**

### **Understanding the Cost and Value of Essential Oils**

Essential Oils are aromatic liquids extracted from shrubs, plants, and trees. The oils may be distilled using the flowers, roots, leaves, bark, resins, and seeds. Citrus oils are pressed from the rinds of the fruits. Some oils, such as copaiba, are tapped from trees.

What is distillation? First, it's critical to find the plants growing organically because if chemicals are used on plants they will distill into the oil with the plant material, making that oil useless for improving health and wellness. Non-organic essential oils can actually be detrimental to our health and should not be used therapeutically.

For just a moment, envision being at the Young Living farm in Utah. This farm is located in a beautiful valley about an hour and a half south of Salt Lake City, UT. There is a huge lake on one side, and mountains on the other. And as far as the eye can see, there are fields of lavender, peppermint, chamomile, and other wonderful and aromatic plants. Off in one direction, they have been growing German Chamomile, organically, all year. As the plants mature, they are tested frequently to determine the optimal time to harvest and distill in order to produce the highest quality essential oil.

The plants are harvested and brought to the distillery. In the distillery, there are several tall stainless steel cylinders about 20 feet tall, and about 8 feet across. They load the chamomile into these cylinders, packing it down firmly and evenly.

Once the cylinder is sealed, steam is run up through the plant material from the bottom. The steam picks up the essential oil as it rises. Together, the steam and the oil go out a gooseneck at the top and into a condenser where the steam is cooled back down into water. At that point, the essential oil floats to the top or sinks to the bottom in a machine called a "separator" and can be removed.

So how much essential oil do you think you would get from this process? Remember, the distillery is about 20 feet tall, about 8 feet across, and filled with German chamomile, gently packed down.

When asked, people usually guess "a few gallons," or "quarts," but you would only get  $\frac{1}{4}$  -  $\frac{1}{2}$  of a cup of essential oil!! *This* is why some essential oils are so expensive *and* why they are so precious! When we think of essential oils costing \$20-\$30 a bottle, we realize what a bargain they are and what a miracle it is that we have them at all! And when we realize that the 5 ml bottles contain about 85-100 drops, and the 15 ml bottles contain 250-300 drops, we understand that using them, a few drops at a time, can be *very cost effective!*

Essential oils are very concentrated plant material. It takes at least 5000 lb. of rose petals to make 1 lb. of rose oil, making pure rose oil one of the most treasured AND expensive oils on the market. Rose oil elevates the mood very effectively. If you're feeling down, and you use a tiny amount of rose oil, there's just no way you can have a bad day. It may take several years to justify buying a bottle of rose oil because of the cost, but once you do, you'll never be without it again. And by using tiny amounts of this precious oil, a bottle will last you for many years, and is, therefore, actually VERY economical.

We live in a time when we can become empowered to take care of ourselves and our families using Young Living's natural essential oils and oil-enhanced products... Essential oils are a wonderfully *economical* alternative to keep our families healthy!

## **Brittany's Story**

### **The importance of Using Natural Personal Care Products**

The following is a true story shared by a young mother who hopes that others can benefit from it:

Brittany woke up one night, at 1am and vomited in her bed. Her mother changed her sheets, and put her back to bed. The next morning, Brittany appeared to be fine, and went to school. The next night, at 1am, Brittany vomited in her bed again. Her mom changed the sheets, put her back to bed, and thought, "She really IS sick." Next morning, Brittany was fine again, and went on to school....

Next night, at 1am, Brittany vomited in her bed. Her mom was becoming very concerned. So the next morning, even though Brittany seemed fine, her mom kept her home from school, and took her to the doctor, who could not find anything wrong with her. From that night on, every night at about 1am, Brittany vomited in her bed, and by morning, she always seemed to be OK.

Her mom began taking her from doctor to doctor, putting her through extensive testing, but no one was able to figure out why she was vomiting. Several weeks went by, and the doctors were talking about "exploratory surgery" to see if there was any obvious reason for these episodes. They were also looking at psychological reasons why Brittany may be getting sick every night... Everyone was very concerned.

One morning, Brittany's mother woke up, got the kids off for school, took her shower, and at 1pm in the afternoon, she felt like she was going to vomit... "Oh my gosh!" she thought, "Now I've got it, and I'm 12 hours off!" Then she began to think... The only thing she had done differently that day was that she had run out of her own shampoo, and had borrowed Brittany's.

Then she thought back.... They had received a free sample of the shampoo in the mail, and Brittany had loved it so much, she had bought her a large bottle the very next day. It was about that same time that Brittany began to vomit at night. She would take her bath every night at 8pm, washing her hair with this shampoo, and by 1am she was vomiting in her bed. On the day of her important discovery, she (the mom) had taken her shower at 8am, and by 1pm she felt like she would vomit.

Brittany's mom threw away the shampoo. She went to the health food store, and bought an "all natural" shampoo. (Which we now know may or may not be all natural - even if it's from a health food store.) The really great news is that after her mother bought the natural shampoo, Brittany no longer vomited in her bed.....

Here are two questions:

1. What would have happened to Brittany, by well-meaning medical professionals, if her mother had not figured this out?
2. How many other Brittany's are there out there and how many of us are being affected, in some way, by synthetic chemicals in our personal care products, cleaning products, or processed foods, without knowing what is causing the problems? Are these products killing us slowly?

Young Living has wonderful, truly all natural shampoo, toothpaste, deodorant, soap, and other personal care products that *support* health and wellness. Gary Young's motto is, "If you can't eat it, don't put it on your skin!" Young Living also has pure, all natural, essential oil enhanced supplements and food products that will support health, wellness, longevity, and life.

You are already buying personal care products for your family to use every day – instead, use Young Living products and help yourself and your family live longer, healthier, and happier lives!

*Please share Young Living with others! You could be saving a life, now or in the future!*

## Young Living Essential Ordering

### *The information of the person who is sharing:*

**Member Number** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

### *New member Information (for your records):*

**Member Number** \_\_\_\_\_

**User Name** \_\_\_\_\_

**Password** \_\_\_\_\_

**4-Digit Code** \_\_\_\_\_

### **First Time Orders - Enroll and place your order by phone or online:**

**Ordering by phone:** Call Young Living at (800) 371-3515 7am-7pm MST Mon.-Fri. A representative will help you set up your account and place your first order.

#### **Ordering Online:**

1. Go to [www.youngliving.us](http://www.youngliving.us) and click on "member sign-up," which is at the top of the screen on the right.
2. You will be given a choice of enrolling as an Independent Distributor or as a Customer.
  - The **Independent Distributor** option allows you to order wholesale. You are not required to be an actual distributor of the products. If you decide to share with friends and family and become a distributor, that option is available to you, and it's a great way to build an income.
  - Ordering as a **Customer** costs 24% more, and you do not have the option to share with friends and family. This is a good option for people who just want to order one product, one time. If you decide to order again, call Young Living and switch to a wholesale account so save money.
3. Independent Distributors enter Enroller and Sponsor numbers, which are the same - the member number of the person who introduced you to Young Living (above). (If you don't know it, you can call your friend, or Young Living.)
4. Create a User Name (usually first and last name together - no spaces), a password (8 – 12 characters - used when ordering online), and a 4 digit code (used when ordering by phone).
5. The page is self-explanatory – name, address, etc. If you run into problems, call the friend whose information is at the top of this page, call the company, or use the Live Help button, located at the top right corner of the screen (if they are available at that time).
6. If you enroll as an Independent Distributor, you will be required to purchase one of the Enrollment Kits.

**Once your account is set up, you will be given your own member number.** Please make a note of it, above, as well as your user name, password, and 4-digit code (for future orders).

**Join the Essential Rewards program** (an automatic monthly order), and get 10%-20% of your order back in FREE products, plus reduced shipping costs. Look for Essential Rewards autoship kits or create your own.

**To Order Again:** It's simple and easy. Go to [youngliving.us](http://youngliving.us). Click on U.S. English. Click on sign-in on the top right corner of the screen. Type in your member number and password, and you're ready to go!

**For more information about the oils and other products:** Login to the Young Living website as though you were going to order. Click on Distributor Resources on the left. You will find audios, videos, and PowerPoints that contain valuable training information. You can also go to [lifesciencepublishing.com](http://lifesciencepublishing.com) and [abundanthealth4u.com](http://abundanthealth4u.com) to purchase Desk References (large and small) and other helpful books like the Primary Usage Guide (Abundant Health site).

***Welcome to our Young Living family! Please let us know how we can help you!***



## **Part 2**

# **Building a Young Living Business**

## Introduction to Building a Young Living Business

***Building a Young Living business is simply sharing in a consistent, organized, and duplicable way. Duplication is people sharing with people, sharing with people. Sharing is done so that the average person can easily copy, follow, and duplicate.***

This may be the most rewarding experience you will ever have. Not only will you affect those in your immediate family and circle of friends, but you can also have an extraordinary affect on countless people who you may never meet. To know that you've made a difference in the lives of others is one of the most rewarding feelings in life. And by sharing with people now, you can also have a positive effect on the lives of future generations. What an extraordinary legacy!

So, why are you passionate? What made you realize that this is an amazing modality and that sharing the oils with others is really, really important?

Do you want to build slowly or quickly? Each of us has to decide whether we want to build slowly or quickly. In the 24/531,440 model in the next section, "24" is slow, and "531,440" is fast. What you have to do to grow quickly is very specific, and very detailed. Choosing to try something different or adjusting the Heart Centered Sharing model is certainly your choice, but it may net slower results. This model corrects the 100's of things that we've done wrong in the past 20 years. Each part of the Heart Centered Sharing model has been carefully thought out and time tested for effectiveness!

### **Network Marketing:**

Network marketing is probably the most misunderstood and misused business model in the world. So many network marketing companies base their businesses on greed, pressure, hype, and manipulation, that it's tainted most people's view of the model. What if we can take the basic mathematical model out of all that negativity? What if we can base our business on truly being of service to others? Young Living is creating a new paradigm in natural health. What if we can also create a new paradigm in network marketing?

Network marketing is a robust business model that works differently than any other way of marketing. (See page 56.) It's a model built on trust, relationships, and duplication (people sharing with people, sharing with people).

The pure, mathematical business model is extraordinary because it allows everyday people to create extraordinary businesses and incomes. They determine, for themselves, how successful they want to be, and how much time, effort, and resources they want to invest. They have no boss, although they may have a mentor.

Young Living has chosen a network marketing business system to get the word out about the profound healing effects of essential oils as quickly as possible. Network marketing can be done easily, from a heart-centered place of service. The key is to share with others in such a way that they can share with others, easily.

In Heart Centered Sharing, we *always* focus on the needs of the people whom we meet, educate, empower, and inspire. Financial rewards are always *secondary*, or, even better, completely out of the picture. This is what sets Heart-Centered Sharing apart from other business models. By living in gratitude and service to others, you can also create fabulously abundant financial support for yourself and your community. What a blessing!

You may say, "The people in my group don't want to do the business." Perhaps that's true. However, when I have repeatedly asked rooms filled with 100's of Young Living members - at all levels - from brand

new to seasoned leaders, "How many of you would love to be able to share Young Living with others?" what do you think their response is? About 98% raise their hands. Everyone wants to share. Let's help them!

If, instead, I were to ask, "How many of you would like to build a Young Living business?" it would be about 10-20%. So, we can help people share with friends, and some of them will go on to build with us - organically.

There is no need to persuade, convince, manipulate, or pressure people to purchase. We simply share from the heart, help people prioritize what will improve their health and wellbeing and of their families, and help them set up an account and order. We use the Essential Oils Desk Reference to help us help them decide where to get started.

After they enroll, we stay in touch with them, share the joy of their experiences, and answer any questions that they may have. As soon as possible, we help them share with *their* friends and families. Whether they choose to build a business with us, or just use the products, we are available to assist them in whatever way we can. Does that sound fun? It is! We "walk with the walkers and run with the runners!"

If someone is interested in the business right away - fabulous! Work with them and help them get started! Teach them how the business works, how we are paid commissions, and model duplication with them and for them!

***If we want to create an amazing business, our job is to help every single person in our downlines share with friends, every single month, and teach those in our groups to do the same. Then we're modeling the 24/531,440 model and even if we fail by 99%, we will have phenomenal success!***

#### **More on network marketing:**

Network marketing has two interesting attributes or "truths."

1. However you introduce someone to your products is exactly, 100%, how they will share with others.
2. Duplication is required for success.

#### **Let's look at these "truths":**

**1. However you introduce someone to your products is exactly, 100%, how they will share with others.** When they enroll, their ideas about sharing tend to be "set in stone." If you talk to someone one-on-one, and they enroll, they will share the same way. If you introduce someone to the products at a class, they will require that future classes, similar in content, be available in order for them to share. Or they may feel like they have to become a seasoned and experienced teacher, themselves. If they enroll because someone just shared an Everyday Oils kit with them, they will share Everyday Oils kits with others, and those oils may or may not be what that person needs to truly change their life.

If they enroll learning about all the product groups and the Young Living lifestyle, that's what they will share, and it has the greatest potential to create life-changing results. By including all 5 product groups in your everyday life, people immediately begin to live longer, healthier, and happier lives. These 5 product groups are: essential oils, oil-enhanced supplements, NingXia Red (and other food products), Thieves products, and Young Living's natural oil-enhanced personal care products,

*You have to choose, very carefully, how you introduce your friends and loved ones to Young Living.. Learn how to educate, empower, and inspire others!*

**2. Duplication is required for success.** You can enroll a few people, over time, and get your orders paid for. But if you would like to earn a substantial income or reach the top achievement levels, you must find and implement a successful duplication model as the way that people in your organization are introduced

to Young Living. And as much as possible, we want people to smell, taste, and touch the products, so that they can have their own experiences.

**implementing duplication versus non-duplicable models offers dramatically different results:** If you begin to share with friends and family, and enroll 2 people a month, at the end of the year, you will have 24 people in your organization. This will add about \$100 a month to your income. If, instead, you enroll 2 people a month, and help each person in your group enroll 2 people a month, at the end of the year, you will have 531,440 people in your organization! That's a huge difference! (See page 21.)

If you use the Heart Centered Sharing model, and track your 24/531,440 results, **and FAIL by 99%**, you will still have added over 5,000 people to your network by the end of the year, and your income may easily be over \$10,000 a month.

Do you have to limit your growth to sharing with 2 a month and then helping them do the same? No! You can use this model by the week, or even by the day! Your choice!!! Have fun!

Over the years, we've tried many, many different forms of sharing. We've met one-on-one with individuals, talking to them about how to improve their health and wellness. We've presented introductory information to small groups and large classes. We've been health care practitioners sharing with clients. We've set up booths at expos. We've bought cold leads and tried to cultivate relationships with them. We've set up websites and paid for web ads. We've taught classes for hospitals, various community groups, and schools. We've taught Raindrop classes as a way of introducing people to the oils. You name it, we've done it.

What we've observed is that most of these sharing methods do not empower the people who join our groups to be able to share with *their* friends and family. These may be a wonderful way to educate the people in your community, but they are not a good way to create and build a sustainable and flourishing business. These activities are still *very important* and we will always do some of them. We're consciously aware, when we're doing them, that they are "24" activities, rather than "531,440" activities. (Again, see page 21.)

*The most duplicable method we have seen, so far, to build a successful business is by having small introductory events of 5-6 new people, and once your group develops, these people are brought by 2-3 people who are already members of your group.* The following section, called Steps 1, 2, and 3 will give more detailed information about this system, and how it works.

Experience and test this model by having 8-10 of these events during a 2-5 month time period, *exactly as it is written*, to see the full value of this system for helping others and building a successful business. If you do these events effectively, usually by the 4th or 5th event some people who have brought friends back to 2-3 events will let you know that they are ready to have their own events! *This* is duplication!

*This Heart-Centered Sharing model is simple, duplicable, fun, and absolutely life changing for all who have the opportunity to be a part of it!*

## 24 vs. 531,440

Many of us came into Young Living as health care practitioners and educators and, at some point, realized that we can also have a substantial business through sharing these wonderful oils and oil-enhanced products with others.

As health care practitioners and educators, it's possible to enroll 2 people a month, and we are happy when we can do that. However, is this what creates a successful business? We would *assume* that it is.

We can *hope* that they will eventually share with others. *Or, we can learn the skills of teaching sharing* - helping *every single one* of our downline members understand how to share with others and enroll them.

This may include *our* learning how to *model* duplicable sharing to our downline members. We can still be health care practitioners and educators, and we can also use some of our "business time" sharing in a *duplicable way*.

Why is this SO important?

The following spreadsheet will clearly show the importance of duplication (which is people sharing with people, sharing with people). This spreadsheet shows you what happens when you enroll 2 people a month for a year, as well as what happens when you enroll 2 people a month for a year and they are able to do the same.

Month	You Enroll	...OR...	Total Number of People From Last Month (Old)		They Each Enroll 2 (New)		Plus Your 2 New People		New Total People in Your Group: Old + New + Your 2
January	2						2		2
February	2		2	+	4	+	2	=	8
March	2		8	+	16	+	2	=	26
April	2		26	+	52	+	2	=	80
May	2		80	+	160	+	2	=	242
June	2		242	+	484	+	2	=	728
July	2		728	+	1,456	+	2	=	2,186
August	2		2,186	+	4,372	+	2	=	6,560
September	2		6,560	+	13,120	+	2	=	19,682
October	2		19,682	+	39,364	+	2	=	59,048
November	2		59,048	+	118,096	+	2	=	177,146
December	2		177,146	+	354,292	+	2	+	531,440
<b>Totals for Year</b>	<b>24</b>								<b>531,440</b>

The difference in the size of your group at the end of the year, depending on how you are introducing others, is quite astonishing! You can set up sharing events as often as you can - 2 a *day*, a *week*, or a *month*! The more sharing events you hold, the faster your group will grow!

Statistics show that if someone has just ONE person in their downline, they are twice as likely to order and half as likely to go inactive than if they have no one in their downline. And the more people they have in their downline, the more likely they are to order. And, of course, if they are ordering oils and other products more consistently, they will, most likely, significantly improve their health and well being over time. It's a beautiful win/win. Please help *everyone* share, as often as possible!

### To review:

- \* At any given moment in our business, we are either working toward the "24" or the "531,440."
- \* The "24" is sharing but not being duplicable. This may include recommending products for clients, teaching large classes, setting up booths as expos, etc. This is, basically, "retail marketing" even if we allow people to order wholesale.
- \* The "531,440" is sharing with and enrolling 2 people a month (or a week, or even a day), and

helping, teaching, and modeling so that everyone can do the same. We are heart-centered and duplicable. This is network marketing - people sharing with people, sharing with people.

\* We need to be aware of the difference, evaluate what we're doing, and make a conscious decision about where we want to invest our time, energy, and resources. The "531,440" allows us to help more people, over time.

\* Not everyone we enroll will share with and enroll 2 people a month. By consistently scheduling as many follow up Heart Centered Sharing events as possible, it will make it easier for them to do so. One secret to your success is to ALWAYS have invitations printed and available at EVERY event, for the NEXT event! One event leads into the next, and there is always someplace for the new members in your group to bring friends!

• If you have a limited amount of time to invest in your Young Living business, make sure to do as much of the "531,440" activities as possible. Set aside a specific number of hours, every week for "531,440" activities and honor that schedule!

\* If all you do is "24" activities, you'll continue to get the same results as you've been getting.

\* Create a vision board, with places for everyone who would fulfill this model for the first 4 months. See if you can fill in the names as you help the people in your group share with their friends and families!

• And remember - you don't have to take a year to complete this model! Maybe you can break a new record, and fulfill the model in an amazingly short period of time! Fun, right?

**Remember:**

***If you will follow this model for 12 months (or 12 weeks if you would prefer!)- enrolling 2 every month, and helping every single person who joins your group to enroll 2 every month, also, EVEN IF YOU FAIL BY 99% YOU WILL HAVE ADDED OVER 5,000 NEW PEOPLE TO YOUR ORGANIZATION by the end of the year!***

## **The Heart-Centered Sharing System - an Overview**

### **Understanding the difference between retail marketing and network marketing:**

1. Retail marketing is selling products (wholesale or retail) or providing health care service.
2. Network marketing is when people are helping people, helping people - creating a network.
3. How is network marketing different? Two truths:
  - a. However you introduce someone to a network marketing product is precisely how they will introduce others.
  - b. Network marketing requires duplication to function as a business model - the 24/531,440 model  
Duplication is people sharing with people, sharing with people - not a single teacher or leader doing it all.

### **Getting Started Steps 1 - 2 - 3 (see page 25 for more details):**

1. Share with people, help them decide what to order, and help them set up their accounts.
2. Help them share with friends and family.
3. Empower and inspire them to share with others without your help. (duplication)

### **The keys to your success (see page 27 for more details):**

1. Consistency, sustainability, duplication, and fun!
2. Being "just another person in the room" and not an expert.
3. Personalizing each guest's order including lifestyle products.
4. Having the next event scheduled and invitations printed for each event.

### **The skills supporting the success of your business:**

1. Sharing & Listening
2. Personalizing and Enrolling
3. Communicating & Training
4. Teaching and Modeling How to Share With Others
5. Leadership Development (Includes Mentoring New Leaders)

**Educate - Empower - Inspire**

## The Process: Steps 1 - 2 - 3

The goal of heart-centered events is to **empower** as many people as possible to take care of themselves and their families, using our natural products, so that they can live longer, healthier, and happier lives. Our goal is to show them the **Young Living Lifestyle** and how to share it with others when they are ready (**duplication**).

### The Process:

- **Step 1 - You share Young Living with others.**
- **Step 2 - You offer the opportunity for every person in your group to help them share with others every month.**
- **Step 3 - You "launch" people so that they can share with others without your help.**

**The success of this business is dependent on people sharing with people, sharing with people.**

- **Step 1** – Sharing often begins one-on-one with friends and family. Share your oils, stories, and experiences. If someone is interested in learning more, invite them over to share in a more comprehensive way. At that time, go through the “Introduction to Young Living Essential Oils” information and help them set up an account. (See pages 5-9.)

Once you feel that you are ready, you can have small introductory events and share the information with 3-4 “very interested” friends. Once you’re more comfortable, invite 5-6 guests, but, preferably, not more than that. (If we have more than 5-6 new people at these events, we cannot offer personalized service, and the new people will probably not order.) Through these experiences, we become comfortable with sharing.

Attending one of the Heart-Centered Sharing events as a guest can be an important first step for people who will eventually choose to share with others and do the business with us.

- **Step 2** – This is where heart-centered duplication begins... (Duplication is people sharing with people, sharing with people.)

Organize events where you specifically ask 3 people already in your organization to come and each bring 1-2 “very interested” friends. You can personally invite people, also, to fill in so that you have 5-6 new people, total. When they arrive with their guests at the event, hand those who have brought people the “Introduction to Young Living Essential Oils” section of this document, printed out. (See page 41) Please do not give them this entire document! It’s too much information for new people! The guests do *not* receive a copy of the presentation. We say to our downline members, “Here, I thought you might like to follow along.” There is never any pressure to build the business – we just model for them how to share with others, and they will make their own decisions, based on their experiences.

Ask those who are bringing friends to share a personal 1 minute story at the event about their favorite oil or product, which will help them discover their “sharing voice.” At these events, have them enroll their friends (with your help, as needed) and they will begin to feel empowered and inspired to help others.

These Step 2 events are an important experience for members who are now coming back with 1-2 “very interested” friends. They will discover the rewarding feeling of helping others and being of service.

They may want to attend 2-3 of your Step 2 events, bringing 1-2 friends to each one, so that they hear the presentation several times. (They need to bring at least one person in order to attend a Step 2 event.)

- **Step 3** – Once downline members come to an event, and then come back and bring friends, some will want to have their own events for *their* friends and families.



Show them how to have these events. Doing it with them will **empower** them. Doing it for them will enable them, and they will be dependent on you for their success. Encourage them to do the presentation, and you can be their "assistant" and pass out oils. Tell them that you will attend and answer any questions that they may need help with. If there ARE questions, use the desk reference. Through this process, they can gain the confidence needed to share with others...

### **Imagine...**

Imagine for a moment that you have an event where 3 people come who each bring 2 guests. That is 6 new people, and three people who are already members, for a total of nine. In the first hour, with everyone sitting in a circle, including yourself, you go over the presentation, and share oils, NingXia Red, Thieves spray, Thieves lozenges, and lavender hand lotion. Everything you say is duplicable.

In the second hour, *still sitting in the circle*, your downline members and guests observe as you personalize with each guest, helping them set up their own accounts. Ask those who brought guests for their input as to how to best help the guests figure out what to order. Everyone is helping. This is where everyone loses their fear of enrolling and learns how to truly be of service! It's wonderful!

We are not experts at these events because being experts is not duplicable. We open our Desk Reference and allow the book to be the "expert." We help the guests figure out the very best place to start, encouraging them to experience Young Living's fabulous lifestyle by trying products from different product groups.

This is NOT done so that we can earn more money or increase orders. We know that when people order lifestyle products (oils, Thieves line, NingXia Red, personal care, and supplements) they will begin to feel a difference, right away in their health and wellness. This is how we can truly change lives. If they don't order, order just the \$40 kit, or simply order a single bottle of oil, did we really help them? No.

Please don't judge what they can or cannot afford. Suggest products that will truly change their lives, and allow them to decide what to get. They will know what is right for them and what they can afford.

Optimally, when they are ready, you will hand the guest a laptop computer to use to set up their account, themselves, and have the person who brought them sit next to them, in case they have any questions during the enrollment and ordering process. Meanwhile, you are talking to the next guest, helping them prioritize, and decide what to order. Everyone is watching and listening.

By watching you as you discuss each guest's goals and help them prioritize orders, everyone will be able to hear how to handle situations like fatigue, improving emotional health, dealing with kids who are sick all the time, and what to do for someone who experiences a lot of pain, just as examples. They will see that by using the Desk Reference, they do not need to be an expert in order to help others.

You can use the "6 Great Ways to Get Started" handout (see page 16) for ideas.

Those who have attended (both members and guests) will feel much more confident about being able to share with other people and help them enroll once they have observed this level of sharing and enrolling.

The goal of these events is to empower people to incorporate the Young Living lifestyle, in such a way that they become inspired to share with others. This creates duplication, which generates substantial business growth over time, and helps many, many people improve the quality of their lives.

## The Keys to Your Success

**Key #1 Consistency, sustainability, duplication, and fun.**

**Key #2 Being "just another person in the room" and not an expert.**

**Key #3 Personalizing each guest's order including lifestyle products.**

**Key #4 Having the next event scheduled and invitations printed for each event.**

**Key #1 Consistency, Sustainability...** offering ongoing **duplicable introductory events** and other training and activities for your organization. Industry standards suggest the following expectations:

### **Full time:**

3 or more duplicable introductory events per month.

1 Leadership event a month, which is a business training for builders

1 Product training (members only, no guests) every 1-3 months on specific topics

Attending all local events and the yearly convention

### **Part time:**

1 or more duplicable introductory events per month

1 Leadership event every 1-2 months

1 Product training (for members only, not guests) every 3-4 months

Attending all local events and the yearly convention, if possible

### **Very Part Time/Hobby:**

Introducing people to the products occasionally, when convenient

Having duplicable introductory events with no set schedule

Offering product and business training occasionally

Attending local events and the yearly convention, when convenient

### **Duplicable Introductory Events:**

We develop the skills for presenting simple, profound, and duplicable introductory presentations and present that material as frequently and consistently as possible.

Sustainable means creating a schedule of events that can be realistically accomplished over a long period of time, such as one to three years. Each event builds for the next. A "start, stop, start, stop" schedule will minimize the momentum required for success.

We present the material as it is written, and we re-phrase to accommodate how we speak. We add our own personal stories, in the space provided, or have the people who brought friends tell their stories. Stories are short. 1. What was wrong? 2. What did you do? 3. What happened? 4. How did you feel?

We can make small changes to the material to reflect the people at the event, but, for the most part, we adhere to the outline to empower others and maximize duplication. People learn to trust our events because they know what to expect, and what will be covered.

We start on time and finish on time, honoring our guests and ourselves. It takes practice to complete the first part of the presentation in about an hour. We may know so much more that we'd like to share, but we can share that additional information in pre-scheduled specific members-only product trainings, as mentioned, above.

Being duplicable will generate a flourishing and self-sustaining business and it will allow this exquisite healing modality to spread around the world in our lifetime! Within a few short years, people everywhere will be healthier and happier!

**Key #2 Not looking like an expert...** The presenter has to be very careful not to look like an expert or they will *lose duplication*. They can be knowledgeable, professional, passionate, and helpful. Appearing to be an expert empowers the presenter. Appearing to be duplicable empowers the guests and the members bringing those guests.

We allow the Desk Reference to be "the expert," deferring to the book for answers to health questions other than information covered in the presentation. This empowers our new members to know how to access resources for future questions, rather than relying on us.

We ask those who have brought friends to share their stories and experiences. This empowers *them*.

By carefully presenting the material in the outline we are able to share profound information about our exquisite oils and other products. And yet, the very fact that we use the outline shows anyone watching that sharing can be done by anyone who has the desire to be of service to others.

The presentation is comprehensive enough to encourage people to change their lifestyle and improve their health and well being, yet simple enough to be duplicable. And it's fun! They feel empowered. They realize that they don't need a PhD in order to share with others or build a business.

**Key #3 Personalizing...** This key is one of the ***secrets to your overall success...*** In the second hour of our events, we go around the circle and ask each new person, one by one, how we can help them decide how to get started, *right in front of everyone*, and we help them enroll and order.

The group is small so everyone is willing to talk about what they need. They feel safe, and honored. The members who brought guests are encouraged to offer ideas, along with the presenter. We look up health challenges in the Desk Reference.

**Important:** It's not about us. It's not about money. It's truly about what each person needs to improve their health, wellness, and happiness. We focus totally on that. We suggest products from all of the product categories whenever possible because when we help someone get on the **lifestyle**, *their life changes for the better every time*. If all they get is an oil kit or single product, not much changes for them.

We're *encouraging* them to think through the lifestyle as best they can, in each case, - what they want to achieve and what is important to them. They choose what they can afford and what they want. We don't pre-determine what they can and cannot afford, or what they should or should not focus on and purchase. We simply assist them through the process of prioritizing and ordering. All thoughts of money (how much you will earn) and judgment (how much they can afford) are out of the building!

**Lifestyle includes:** oils, NingXia Red, supplements, Thieves products, and personal care. A combination of these product groups changes lives. Once we become clear on that issue, we can finally lose our fear of appearing to "sell" and truly began to focus on the needs of the person sitting in front of us during that personalization process. No pressure, no hype, just *truly helping*.

It's often helpful for them to look at the "Have a Great Day Everyday," "Everyday Uses for Young Living's Essential Oils," "the D.Gary Young Wellness Model," and the "6 Great Ways to Get Started" to help them decide on a good place to begin.

We help each of the guests prioritize what they need, and ask them, "Would you like to set up your account? It only takes about 5 minutes." They usually do. Many orders are \$150 - \$200 because they're *replacing* the products that they've been buying elsewhere with *healthier products from YL*.

**Why this key is so important:** The people attending will see how you (and the other members present) do your very best to help each guest with their personal situations. By the time they leave, they will be

empowered to help people with several kinds of issues, rather than just their own. Educate, empower, and inspire is what we do best!!

**Key #4 The next events are already scheduled...** We *always* have the next event scheduled within 2-4 weeks, and we invite those who enroll to come back and bring 1-2 friends. We have invitations printed, on beautiful paper, and available at each event. (See Sample Invitation on page 32). We say, "We're having another one of these events in 2 weeks. We'd love to have you come and bring 1-2 friends. Can you think of anyone who might benefit from learning about the essential oils?" *This begins the duplication process.* It builds on itself over time.

Usually guests *will* want to come back with friends within a month or two. We encourage those who want to come back to bring someone. At these events, new enrollees often say, "I can think of several people I'd love to share this with." We say, "If they order, you'll get a commission check, and that can help you pay for some of the products you want!" Their eyes light up.

Some will eventually decide to have their own events, because they feel empowered. Some will just bring their friends back, and that's all. Perhaps one of their friends will build with us... This is so fun!

**Why this key is so important:** If you can imagine such an event, *you have now shown 8-9 people (3-4 "old" and 5-6 "new" is a perfect sized group!) a simple way to share and you have helped the 5-6 new people decide what to order, based on their own personal situations... right in front of everyone. Everyone (the 8-9 people there) now knows how to help others and "personalize" with 5-6 different situations.* When the new people come back and bring 1-2 friends to the next event, duplication begins and your business grows. They learn how to talk to people with *all sorts of health challenges, and how to enroll them.* Some go out and begin to enroll people themselves, without you. It's amazing... Soon, without any pressure about the business, people begin to have their own events.

Once people become involved and start setting up their own events, they say, "I never thought I would be doing *this!*"

"*This*" is the business... "*This*" is Heart-Centered Sharing. "*This*" is duplication. "*This*" is a lot of fun and very rewarding!

Now compare "*this*" to, instead, sitting down with someone one-on-one, telling them about the oils and other products, helping them set up a protocol, and then helping them order. When we do that, in order to share, they have to go out and find people with the same health challenges that they have because they don't know how to talk to anyone else. And they consider us an expert, or their health care coach, even if we aren't charging them a fee for our time... Neither of those is duplicable. The result? A new enrollment, but no duplication...

Also compare "*this*" to teaching a class with 20 people in it... When the class is over, most people get up and walk out. Those who stay can ask questions, but no one sits there with them, personalizes, and then helps them set up their own account. The result? We've educated a lot of people, but *did we really help them?* No, probably not. They're not going to have the products they need to improve their lives, unless they find someone, later, who will help them figure out what to order and show them how to set up their account. Or, the attendees go online, order, and become "orphans," enrolled under someone who they don't even know. Again, did we really help them? Are classes duplicable? No.

Small meetings are fun, educational, *and* duplicable! They empower those who attend to live longer, healthier, and happier lives, and encourage them to be able to share with friends and family!

## The Greatest Mistake

The greatest mistake I see people making, when they tell me they want to have a successful business, is that they ignore the people already in their downline, and they're constantly out looking for new people.

I have people in my group who have enrolled 100's of people, and are not able to live on the income they receive from Young Living. Why? Is it the company? The products? The compensation plan? Who can we blame? Ourselves.....

It doesn't matter how many people you enroll. That's RETAIL SALES. That's "24"! At the end of that year, you might make enough in income to pay for your products, and maybe even one of your bills. But that may be all.

What is required for successful network marketing is to create a HUGE NETWORK of people sharing with people, sharing with people. That is "531,440"!

For that to happen, before you go and enroll the next person, you MUST turn around, and help the people you've already enrolled SHARE WITH FRIENDS. Remember, 98% of the people in audiences at YL events want to be able to share. Many just don't know how!

They may not want to share with a friend this month, but next month perhaps they will. That's why we have to give them an opportunity, *every single month*, to share with friends, until they can do so, successfully, without us.

The two places people get stuck are:

1. They don't know what to say to their friends.
2. They are good at sharing, and some share all the time. But they do not know how that turns into an enrollment.

It's our job, as business builders, to model these two things for them. Don't talk about it - show them! Invite them to come to an introductory event, so that they can watch you share with a small group and enroll those who are ready to order. It's that simple.

In Heart Centered Sharing events, with 5-6 guests being brought by 3-4 members, the time is divided as follows:

First 30 minutes - on the oils and the Thieves line.

Next 25 minutes - we cover the supplements, NingXia Red, and personal care products.

Next 5 minutes - how to order (wholesale vs. retail), the kits, and the Essential Rewards program.

During that first hour, everyone attending learns how to share effectively.

Next 1 hour - Personalizing each guests' needs and allowing them to set up their accounts and order.

When it comes to truly being of service - both in helping people with their own needs, and in showing everyone how to enroll others easily, without us, the second hour is very, very important.

During that second hour, we "personalize" with each guest as they sit in the circle - empowering them to make excellent decisions for themselves, and sitting with them while they set up their own accounts (our laptop in their lap). It's during that time that everyone - members and guests - become aware of how we talk about ordering, and how the process happens. People want to be of service to others. It's during this wonderful second hour that everyone - members and guests - learn how to do so.

## With Whom Will You Build Your Business?

People come into Young Living for many different reasons:

1. Some just want to use the oils and other products and are not interested in building a business. (At least not at first...)
2. Some want to share with 1-2 friends or a small group, like a peer group, friends and family, or clients, but do not initially want to build a business.
3. Some people want to retail the oils or sell them to friends at wholesale, but not build a business. These people may be shy about the network marketing business model, and may not understand that network marketing can be done through a heart-centered approach.
4. Some people want to educate and teach, but are less interested in learning the skills required to build a business, including implementing a duplication model. They may be hopeful that a business develops under them, but they're not willing to focus on the business, itself. These people, too, are often shy of network marketing and are not sure how to integrate building a business into their sharing experience with integrity.
5. Some health care practitioners want to enroll their clients so that they can use the oils and other products, but are not interested in creating the duplication required for a business.
6. Some people want to build a business part-time. They may be committed to their career, at least for now, and are willing to work 5-10 hours a week on a part time Young Living business.
7. Some people want to build a large, successful organization, and are willing to learn the skills and implement the models and strategies that will help them achieve success. They are also willing to put in a more substantial time investment. They enjoy sharing with integrity and without having to be an expert. They embrace the concepts of lifestyle and duplication because they understand that implementing these concepts has far-reaching and life-changing effects, worldwide.

Shall we treat all of these groups exactly the same? No. We need to become excellent listeners, ask a lot of questions, and find out how each person sees themselves participating in Young Living so that we can offer appropriate support.

Through our leadership, our Young Living organization can grow organically: as people move from using the products to sharing with 1-2 friends, to sharing a small group, and then to sharing with a larger group, they may find that they love creating a Young Living community, and will join us in the business. We can't expect, demand, or force people to do the business. What we can do is support and encourage them *exactly where they are*.

### What if you run out of friends with whom to share?

By consistently having small gatherings, and inviting the people in your organization to come and bring 1-2 friends, you will never run out of people to invite.

Everyone knows 200 people. If you currently have 10 people in your organization, you currently have access to 2,000 people. ( $200 \times 10 = 2,000$ ) In only one more generation of people you have access to 400,000 people! ( $2,000 \times 200 = 400,000$ ) So you will never run out of people to share with!

Show your friends that they can trust you to share in an compelling, educational, and supportive way, helping their friends understand what to order and how to set up their own accounts, without hype or pressure to buy products or build a business. And they will share their friends with you.

Look for people in your Young Living community who express an interest in sharing and building, who are honest, hard working, and teachable.

***Heart-Centered Sharing means building a successful business through sincerely helping others.***

***You Are Invited  
to a Free  
Introduction to Essential Oils!***

***Discover how therapeutic grade essential oils  
can improve your health and well-being!***

**Date & Time:**

**Where:**

**We will share essential oils that will:**

- Ease pain, depression, and stress!
- Increase your energy level and stamina!
- Restore a calm and balanced mood and enhance mental focus!
- Stop colds and flu's before they make you sick!

**Cost: Free**

**R.S.V.P. Required by:**

**Please call:**

**Or email:**

Although the healing powers of essential oils have been known for centuries, their introduction into popular culture and modern medicine has had a profound effect on how we view health, vitality, and wellness.

***Join us for an educational and fun-filled evening and experience  
the joy of therapeutic grade essential oils!***

***And bring your friends!***

## **The 3 Weeks Before Your Event - Quick Check List**

### **Three Weeks before your events:**

1. Determine the location and verify that it is possible to enroll people at that location (hopefully on the internet).
2. Call the three people who you are inviting to come and bring 1-2 friends each and then check back with them within about 3-4 days to see whether they were able to contact their friends and whether the date works for them.
3. Order your supplies on your autoship to save money on shipping.
4. Buy name tags if you want to use them.
5. Order an Essential Oils Desk Reference if you don't have one, or borrow one from an upline leader.
6. Select a date for a follow up event, so that the people who enroll can come back and bring friends.

### **Two Weeks before your events:**

1. Invite more people, as needed, so that you will have 5-6 new people at the event.
2. Print out and read through the scripted outline - "Introduction to Young Living Essential Oils."
3. If you have not received your supplies, check to see when they will be delivered.

### **One Week before the events:**

1. If anyone cancels, invite others, as needed.
2. By now you should have received your supplies. If not - do your follow through.
3. If you plan to share a DVD, verify that the player is working.
4. Print out invitations for the follow up event, where new enrollees can come back and bring friends

### **Two Days before the events:**

1. Call downline members and ask them to call their guests to ask whether they need directions.

### **One Day before the events:**

1. Make sure the area you're going to use is clean and organized. Set up chairs (one less than you think you will need, with the extra one nearby).
2. Purchase flowers and refreshments (both optional).
3. Organize your supplies, outline, samples, name tags, etc., and set up the ambiance in the room.
4. Call your personally invited guests and downline members who are bringing friends.

### **The Day of the events:**

1. Read through the Introduction outline one more time.
2. Set up display (made up of whatever you have on hand).
3. Organize your refreshments and chill the NingXia Red samples.
4. Be dressed an hour before the events stars, as some guests arrive early.

**Last minute:** set out refreshments.

***Once your guests arrive, relax, have fun, and enjoy!***



## The 3 Weeks Before Your Events - Details

Details often determine success. The leaders who have held these events over the years have made many mistakes. It is our goal that you will not repeat those mistakes. To optimize your success, please read this section carefully.

Once you have had several of these events, these steps become easy and natural. While it may only take a few minutes a day of preparation, this 3 week lead time will help you create well organized and successful events.

If you have ever had a birthday party for a child or a friend, you know the importance of making sure exactly how many people will be attending in order to avoid disappointment. Learning the skills of inviting and being willing to follow up with invited guests will help insure your success.

Over time, you can organize boxes that contain everything you need for these events, and you can be ready, easily, to set up a Heart-Centered Sharing event within about 20 minutes.

To optimize your results, set up gatherings twice a week or twice a month for several months, depending on what your schedule permits. *This consistency is a very important part of the process.* And it means that every time you have an event, you will have another one scheduled where you can allow 3 of the new enrollees to come back and bring 1-2 friends, *which is the basis of this model.*

Many leaders who are having Heart-Centered Sharing events have said, "It REALLY DOES take 3 weeks to plan a successful event!"

### Three Weeks before the events:

1. Decide on your **location** and get the people in your organization involved if you are planning on having 3 of them come and bring 1-2 friends each. If you are having the event at a location other than your home, verify that you will be able to enroll people at the site. Plug-ins are available for laptops through cell phone services which offer wireless internet anywhere.

2. The **invitation** process is very, very important, and can make or break the success of this entire business system.

Phone calls are the most effective way to invite your downline members to bring guests or your own personal guests. Printed flyers or invitations are optional and a sample invitation is included for your convenience. Emails do not work well. So how do we invite friends?

You: "Hi Marcia! Hey, I remember that you're interested in the essential oils. We're having a small introductory event on Tuesday, May 3rd, from 7-9 here at my house. Would you like to come?" Marcia: "Yes, I would love to." You: "Great! We're keeping this event small so that we can give personal service to each guest, so please let me know if your plans change, ok? I'd really appreciate 48 hours notice if you decide not to come. I'm so glad that you can make it!"

What if she says, "Uh, ummm... s-u-r-e. I'll come." She doesn't want to come and she won't show up. She'll call you the day of the event and give you some excuse. Please listen carefully to determine people's true interest level. And don't judge them. Remember, you're not interested in *everything*, are you?

Or, if you are personally inviting 3 downline members to come and bring 1-2 each: You: "Hello Terry! How are you? Hey, we're having a very special event here at my house on Tuesday, May 3rd, from 7-9. It's for people who have a friend or two who they'd like to introduce to the oils and other wonderful Young Living products. Would you like to come?"

Terry: "I don't have anyone who I'd like to bring, but I'll come." You: "This event is specifically for people who have friends who they've been wanting to share with. I'll call you next time to see if you have someone by then, ok?" (If we have more members attending than guests, **the guests tend to feel overwhelmed and often do not order.**)

Or, Terry: "Yes! I'd love to! And I have a LOT of friends that I want to share with!" You: "Wonderful! We're purposely keeping these events small, so that we offer personalized service for each guest, so bring your 2 most interested friends to this event! We'll have more events in the future, where you can bring your other friends, ok?"

If one person is coming and bringing 4-5 guests, you may think, "Great! This event is almost full!" But invariably, the day of the event, something comes up. They don't come and neither do their guests, and the event either does not happen, or you have 1 guest. This is definitely not optimal!

Terry: "I have a lot of friends who I want to share with! Will you come to my house and do a class for my friends?" You: "I don't do that. You're welcome to come to several events, and bring 1-2 to each one."

Why not just go and do the presentation for all of their friends? Because our goal is to **empower** people to share and to create **duplication**. If you go to her house and do it *for* her, you are enabling her, and she will be dependent on you.... quite possibly forever. If, instead, she comes to 2-3 of your events, and brings 1-2 friends to each one, she will become empowered to share or have events, herself, because she will have seen and heard it several times.

Terry: "I have one friend who hates the oils, but she really needs them. I'll bring her!" You: "Terry, I would actually appreciate your *not* bringing her. There's nothing worse than having someone sitting there with their arms folded across their chest. I'd appreciate your bringing people who you've shared with who *are* very interested. Ok?"

### **More details about inviting:**

Email or Facebook invitations and other "mass inviting" methods are simply not effective. Inviting or mailing invitations to large groups will prevent your being able to control the number of people coming. An optimum number is 5-6 "very interested" guests and 3-4 members. This is a festive-sized group and will usually result in several enrollments. According to our experience, as soon as you have 7 or more new guests, the number of enrollments begins to go down... In classes of 15-20 people, you may only enroll 2-3 since you won't have time to give anyone personal attention. When the number of attendees goes up, the percentage of enrollments goes down.

You can call these events anything from "Introduction to Essential Oils," "Aromatherapy Home Gathering," "Small Educational Seminars" or anything else you would like. Make sure to say "RSVP Required," and give a phone number and email address. A sample invitation is included on page 32.

Make sure that the invitations are pretty and compelling and give potential guests reasons to attend, other than just obligation. If you're going to print invitations, use paper from the office store that is beautiful and colorful. It's very inexpensive.

### **VERY important:**

How can we make sure that we have people attending? Use the same skills as though you were having a birthday dinner for your best friend... If you had seating for 8, in addition to you and your friend, you would want 8 people there, right? Not 1, not 20...

You would actively communicate with people who have been invited to make **SURE** *exactly* who is coming. If you have downline members coming and bringing guests, make **sure** that they communicate

with their guests effectively, so that you can have an accurate idea of the number of people who will be there. And, again, tell them to let you know if their plans change. **This detail can make or break a successful event.**

**3. Order your supplies** on an autoship to save money on shipping:

- a. Product Guides (at least a 10 pack) and Price Lists – you will want to give one to each person attending, even if they are already enrolled and bringing a guest. (These people may already have one, but it will give them an extra one to share with a friend, and it's a good business investment for you.)
- b. NingXia Red sample packs - 30 to a pack or a bottle of NingXia Red to share
- c. Wolfberry Crisp Bars and/or Slique Bars (optional refreshments)
- d. Everyday Oils Kit to share (if you don't already have one)
- e. Lavender Hand Lotion
- f. Thieves spray and/or lozenges
- h. Some people like to share the Mood Enhancing Protocol, found on "Have a Great Day Everyday!" If you would like to do that, make sure to have those oils on hand; Valor, Harmony, Joy, and White Angelica.

This should cost you about \$5-\$6 per person attending – again, a great investment! The Everyday Oils kit contains about 80 – 100 drops of each oil, so sharing a drop of each oil with each person should cost about \$1 per person in oils. So while your initial investment might be \$200-\$300 to purchase all of these supplies, this will allow you to share with many, many people.

If you want to give small gifts to those bringing friends, or for those who enroll and order at the event, purchase them now. (Optional, and not necessary.) This might be chap sticks, hand purifier, or any of the less expensive products.

**4. Buy name tags**, if you want to use them.

**5. Order an Essential Oils Desk Reference** from Life Science Publishing (800-336-6308) or Amazon (if you don't already have one). This will be used as "the expert" at these sharing events. You may also want to order a copy of Harmony, Joy, and Abundance from Life Science Publishing. It is a small book on sharing, and contains 2 CD's - one of the book being read, so that you can hear voice inflections, and the second is a 30 minute introduction to Young Living, following the same outline that is used in this material. Listening to this second CD, which is called "Nature's Gifts for Healthy Families" is an invaluable tool in learning the skills of sharing successfully.

**6. Select a date for a follow up event**, so that the people who enroll can come back and bring friends. Put it on your calendar.

7. Once you've given someone an invitation, **check back with them within a few days** to see whether it fits into their schedule and whether they are planning to come. If not, you can invite someone else, and you still have plenty of time.

### **Two Weeks before the events:**

**1. Invite more people, as needed** to fill in the group to 5-6 new people committed to coming. (This - as well as the extra time needed to launch your autoship and save money on shipping - is one of the main reasons you need 3 weeks to optimize your events.)

2. If you have downline members inviting guests, **check back with them** to make sure they've invited their friends, and find out whether they've committed to coming.

**3. Print out and read the Introduction to Essential Oils**, highlighting a few words in each paragraph that are most important to you. Practice your talk. You can even do a run through with a friend to get

feedback. Again, you may want to listen to the “Nature's Gifts” CD several times, which is in the back of the Harmony, Joy, and Abundance book, to enhance your sharing skills. These are available through Life Science Publishing (800-336-6308)

4. **Check** online to see when your **supplies** will be delivered.

### **One week before the events:**

1. **If anyone cancels**, see if you can invite people to fill in the group to 5-6 new people.
2. **Check briefly with downline members** who are planning to bring guests to see whether you need to fill in the available spaces.
3. **If you have not received your supplies a week before**, and for some reason, your order has not processed correctly, you can still order 3rd day air and get them there.
4. **Make sure that your computer and internet are operational** so that you can enroll people at the event. Again, if you are having the event at a location other than your home, make sure to verify that you will be able to enroll people at the site.
5. If you are planning to share a DVD at the beginning of your event, **make sure that your DVD player is working**, or that you can play the DVD on your laptop, and that you know where the DVD is that you're using for the event.
6. **Print out invitations for the follow up event**, where new enrollees can come back and bring friends

### **Two days before the events:**

1. **Call downline members and remind them to call their guests** to ask whether they need directions, etc. (to verify for sure that they are coming) If people are bringing guests, encourage them to bring the guests *with them* rather than counting on them to show up alone. Make sure that everyone understands that this event is not set up to handle small children.

Many people are afraid to call their guests back, and would rather just “hope” that they show up. Interestingly, some people forget, and appreciate the reminder call. Plus, it’s better to know exactly how many people will be there, than not to know. Empty chairs make guests feel uncomfortable. Please ask your downline members to verify who will be there within the next 24 hours, and let you know.

"Hi Terry! I'm really looking forward to seeing you on Monday night! Have you called your guests to verify whether the time that you're picking them up? I can't wait to see you!"

People who skip this step may have disappointing results. It’s an important one...

### **The day before the events:**

1. Get the area **clean** that you will be using.
2. **Set up chairs** - one less than you think you will need, with the extra one nearby. This is because, often, one person out of 5-6 reservations will cancel at the last minute. This is why we do our best to get 6 reservations – assuming that we will have 5 guests.
3. Get a bouquet of **flowers** for the table, if you’d like to.

4. Purchase any **refreshments** you intend to share - fruit, vegetables, tea, water. Keep it simple and duplicable, and no alcohol as it ruins this type of event.
5. **Organize** all of your **supplies** so that they are all in one place.
6. In winter, make sure there **is room in the coat closet** and empty hangers for your guests to use.
7. Set up the **ambiance** in the room - check the lighting, set up your diffuser (if you have one), and make sure the room is comfortable.
8. **Call your personally invited guests** and ask them whether they need directions, intend to bring a friend, etc. You really want to touch base with them one last time, as a reminder. "Hi Tony! I'm so glad that you're able to come to the aromatherapy gathering tomorrow night! Hey, do you need directions? Great! See you at 7!"

Often, one of them will say, "Thank you so much for calling! I would have forgotten to come, and I really want to be there!"

9. **Check back with downline members bringing guests** for final numbers.

### **The day of the events:**

1. **Set up your display** - gather things up from around the house that you use every day like your supplements, Thieves Toothpaste, etc.
2. **Preparation:** Make sure that you have the "Introduction to Young Living Essential Oils" printed out and available. Read through the outline one more time to help familiarize you with the material and use a highlighter for the important points. Have the invitations for the next event printed and ready.

Have an Essential Desk Reference, and Everyday Oils kit, Lavender Hand Lotion, NingXia Red samples, Thieves spray, lozenges, and the DVD you plan to share (if you're going to use one) next to where you will be sitting. If you'd like to show the value and economics of the oils, have a ¼ and ½ cup measuring cups on hand for that section of the outline. If you're using name tags, set those out.

3. **Chill the NingXia Red samples**, if you want them chilled.
4. **Organize your refreshments.** Cut up the fruit if you're making a fruit tray, cover them, and put them in the refrigerator. Cut up the wolfberry crisp bars and/or Apricot bars into small pieces if you're sharing them. Put them on a beautiful plate, and cover them. Have a full one in your display so that your guests will know what they look like.
6. **Be dressed an hour before the event.** People come early. Wear nice clothes - like what you wear to church or out to dinner. A nice pair of slacks or a skirt and a blouse or sweater is perfect. No jeans, sweats, or house slippers.
7. **Last minute** - set out refreshments, make tea or lemon water.

**Once your guests arrive, relax, have fun, and enjoy sharing these life-changing products!**

## The Event

You have 1 hour for the presentation, and 1 hour to help all of your guests personalize their needs and place their orders. Please do this exactly as it is set up, to truly help those who have come.

Start on time and finish on time. If someone is running late, do not wait. Start as close as possible to the time you have set, in order to be respectful of those who have made the effort to be there on time.

If, after the presentation, there is no time to help guests figure out what they need and order, did you really help them? No. They will go home, alone, and look through the Product Guide containing over 400 products, and will, most likely, not be able to decide what to order.

Many people, when trying to set up their own accounts, go online, by themselves, and end up in YL's "Orphan Pool" and get assigned to a stranger who lives in their state. This is not good for them, or for you.

Yes, you can do follow through, but it is so much easier and more duplicable to help guests order at the event, rather than later. You have to stick to the schedule and be on time for that to happen.

Have your supplies next to you: an Essential Oils Desk Reference book, your Everyday Oils Kit, (or just use the oils you have that you can share), your NingXia Red (bottle or samples), Thieves spray and lozenges, and Lavender Hand and Body Lotion. Help everyone experience the Young Living lifestyle during your time together!

*Very, very important:* Have your invitations printed and on hand for the next gathering, which should be scheduled for 2-3 weeks after this one. This starts the process of duplication, on which this business model is based...

You may want to diffuse oils like Abundance, Citrus Fresh, Thieves, or your favorite oil.

Greet everyone as they arrive, and make a special effort to remember the names of each guest. You can use name tags if you want.

Make sure that everyone is comfortable and has water or tea. Invite them to enjoy the refreshments while you're waiting for everyone to arrive. Ask the guests if there is something special they'd like to learn. You'll ask, again, once everyone is sitting in the circle during the presentation, but this gives you an opportunity to get to know them.

You're ready to get started!!! You've made the effort, and you've done the preparation. Now it's time to enjoy yourself and have fun! Smile!

## Getting Started...

Once everyone is there, and, sitting in a circle (including you), give everyone, members and guests, Product Guides and Price Booklets. Have tucked inside the Product Guide, a copy of the "Have a Great Day Everyday!" protocol (on the front of the page) and a copy of "Everyday Uses..." on the back, printed on pretty paper. You may also want to include the D. Gary Young Wellness Model and other handouts. During the presentation, you will have everyone pull these pages out, and reference them.

### **Introduction and your story (1-2 minutes)**

Tell your friends why you use essential oils and natural products every day of your life, and what an honor it is to be able to share what you've learned and experienced with others. Keep it short and simple. "Hi. I'm Ann. I've been using essential oils for my family for the past several years, and I love being able to keep everyone healthy and happy! It's an honor to be able to share them with you today."

Be duplicable. If you introduce yourself as an expert, very few can duplicate you, and it will take years of study before they will even try. By keeping your introduction simple, people will immediately know that they can share, if they choose to. This detail is very, very important to your success.

Then say, "Let's go around the circle and please tell us your name, and what you'd like to learn."

Make a mental note about what each guest says is important to them. What you can do with this information during the presentation is simple. If, for example, someone says, "My kids are sick all the time, and my friend told me that I can learn something here that will help." During the part of the presentation about Thieves, you can say, "Brenda, this next information will be especially helpful to you."

If someone says, "I have a lot of back pain, and my friend said the oils might help." When you start sharing the oils in the Everyday Oils kit, you can say, "Bob, do you have pain now? What level is it from 1-10, 10 being the worst?" Bob answers. You say, "We are going to be sharing some oils. If you can reach the spot that is giving you trouble, put a drop or two of each oil on that spot, and then see if you can feel a difference within the next couple of minutes. If you can, please speak up and let us know, ok?"

The following 12 pages are the presentation which you will have printed out, by itself, and stapled. You may have gone through it with a highlighter, marking important key words and phrases in each paragraph so that you can refer to the page, talk about that topic, refer to the page, talk about that topic, etc. There's no need to read it. Just refer to it.

This takes practice. By the time you've given your 10th presentation, it will be easy and natural. And again, smile a lot, and just have fun!

## An Introduction to Young Living Essential Oils

### 1. Historical validation

“We all know that plants have been linked to the wellness of man since the beginning of time. Ancient people used plants for medicine and first aid. The ancient Egyptians used essential oils for medicine, beauty, emotional support, embalming, and there were many recipes mentioned in the hieroglyphics for using essential oils for healing. Essential oils are mentioned throughout the Bible, such as when frankincense and myrrh were brought to the Christ child.”

**Share frankincense oil.** Allow your friends to put a drop on – anywhere they choose to. If they have pain somewhere in their body, they may want to put a drop of each of the oils that you will be sharing with them on the area of the pain, to see whether it changes. If they're in pain, ask them what their pain level is, and then check back with them periodically to see whether the pain level has changed.

Tell your favorite Biblical, historical, or frankincense story, *briefly* in 2-3 sentences:

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### Thieves Products

#### 2. Thieves story

“Moving forward in time, in the 14<sup>th</sup> and 15<sup>th</sup> centuries, a great plague ravaged Europe and millions of people died. According to historical archives, there were a group of men who were able to walk among the dead and dying and steal from them – they were thieves. When they were caught and brought to the king, he offered them leniency if they would tell him how they were able to do this. They told him that they were spice merchants, trapped in the city because the ports had been closed, and they had run out of money to support themselves. So they had resorted to stealing. They knew that if they anointed themselves with herbs and spices, they would be immune to the plague. The king had this information posted throughout the lands.”

“Today, we have an essential oil blend named – Thieves – and we have a whole product line based on this amazing blend which is highly anti-bacterial, anti-fungal, and anti-viral. We can use it to keep our families and ourselves healthy. If anyone starts getting sick, put the oil on their feet, diffuse it in the house, or even put a few drops in a capsule and take it as a supplement.”

**Pass around Thieves oil and share a brochure (optional). Spray the Thieves spray. Show them a bottle of Thieves Household Cleaner.**

Spray Young Living’s Thieves spray. “This can help you keep your home smelling good, but even more importantly, it will help keep you and your family healthy!”

Point to the Thieves Household Cleaner. “The Thieves Household Cleaner is an amazing cleaner because it's so powerful and anti-microbial, and yet it's so safe and gentle. You can use it to clean every surface of your home: the floors, sinks, toilets, countertops, and walls. You can use it to clean your oven, use it in your dishwasher, and you can put a small amount in laundry that you want to sanitize.”

“The Thieves toothpaste and mouthwash will keep your teeth and gums healthier than they have ever been before, and the Dentarome Ultra helps keep teeth white!”

“Does anyone have a sore throat or a headache?” Share your Soft Thieves Lozenges, if you have some.



"These Thieves products will help you and your family stay healthier. You can replace the products that you are currently using that may actually be making you sick! And, instead, use *these* Thieves products such as toothpaste, household cleaner and hand soap that will help you stay healthier! So, this does not impact your budget at all, except that you will save money, over the long run, by *not* having to buy cleaning products that make you sick, or cold and flu products when you *get* sick."

Do you have a favorite Thieves story (2-3 sentences)? \_\_\_\_\_

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## Oils

### 3. "So what are oils?"

"The essential oil of the plant is what actually helps the body heal when we use herbs as medicine. It's also the 'lifeblood' of the plant and its immune system.

Many people are familiar with using herbs to enhance wellness. When plants are dried for tea or to make supplements, 95-97% of their essential oil is lost, as is much of the plant's capability of helping us be healthy. By using essential oils, we are getting the complete chemical profile in every drop!

Essential oils are plant concentrates. It takes 5,000 lbs. of rose petals to distill down into one pound of rose essential oil! That is an entire warehouse full! It takes 3 tons of Melissa to distill into 1 lb. of Melissa oil, which can cost \$9,000 - \$15,000 a lb. (and a lb. is about 2 cups!)" One drop of peppermint oil is equivalent to 28 cups of peppermint tea! **Share your peppermint oil.** Tell your favorite peppermint story, briefly.

"Essential oils are anti-bacterial, anti-fungal, anti-viral, anti-inflammatory, and support the immune system, just to name a few of their wonderful benefits. Essential oils can be used by the body to support repair and regeneration. The molecules in the oils mimic the molecules that your body uses to repair itself. And the oils are natural and non-toxic.

There is a molecule called limonene which is found in all the citrus oils, and research on this molecule shows that it has the ability to not only inhibit cancer, but also to regress it! Isn't that amazing? Orange oil is 95% limonene, and in order to replicate this research, one would have to take 10 ml of orange oil internally every day. The national library of medicine now has over 4,000 research articles on essential oils!" **Share your lemon oil.** "Lemon oil also contains a lot of limonene." Tell the group how you use lemon oil.

### 4. "Where do we get essential oils?"

"Our essential oils are distilled from plants by putting plant material into a large stainless steel cylinder, running steam up from the bottom. The steam picks up the oil sacs from the plants and is taken out through the top of the distiller. The steam is cooled back into water and the oil floats to the top, and can be removed.

These distilleries can be as large as about 20 feet tall and eight feet across. If you can imagine filling a cylinder 20 feet high and 8 feet across with German chamomile, which is a delicate, fragile plant, how much oil do you think you would get from distilling this much plant material? You get somewhere between ¼ of a cup and ½ of a cup of essential oil!"

If you have them, hold up a ¼ cup and ½ cup measuring cups. Put 1-2 of your bottles of oil into one of the cups to demonstrate what a small quantity of oil comes out of each distillation.

"This is why some oils are very expensive. Other oils, like peppermint and lavender, provide more oil in each distillation, so they are less expensive."

"And since the small 5ml bottles of essential oils contain 85-100 drops, and the 15ml bottles contain 250-300 drops, and we use only a few drops at a time, the essential oils are actually very economical!"

#### 5. "Why is purity so important?"

"Purity is really important, because unfortunately, most essential oils, even those found in health food stores, may be synthetic, adulterated, or diluted, and can actually be toxic to us. Have you ever smelled candles at a candle shop and you've gotten a headache right away? They are probably scented with synthetic oils."

**"Young Living is dedicated to having the highest quality essential oils in the world. These are the only oils we use because we know that they are pure, safe, and effective!"**

#### 6. "So, how do we use oils – every day?"

"We can inhale oils, put them on topically (diluted or undiluted), take them orally as a supplement, put them in our bath water, and we can even cook with them. We use them as cologne, for first aid, and in massage."

**Demonstrate inhalation with Valor. (Put a drop in one hand. Rub your hands together. Holding your hands cupped in front of your face, take a few deep breaths.)**

Do you have a favorite way to use oils? Share it now in 2-3 sentences: \_\_\_\_\_  
\_\_\_\_\_

"Young Living also has several roll-on oils, which makes them very easy and convenient to use. Many women keep Stress Away in their purse and use it as a cologne and to help them stay in a better mood! Young Living also has a roll on called Deep Relief, which we use for pain, Tranquil, which is soothing and relaxing, Breathe Again, for respiratory support, and Valor, which is balancing and uplifting."

**Pass around one or two of the roll-ons, if you have them because they demonstrate another method of using them. Allow them to rub a little on, if you can.**

#### 7. "Why do we use essential oils? What are some of the benefits?"

"We can use a blend called Peace and Calming to reduce stress" (**share Peace and Calming**), "PanAway" (**share PanAway**) "to reduce pain, and Joy to uplift the mood. (**share Joy**) We can use lavender and peppermint for first aid for cuts, burns, and to reduce fevers. We can use lavender at night to help us sleep better. ." **Share lavender.** Oils like frankincense support the immune system and clove oil is the most powerful anti-oxidant of any substance measured so far.

We use these all natural products in place of the pain relievers and first aid products that we might normally buy, and, over the long run, they will actually save you money because you won't get sick as often. You can prevent colds and flu's instead of waiting for them to hit you. If you use natural pain relievers, your body will thank you for it. So again, these products are not an addition to what you normally spend, they simply replace what you might normally buy.

**Share your Purification.** "We have an oil called Purification which you can use on bug bites. They stop hurting right away, and they don't get infected. You can also diffuse this oil to get rid of any unwanted odors in your home, and purify the air."

## The Everyday Oils Kit

“The oils we’re sharing with you today are in an essential oils collection called the Everyday Oils Kit. It’s a wonderful way to get started using the oils. These are some of our favorite oils, that we might use every single day. It’s a great kit to have on hand.”

“Essential oils enhance our health, wellness, and happiness immeasurably, and can absolutely improve the quality of our lives.”

### 8. Internal use (Essential Oil Supplements)

“If we feel like we’re getting sick, we might use essential oils such as Thieves, internally, in capsules, to prevent our becoming ill. If you’re using an oil internally for the first time, just put about 3 drops in a capsule. You can increase the amount with each capsule you take until you’re taking a full capsule at a time. Young Living is pioneering the use of essential oils in supplements, and they now have several blends that are available in capsules, so they’re easy for us to take.”

“One of these supplements is Longevity, which contains thyme, orange, clove, and frankincense, all of which help support the body on many, many levels.”

***“Longevity may be the most important health supporting product available in the world.*** Let’s look at the 4 oils in this supplement.”

“**Clove** oil is the highest anti-oxidant of any substance measured so far. Unfortunately, as we age, our bodies rust and go rancid on the inside. This is called oxidation. Anti-oxidants prevent oxidation in our bodies, so it’s very important to eat a lot of anti-oxidant foods like fruits and vegetables. There is a measurement called ORAC where they measure a food’s ability to prevent oxidation. ORAC stands for Oxygen Radical Absorbance Capacity, and which indicates a food’s ability to absorb free radicals which cause oxidation.”

“Raspberries are considered a great anti-oxidant food and they measure 1,220 on the ORAC scale. Clove oil measures about 2 million. This oil keeps our bodies from oxidizing (or rusting from the inside out!). Even more importantly, clove oil has been researched in its ability to reduce the stickiness of blood cells, and was found to be even more effective than aspirin in reducing blood stickiness., without the side effects. So clove oil may help reduce the risk of heart attacks and strokes.”

“The second oil in Longevity is **thyme**. This oil was used during World War I to fight against anthrax so it may help us stay healthy. It also prevents the rancidity (or oxidation) of fats in our bodies. Our cells have a fatty coating, which tends to go rancid (or oxidize) over time. When that happens, oxygen and nutrients cannot get into the cell easily, and waste material cannot get out. By protecting that fatty coating, thyme oil may help prevent the aging process. Thyme oil also prevents a process called ‘angiogenesis’ which is where blood vessels grow to cancer tumors and bring nourishment to them. So it may help reduce the risk of certain cancers!”

“The third oil in Longevity is **orange** oil, which consists of about 95% of the molecule called limonene. Limonene has been studied and has been found to not only inhibit cancer, but also to regress it. So limonene is a molecule that we will want to take into our bodies every single day, right?”

“And the fourth oil in Longevity is **frankincense**. This exquisite oil was known as a ‘cure all’ in ancient times. Today, it is studied for its anti-cancer, anti-depressant, anti-inflammatory, and immune supporting capabilities. And by the way, frankincense is 12% limonene. Do you agree that this would be a great oil to take every day?”

“So Longevity may help reduce the risk of cancer, strokes, heart attacks, aging, and depression. It should be part of our everyday life, from now on.”

“Young Living also has a supplement called Inner Defense which is, basically, Thieves in capsules. We can take it at the first sign of a cold or flu. This supplement contains Thieves, which is anti-bacterial and anti-viral, thyme and oregano, which are very anti-viral and have been used successfully for pneumonia, and citronella which is also very anti-bacterial and anti-viral, as well as being an excellent support for the respiratory system. This is a supplement, which you will want to have in your home at all times. If you have to place an order for it, it will arrive too late to prevent the cold or flu.”

“Essential oils may be the most profound health support we may see in our lifetime, capable of changing medicine, as we know it. They seem to be especially supportive to ease pain and depression, reduce degeneration and illness, and relieve stress. They are powerful and yet gentle, non-toxic, safe to use for children and pets, and hopefully, they are the medicine of the future. The bottom line is that they can help us live longer, healthier, and happier lives.”

## **9. Precautions (optional)**

“There are just a couple of precautions when you use oils. Some oils can heat up on the skin – keep vegetable oil handy and gently rub over the area, if an oil feels hot. Water will drive the oil in and make it hotter, so, again, always use vegetable oil over the area if an oil heats up. Young Living has a vegetable oil blend called V-6 that you can keep on hand, even though you will rarely need it.

Citrus oils are photosensitive which means that they will heat up in the sun. So don't put them on and go out into the sun.

If you choose to use the oils internally– start with a small quantity - about 3 drops in a cap. Dilute if desired.

If you use them in your bath – disperse in bath gel base. Young Living has one that we use. Be careful which oils you choose as water drives oils in and may cause them to heat up on the skin. Lavender is wonderful in a bath. Peppermint is NOT.”

## **10. This is a great time to have other Young Living members share their stories and experiences if they have come and brought a friend.**

Ask them the 4 questions that create an excellent and concise testimonial: “So what was wrong? What did you do? What happened? How did that make you feel?”

## **Supplements and Food Products**

### **11. Supplements containing pure essential oils**

“We've already talked about Young Living's Longevity supplement, and Inner Defense, which are essential oil supplements in capsules.”

“It would be wonderful if we were *not* being constantly exposed to toxins in our air and water, and if our food was *not* being grown in soil depleted of nutrients. Unfortunately, this is not the case, and we need supplementation to help protect us from toxins and to provide the nutrients that we need to be healthy.

Young Living has pioneered the use of essential oils in supplements in the U.S. and as a result, has the most effective supplements on the market today. We have an excellent daily vitamin supplement called True Source, which is a food based vitamin supplement. It is made up of 3 capsules, which come in convenient packets. So it makes it really easy to grab one on the run.”

“Another very important product that Young Living has is called MultiGreens. If you have a problem feeling tired in the afternoon, or you find yourself exhausted by evening, Try taking 4 of these capsules sometime after lunch, and you'll notice that the exhaustion is gone, starting the very first day! Unlike other

products that zip your energy and then have you crash, MultiGreens just gives you a very steady energy all the way until bedtime, and then you can easily go to sleep."

"Young Living has a whole line of exceptional supplements, which support the heart, liver, digestion, cleansing, etc. We have one called Sleep Essence that helps us get a better night's sleep! And since these supplements contain essential oils, they are much more powerful and usable by the body, so they're a great investment!"

Share your favorite supplement here in 2-3 sentences: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

"And, again, you simply replace what you're using now with essential oil enhanced supplements. You quit spending money on products that are actually making you sick, and start using your money, instead, on products that will help you live a longer, healthier, and happier life!"

## 12. Food Products

"Young Living also uses essential oils in food products like their NingXia Red juice, protein powders, energy bars, etc. and they're very careful about using natural sweeteners like blue agave and stevia which will not spike blood sugar levels." **Pass around cut up Wolfberry Crisp bars or Apricot bars if you are sharing them.** Read the ingredients. If you have another type of bar in the house or that you've purchased from the store), read the ingredients from that one, also, and compare them. The store bought bars usually contain high quantities of sugars and artificial ingredients. The ingredient list on the Wolfberry Crisp bars is all natural and very impressive!

## NingXia Red

### 13. NingXia Red – 3-5 minute talk (or show NingXia Red DVD)

"NingXia Red is a juice that gives us more energy and vitality and keeps us healthy. It may be the most nutritious single food on the market today.

NingXia Red is a very high anti-oxidant juice, which means that it helps keep our bodies from aging and breaking down. It is especially high in the S-ORAC scale, which means that it can prevent the most damaging free radicals from causing problems in our bodies.

When compared to other juices on the market, all the other juices measured 0-8 on the S-ORAC scale. NingXia Red measured 363!

NingXia Red contains wonderful, high quality juices such as blueberry, pomegranate, plum, cherry, and aronia, which are all well known antioxidants. The special secret ingredient is a puree of a berry from China called wolfberry. Wolfberries are a national treasure of China because they've been observed for over 5,000 years to improve health and enhance longevity. Their Olympic athletes eat wolfberries as their 'secret weapon.'

The wolfberries grown in the Ningxia province of China seem especially potent, and the people in that area who live to be 100 years old are 4 times as likely to reach that age as people from other provinces. The wolfberries in NingXia Red come from the Ningxia province.

Wolfberries have been carefully researched in China, and they have been documented to improve eyesight. Some people have had to have their glasses changed because their eyesight improved once they started drinking NingXia Red! Wolfberries are also known to support heart function, and lower cholesterol *and* blood sugar. Diabetics can drink NingXia Red because it has a low glycemic index.

Wolfberries protect the liver, which is the cleansing organ of our body, and it enhances brain function, which is especially important to those of us who are over 50. Wolfberries support the immune system, so we don't get sick as often, and it reduces stress and anxiety. And let's face it. We live in a very fast paced and stressful world, so anything we can do to keep our bodies and minds calm is a good thing.

Wolfberries are higher in vitamin C than oranges, and higher in beta-carotene than carrots. It's also high in vitamin E and protein. It's anti-viral, anti-bacterial, anti-fungal, and anti-inflammatory. It's got such a complete and comprehensive nutrient profile!

One of the best benefits that we get from drinking NingXia Red is increased energy and stamina. One young mother said that before she had NingXia Red, she was exhausted when she came home from the office. She relied on caffeine to help get her through her duties as a mother in the evening. When she started drinking the juice, she found that by drinking 3 oz a day, she had the energy and stamina, without caffeine, to be folding laundry at 11PM at night.

*Everyone* should be drinking this juice, even if that's the *only* thing they do to improve their health and wellness and NingXia Red only costs about two dollars a day! And it's delicious! Drink it every day for a couple of months, so that you can see, for yourself, what a difference it can make in your life. Would you like to try some?"

**Share NingXia Red sample packs or pour everyone a small glass from your bottle.**

"Shall we have a toast? Wishing all of us longer, healthier, and happier lives!"

"True Source, Longevity, and NingXia Red will give you energy, stamina, and vitality. Together, they cost about \$4 a day, which is less than a coffee! If \$4 a day is a stretch, take them every other day! The value and benefits of these three products every other day is still greater than the vitamins you're taking every day now!"

If you have a NingXia Red story to share in 2-3 sentences: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **NingXia Nitro**

### **14. 1-2 minutes**

Young Living has an extraordinary product called NingXia Nitro! It's a natural replacement for the 5-hour energy drinks and is designed to enhance focus, acuity, and performance! It's got all natural ingredients and a small amount of naturally occurring caffeine. If you find yourself reaching for energy drinks, especially in the afternoon, give yourself a healthy alternative - NingXia Nitro!

## **Slique Products:**

### **15. 1-2 minutes**

Young Living has created a natural, healthy, weight management program called Slique. This healthy product line contains a delicious tea, chewing gum, fiber capsules, an essential oil blend, and snack bars - all designed to help you feel full and satisfied, which will prevent overeating.

## **Natural Personal Care**

### **16. Natural personal care products**

"Let's talk about personal care products for a moment. Most personal care products on the market contain harmful chemicals, which will penetrate the skin when used and can make us sick. Young Living's personal care products contain all natural ingredients and therapeutic grade essential oils, so

using them is actually supportive of health and wellness. We have excellent skin care products, hair care products, oral hygiene products, kids products, and products for your pets.

Why would you continue to use toothpaste, mouthwash, bath gel, and shampoo which may be slowly poisoning you and your family when you can use all natural products that will support your health and well-being?"

Share your favorite personal care products, and how you use them every day, such as the ART skin care system, Thieves toothpaste, or the deodorant: \_\_\_\_\_

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Have either the Lavender Hand Soap or the Thieves Hand Soap (pump bottle) at the kitchen sink, or in the bathroom, so that you can let them try them.

**Pass around the Lavender Hand and Body Lotion.** Tell everyone to use a pea-sized amount because this product is VERY concentrated.

"Notice that this hand crème is very concentrated and you only need a little bit. It's very economical. And look at the way it's absorbed into the skin so easily. Those are therapeutic grade ingredients, which will help enhance your health and wellness!"

You can even have inexpensive toothbrushes on hand, and allow your guests to go to the bathroom and try the Thieves toothpaste and mouthwash.

"Young Living also has a wonderful product called Progessence Plus which we rub on like an essential oil, and it helps us balance our hormones. It's natural, safe, and many women notice a huge difference in how they feel when they use this product, and several have reported healthy weight loss."

### "Happy Protocol" - Optional

**17. Valor-Harmony-Joy-White Angelica Protocol** "We have a mood enhancing protocol that you will find on the 'Have a Great Day' page tucked inside of your Product Guide."

Valor – single drop on the wrist, and hold the other wrist to it.

Harmony – Single drop over the solar plexus area, above the belly button

Joy – Single drop over the heart

White Angelica – single drop in one hand, rub hands together, and brush over head, shoulders, chest, down the body, as though you were applying an "angelic shield."

### Ordering

#### 18. How to Order

"Some of you will want to order, so let me explain, briefly, how to do so. These products are not available in stores, and we order them directly from the company, in Utah. You can order wholesale, like we do, or retail.

To order wholesale requires a membership, which is sort of like Costco, but better, because as long as you order \$50 in products once a year, you don't have to renew your membership. Plus, you get a lot for your money.

At Costco, all you get is a membership. This Basic Starter Kit costs \$40, and contains a 5 ml bottle of Stress Away, a roller unit that will turn it into a roll on, sample packs of peppermint, lavender, Peace and Calming, lemon, and Thieves, business cards that you can use to share these samples with friends, two take-along packs of the NingXia Red juice, and lots of educational information.

The Basic Plus Kit is \$75. It contains everything in the first kit, plus a diffuser, valued at \$100 by itself! What a great deal!!!

The Premium Plus Kit is \$150 and has everything in the Basic Plus Kit, including the \$100 diffuser, AND an Everyday Oils Kit which is valued at \$150 by itself! So this kit is an amazing deal! It's a wonderful choice for those who would like to get started, right away, using some of our most favorite oils.

## **Essential Rewards**

### **17. Explain the value of being on Essential Rewards.**

"There is one other great option you need to know about that will help you save even more money. Young Living has a program called Essential Rewards that is sort of like a 'frequent flyer program.' This gives you back 10-20% in free products when you have an automatic order being shipped to you every month and offers cheaper shipping costs. We love this program!

We can change the contents of our orders every month, online, which you can do, easily, in about 5 minutes, and you can cancel at any time by just calling the company's customer service.

We have 5 Essential Rewards kits that you can order easily called Balance, Beauty, Home, Lifestyle, and Wellness that are \$139 each, and ordering a different one each month will allow you to try some of our most love products! Ordering a different Essential Rewards kit every month for 5 months is an excellent way to see how much better you and your family will feel using these products!

Essential Rewards is a great way to save even more money on your health and wellness products! And some people use this as a savings account for Holiday gifts! They save their Rewards Points all year, and use them for healthy Holiday gifts for their loved ones!"

## **Conclusion**

### **18. Conclusion – tying it all together**

"Our goal is to empower people so that they can take better care of themselves and their families using these all-natural products. All you have to do is replace the products that you're currently using with wonderful natural health supporting products. It's that easy."

"We can also empower people by helping them learn how to share this with others to create a financially and emotionally rewarding business. If you're interested, please let us know."

"In conclusion, essential oils may be the most profound health support that we will see in our lifetime, capable of changing medicine as we know it. In Young Living, our mission is to help people, everywhere, live longer, healthier, happier, and more abundant lives."

If you are sharing the "Have a Great Day Everyday" page, and the "Wellness Model" page, you can have everyone pull those out and say, "Here are some ideas about how to get started. If your health is pretty good, and you just want to feel happier and healthier, the Have a Great Day protocol is a great place to get started. You can use the 4 oils to enhance your mood. You can take good vitamins, drink NingXia Red, take Longevity and MultiGreens and use all natural personal care products! This alone will change your life!



If you look on the back of that page, you will see common health issues like sleeping, pain, sinus problems and colds and flu's that can be dealt with using natural products.

If you or someone in your family have more serious health issues, you'll want to look at the "Wellness Model" page and it will give you ideas of where to get started."

## **Personalization**

### **19. Personalization**

The next step may be the **most important and the most helpful** for your friends. It's where we focus on each individual guest, going around the circle, one by one, (about 5 minutes with each person is all it usually takes), helping each of them figure out what would be the very best way for them to get started in Young Living. Again, if they go home without ordering, have you really helped them?

With everyone listening (and learning), start with one guest, and ask, "So tell me, what have you heard tonight that can help you and your family? How can we be of service?" Help them personalize the products that they want to get. Look in the EDR for answers to their questions. Allow the book to be "the expert." Empower the person who brought the guest by asking for their opinion.

Help the guest prioritize an order. If their list becomes fairly long and cost becomes an issue, perhaps their highest choice is to divide the order into 2-3 orders, place the first one, and design a couple of Essential Rewards orders so that they can start receiving free products.

"Do you want to go ahead and get your account set up? It only takes a few minutes!"

By allowing everyone to listen, everyone (members and guests) will benefit and have the opportunity to hear how we speak to people about their individual needs and help them enroll. This will allow everyone to go home and share with others, much more easily, if they choose to do so. This one single step can shorten your business building efforts tremendously because everyone in the room can learn how to share with others who have specific needs, and they will begin to think about people they know who are experiencing similar issues.

Many of us are afraid that if we help someone order, they will think we are trying to "sell" to them or pressure them into buying something. Oddly, nothing could be further from the truth, according to our 100's of experiences.

Most people are excited and grateful to have someone help them decide what to order and help them set up their account. And helping people, in this way, becomes very rewarding once you get comfortable with the process. You know that you have done your best to help people prioritize what they need and want, and you've helped them set up their account, so that only is it done correctly, but the products will be on their way to them very quickly!

An example:

"Mary, when we first started, you said that you're worried about your kids being sick all the time. What did you hear that might be helpful?" She answers, "I'm thinking about getting some of the Thieves products like the oil, hand soap, toothpaste, and household cleaner."

"Yes, I agree that the Thieves products would be an excellent place to start! They will help you keep the kids healthier, especially during the school year! Jody (who brought Mary), do you think that Mary should start with the Thieves products? Is there anything else that you can think of that she should consider?" (You're empowering Mary and you're empowering Jody.) "Mary, what else do you think might be helpful? What about some of the kids shampoo and lotion, so that you can replace what you've been using with something that will support their health and wellness. What do you think about that?" Her answer here.

"And what are we going to do to help YOU stay healthier? You need to be healthy to take care of your kids. You might want to consider using the products mentioned on the "Have a Great Day" sheet. NingXia Red, Longevity, True Source, MultiGreens, plus some oils. What do you think? Do you need a good all natural vitamin?"

Once she has decided what she wants to get, you can say, "Do you want to get all of that now, or some now, and some on an Essential Rewards order that will come at a later date? What did you think about the Home Essential Rewards Kit? Would you like to go ahead and get that set up?"

Another example: Tonya says that she's thinking about the Premium Plus Kit because she wants to try some of the oils.

"I understand that you're interested in using some of the oils to see what they will do. I agree that the Premium Plus Kit might be a great place for you to start, since there are so many wonderful oils in that kit. Plus you get a diffuser! Are you interested in any of the personal care products like Thieves toothpaste and mouthwash, or perhaps some of their all natural deodorant?" "Do you need to enhance your nutritional support with NingXia Red, True Source, or Longevity?"

Encourage them to purchase products from each of our product lines – essential oils, NingXia Red, Thieves, supplements, and personal care. This is *not* about "upselling." It's about helping them create a healthy lifestyle, which will change their life. Stay completely focused on what will help them live a longer, healthier, and happier life.

If someone is experiencing a lot of health issues, and it's obvious that you cannot help them easily within the 5 minutes allotted for each person, you might say, "Jim, it sounds like you have a lot going on, and I don't want to rush through this process with you. May we call you tomorrow morning?"

If they say, "I cannot order tonight." You can say, "That's no problem. Let's go ahead and talk about what you will want to get started with, and we can call you or you can call us when you're ready." (That way, they're not home, alone, with a Product Guide and 400+ products when they try to make their decisions.)

Guest: "I'm not sure what to order. I think I'll go home and look through the catalog and think about it."  
You: "You're welcome to do that. And why don't we just talk for a minute about what you'd like to accomplish so that when you're ready, you'll know what to order?"

Again, no pressure - just gentle, loving, honest help. If they go home and look through the Product Guide, with over 400 products, they will probably become confused and not order. If that happens, did you really help them?

If they seem uncomfortable with your questions, simply thank them for coming and move on to the next guest. Many of these people order later IF we follow through with them because they appreciate our not pressuring them into ordering.

**Please be clear** that this is not to make a bigger sale, or for you to make more money. In Heart-Centered Sharing, we know that by **encouraging others to experience the Young Living Lifestyle** by using a variety of our products for themselves and their families, they *will* live longer, healthier, and happier lives. That is our goal! If you are willing to do this for your friends, they will call you back in a month and tell you what a life-changing experience you have given them. This is the true gift that Young Living has to give us - the rewarding feeling of helping others, and this, alone, makes this entire process worth it!

It takes a true willingness to help others, and practice helping people understand the value of the Young Living lifestyle to reach this point, but PLEASE let your fears go and do your BEST to accomplish this wonderful goal. This is how we change lives - now, and in the future.

## Enrolling

**20. Allow them to enroll themselves. This is your opportunity to empower your friends to be able to order, for themselves, in the future, and help their friends enroll, as well.**

Each person will be enrolled with you as their Sponsor and Enroller if you invited them to the gathering. So have your member number handy. If one of your downline members has brought a friend or two with them, they will be BOTH the Sponsor and Enroller for their friend(s). If you have to, you can look up their member number in your Downline Viewer in the Virtual Office.

Having a laptop with wireless is the best way to enroll people, still sitting in the circle. If they have to break the circle or leave the room to place an order, the rest of your guests will not learn how to enroll themselves or others. But if that's the best situation that you can create, then do the best you can with it.

**After we have empowered the guest to decide where they want to get started we help them set up their account:**

“Shall we go ahead and set up your account? I want to make sure that you get your account set up correctly, and that you get the best price.”

This is very important because if you just send them home to place their order, a fairly large percentage may not get around to it, or they might go online, and then become confused about the enrollment process, and not want to call you or bother you about it. If at all possible, do it now!

If you share with them, and then you don't help them place their order –  
have you truly been of service to them?

Again, allow them to enroll themselves, with you (or the person who brought them) sitting next to them at the computer, *hopefully still sitting in the circle* so that everyone can hear how this part of the process happens - with integrity, kindness, and service.

Remember that the User Name does not allow spaces... If the group is small and time permits, after they have set up their account, have them log out, and then log back in and show them how to track shipping, place an order, or set up/update their Essential Rewards order.

If it is not convenient to help them set up their account at that time, decide on a time to call them in the morning to set up their account. When you call them the next morning, either have them get on their computer and you get on yours, or do a 3-way call to Order Entry, and allow them to enroll your new person by phone. Either way, by allowing them to enroll themselves, they will be empowered to share with their friends and family and help them set up their accounts when they are ready to do so.

You *can* allow them to fill out order forms at these events, but this prevents duplication because they will not understand how the enrollment process works, and they will not be able to share with friends because they will not know how to enroll them.

1. The very best choice is to have them enroll themselves online at the events, sitting in the circle using wireless internet. Then, everyone sees how easy it is, and observes the questions that might come up.

2. The second best way is to have them enroll themselves at a computer at the event away from the circle. This can break the energy of the event, and people may begin to disperse.
3. The third best way is to call Order Entry while you're with them, or on a 3-way call, and have them enroll and set up their account.
4. The fourth best way is to call them within the next few days and have them enroll themselves on their computer, walking them through the process. (Good luck finding a schedule that works for both of you.)
5. And lastly, the least effective way to have them fill out an order form, and you enroll them, after the event. The reason that this is the least preferable is that they will not know how the enrollment process works, and they will not be able to easily enroll friends and family.

Learning how to share with people and help them set up their accounts is a skill that anyone can learn. At first, it may feel awkward, but over time, it becomes very rewarding because you understand that you have truly been of service to them. If you share with people, and they don't order, did you really help them?

If you can share and enroll in such a way that your guests become empowered and inspired to share with and enroll others, not only will your business grow, but you will also be helping get the word out as an "outreach program" about these amazing products. Eventually, this information can spread around the world, and we can all be healthier and happier. What a gift to people everywhere!

Remember - if everything we do, from start to finish, is duplicable, we are heading towards "531,440." If not, we're going to be stuck at "24."

**Young Living is a heart-centered company, and our goal is to help people, now and in the future, live longer, healthier, and happier lives. By teaching others how to share with their friends, you will expand your ability to be of service. If we can each share with 10 people and teach them how to do the same, we can change our world.**

## Strategy and Structure

### How To Create a Fabulous Income Through Sharing Young Living With Others

I have a question for you... If you share Young Living with others, whenever you can, do you think that within the next YEAR, you can enroll enough people that you can find 6 who want to do this business with you? Remember, you have a whole year to find them... Having found your 6, would you be willing to spend the second year helping those 6 find and train their 6? And in the 3rd year, would you be willing to help that next group learn how to find and train their 6? If you are willing to do these activities five levels deep, within 5 years, you can be earning \$1 million a year in Young Living. Where else would you be able to earn \$1 million a year, starting five years from now?

While this model explains how to earn a substantial income in Young Living, it is not our intention to promise you that you will earn \$1 million a year. That is the epitome of network marketing hype, and not part of Heart-Centered Sharing. However, it is our goal to help you understand that if you are willing to learn specific skills, invest the required time, effort, and resources, and adhere to a specific structure and strategy, it is absolutely possible to earn a fabulous income.

While this structure is different than the 24/531,440, it's also more simple, and often more realistic. Plus, by building 6 prosperous legs, it will help you achieve the top ranks in Young Living! Make sure to learn about the Rising Star Bonus structure, which will strategically position you and all the leaders in your organization to achieve ultimate success!

Without understanding the importance of the structure (which creates the million dollar a year income), I used this strategy (building 6 organizations simultaneously) and became the second Diamond in Young Living, and it took me 2 1/2 years to accomplish. I truly believe that today, with the Heart-Centered Sharing system and sharing outline, plus the concepts shared in the 24/531,440 model, this can happen even faster.

How can you do this? Using a duplication model, like Heart-Centered Sharing, share with and enroll enough people (putting everyone on your first level) until you find 6 who will build with you. Help them share with their friends until they are confident about doing it without you. Teach the 6 builders to do the same, and continue to teach this model, down into your group. (6 who have 6 who have 6, 5 levels deep)

When you have built the second level in this model, and you have generated 6 building distributors on your first level and they each have their 6, you will be an Executive. When you reach the third level in this model, you will be a Gold. Once you reach the 4<sup>th</sup> level, you will a Diamond. By the time you reach the fifth level of this model, you will have 6 Diamonds under you and you will be a Royal Crown Diamond!

Note: This model assumes that an average order for a Distributor will be \$170, which it was for our group in December, 2012. The following is the math of what will happen each month:

Lev.	# people	%	Vol. (people X \$170)	Monthly Commissions and Bonuses (2% & 3%)		
				+2%	+3%	
1	6	8%	\$1,020	\$82	\$102	\$112
2	36	5%	\$6,120	\$306	\$428	490
3	216	4%	\$36,720	\$1,469	\$2,203	\$2,570
4	1,296	4%	\$220,320	\$8,813	\$13,219	\$15,422
5	<u>7,776</u>	4%	<u>\$1,321,920</u>	<u>\$52,877</u>	<u>\$79,315</u>	<u>\$92,534</u>
Totals	9,330		\$1,586,100	\$63,547	\$95,267	\$111,128
Income per year ( X 12 months )				\$762,564	\$1,143,204	\$1,333,536

To make a million dollars a year requires an income of \$83,333 per month. When you successfully achieve this structure in your unilevel (commissions on the first 5 levels in your group), you will be making well in excess of \$1,000,000 a year because there are other bonuses that will also kick in, adding to your income.

And this only reflects what is going on in your first 5 levels – by the time you reach this level, you will also have substantial volume in the levels below your first 5.

This also helps us understand why, when you personally enroll someone, you always put them on your first level. In order to create this structure, you need to have 9,330 people within your first five levels, *who are making purchases during a given month*. With whom are you most likely to build? People who you've personally enrolled. If you place your friends on your 5<sup>th</sup> level, for example, all of their downline will be outside of your first 5 levels and will not be a part of this structure. Their volume will still contribute to your commissions, but at a much smaller percentage, and only once you reach Silver and beyond.

So go take a good look at your downline structure, and see how far along you are toward this goal. Do you have 6 builders on your first level and other, smaller groups developing? How many of the 6 builders have 6 builders on *their* first level? How can you help them achieve this goal?

Even if you fall short of this goal, you will still absolutely be financially independent...

And not only will you have the rewarding feeling of helping others and improving the lives of those around you, but you will also have encouraged others to experience that very rewarding feeling. By teaching them how to share with their families and friends, you are giving them a gift that is difficult to put into words.

What good can you do with fabulous wealth within your family, your community, and in the world?

*Building wealth through a heart-centered approach, by helping others, is a truly beautiful thing.*

## **Why Network Marketing is a Wonderful Way To Share Young Living**

The pure, mathematical, network marketing business model is absolutely extraordinary. It allows ordinary people to do extraordinary things. It creates a level playing field. We are each given an equal opportunity to create a successful business.

Network marketing is people helping people, helping people, all over the world. It's about sharing in ways that anyone can copy easily - one person to another. It has nothing to do with being an expert. In the words of Emmanuel Redding, "We have to be Clark Kent, and not Superman!" YES! That is right!!! Just everyday people, helping everyday people! THAT is the power of network marketing!!!

And if we can maintain a completely duplicable process, and follow the "531,440" strategy of helping everyone in our group share with friends, every month, we can help a huge number of people during our lifetime!

Just as D. Gary Young has created a new paradigm in healing with essential oils, it's time that we create a new paradigm in network marketing based on integrity and being of service. It's time. Let's do it!

So, how does this business model actually work? When products are retailed at a store, the store gets to keep about 20% of the amount of the sale. The company who produced the product also gets about 20% of the sale. The other 60% is divided among national, regional, and local distributors who warehouse and deliver the products to the stores.

In network marketing, the company who produces the product gets to keep about 50% of the cost of the product with which they create the product, package it, warehouse it, and handle order entry and customer service, put on events, keep track of the bookkeeping, hold events and conventions, and issue commission checks, just to name a few!

The other 50% is divided into small amounts and is paid to the community of people involved in that network. It's about people helping people, helping people, and it's wonderful!!

Network marketing is the best way to market our products because sharing person-to-person allows us to educate people all over the world faster than any other way of marketing or distribution. D. Gary Young, the founder of Young Living, and a great visionary, showed great wisdom and foresight in choosing this business model.

One of the most marvelous things of doing business in this way is the family that develops. Richard Bach, author of Illusions and Jonathan Livingston Seagull says "The bond that links your true family is not one of blood, but of respect and joy in each other's life."

Many of the friends we make in Young Living become like family to us, regardless of which organization they're in. In Young Living, we're all wonderfully interrelated because of our desire to help others, the world, and ourselves. It's HUGE... It's EXQUISITE... It's LIFE-CHANGING...

And the very, very best part about working with Young Living is the rewarding feeling of helping others! THIS is the TRUE GIFT that Young Living has to give each of us.

Together we really CAN make a difference in the world we live in. 100 years from now, people may not be as sick because of what we learn and share with each other today. This is intriguing, and keeps many

of us passionate about this business!

Now, for just a moment, think of all the people whose lives will have changed for the better through your heart-centered sharing....

People will be happier, healthier, and more productive, and this is only the beginning. Future generations will be positively affected as well. *This* is truly a gift that YOU have to give to the world...

Young Living offers each of us a profound opportunity to be a part of this divine goal.



## Heart-Centered Sharing Action Plan

"You won't get very far if you don't know where you're going." Ralph Marston

### The Action Plan

1. Using the mathematical model on page 21, draw out circles on a poster board, representing the first 4 months of the model and, as quickly as possible, fill in the initials of the people enrolled in each of the positions.
2. Commit to holding at least 10 introductory events, as quickly as your schedule allows and set dates in your calendar for events for the next 4-6 months.
3. Develop the skills of successful inviting discussed on page 34 to insure your success at these events.
4. *Become very conscious of giving everyone in your downline the opportunity to bring friends to introductory events every month. This creates the growth of your organization.*
5. Practice the model. "Practice makes perfect." There's no short cut to the experience you will gain from these events. Practice becoming duplicable, and empower people, rather than enabling them.
6. Once you can see that what you're doing is working well, mentor others who would like to have successful businesses.
7. Have fun!

**The process:** People come to small introductory events as a guest, enroll, and order. They return with friends several times, and some will begin to have their own events.

**As the presenter at these small events your keys for success are:**

- a. Follow the timeline and outline (which covers the Young Living lifestyle) and add personal stories.
- b. Practice appearing to be "just another person in the room," and not an expert.
- c. Practice the skills of personalizing people's orders by focusing on their wellness goals.
- d. Help them set up their memberships, orders, and Essential Rewards.
- e. Have the next event scheduled and invitations printed for each event.

**Remember - this is NOT about how many people you can enroll. It is about how many people you can EMPOWER and INSPIRE to share with others! Remember the 24/531 math model: 24 - you're enrolling people 531,440 - people are sharing with people, who are sharing with people. Duplicate the model in your sharing efforts, and even if you fail by 99%, you will have added 5,314 people to your group within a year!**

**Optional ("24" activities): AFTER, and only after committing to #1 & 2 above, and implementing that part of the process, *then* consider the following:**

**Training:**

Training is *very important* to us in Young Living, and you can do both - build a successful business and train your downline team. The entire group becomes educated, empowered, and inspired.

The best way to do that is to keep the introductory events separate and duplicable, and, additionally, offer members-only trainings. If someone brings a guest to an advanced training, that's what the guest have to duplicate if they enroll, in order to share with *their* friends.

You can make attending introductory trainings first mandatory, in order to attend advanced trainings.

**Hold members-only trainings and events as often as is convenient.**

Possible Topics:

- a. Raindrop
- b. Thieves (Back to School in the fall)
- c. Skin Care (personal care products, ART, etc.)
- d. Supplements (cleansing, building, and supporting the body)
- e. NingXia Red (ingredients and benefits)
- f. Dr. Mom (Everyday use of YL oils and other products)
- g. Business (how to share, how to build, comp plan, etc.)
- h. Post convention meeting
- i. Holiday potluck

Other possible "24" Options (important for retention, but does not usually support growth)

1. Communicate and train via social media.
2. Mail postcards for promos.
3. Conference calls & webinars - training downline at a distance.
4. Website with downloadable files and recordings.
5. Mail Seasonal Catalogs in late fall.

Having a time-tested system and repeating that system over and over will create success.

## Questions and Answers (Q & A)

### Commonly asked questions:

#### 1. How can I get people to attend my events?

Follow the directions on page 34 for successful inviting. Treat the inviting process like you would if you were having a birthday party for your best friend, and really wanted to fill 10 seats at the dinner table. Invite, call back, verify. If some cannot come, invite more, etc.

#### 2. Sometimes people don't order. Why?

Sometimes they just don't. If you hold enough events, you will accomplish your goals. If this happens 2-3 times in a row, check in with your mentor, to see if the two of you can figure out what you might be saying that is causing this response.

Make sure that people who attend as guests really want to be there.

Sometimes when people bring friends, they tell them, "Don't order anything! If you want anything, I'll get it for you later!" They may be afraid that you were going to be pushy, which, of course, you weren't. Once they see that, next time, they won't cause this response.

#### 3. The people in my group don't want to share. What should I do?

Everyone wants to share - sooner or later. Just keep inviting people to introductory events.

#### 4. I don't know anyone. How can I build?

If you already have ANY people in your downline, you can simply just keep inviting them to come and bring friends.

Plus, everyone knows 200 people. Think... and invite... You can also post invitations at local stores, etc., but be careful to ask a lot of questions to prevent disappointment. Make sure they're not already in Young Living.

#### 5. I keep looking for new people. How can I find them? (See #4)

If you keep looking for new people, you are probably off-track. It's way more important to help the people already in your downline share with friends ("532,440" than it is to keep signing up new people ("24"))

#### 6. Where do I place people who I enroll?

If you are enrolling someone, you are both Enroller and Sponsor, and they are directly under you. Some people want to place people down into legs to build them. When they do that, the new person feels unwanted and abandoned, and often quietly quits ordering. It's better to help someone enroll THEIR friends, rather than place strangers under them.

If someone brings a friend, they are both Enroller and Sponsor for their friend - no exceptions. It's unethical for the presenter to take Enrollment (and the associated bonus).

#### 7. Is it ok for people to move into my group from other Young Living groups?

No. That is unethical. It does not help build the company. Instead, it damages the delicate trust among the leaders. In network marketing, they say that it takes contacting someone 5 times before they place an order. Someone did that, and no one else has the right to step in and take over.

"But I can give them better support." So can their upline leaders - right where they are. If someone needs support, they need to contact Young Living and find out who their upline Diamond is and how to reach them. The Diamond will either help them or connect them with someone who can.

Exceptions: The only exceptions are if someone inadvertently enrolls as an orphan, and then discovers their mistake and wants to move to the person who actually introduced them, or if someone already has a family member or good friend in Young Living who has been sharing the oils with them and, when they enrolled, they were unaware of the relationships in this business.

## **The Bottom Line...**

***Share from your heart! Help people feel better and live longer, healthier, happier, and more abundant lives!!***

***This is the true gift that Young Living has to give us - the rewarding feeling of helping others.***

As Young Living Platinum Sophie Ann Aoki has said, "This is a cathedral project." In Medieval times, it often took 100 years to build a cathedral. The person who laid the foundation never saw the spires being added to the top. It may take 100 years to empower and educate people all over the world about essential oils. And while we may not see the final results, it's an honor to help lay the foundation and to be part of the process.

Set your goals... Create an action plan... schedule your events for the next 6 months to a year and begin the process of sharing with others in a heart-centered and duplicable way! Remember - duplication is simply people sharing with people, sharing with people...

**Share with new people every month, and empower everyone in your group to do the same.**

**Educate, Empower, and Inspire** others  
to use and share the Young Living lifestyle through duplication.

**Educate - Empower - Inspire**

***Together, we CAN make a difference!***

***Thank you for sharing!***

***"All you need is a vision, followed by an unending march of little, tiny baby steps in its direction."***

**Mike Dooley**