

Ideas and Tips for Growing Your Young Living Business

If you have decided you want to build a Young Living Business, congratulations! I have gathered some information to help you get off on the right foot so you can make your dreams come true!

If you don't have one already, **purchase the Life Science Publishing Essential Oil Pocket Reference Book**. This is where you turn when someone asks you what oil to use for (fill in the blank). We cannot diagnose or prescribe but we can look it up in the book with them. Make sure you encourage your customers to purchase one of these books as well so they will be empowered to look to the book for help instead of relying on you.

Find Your Why

- Why do you want to build a YL business? Be real. Look deep inside. Don't be ashamed if your why is money. We all have our own story and our own reason for doing this. Maybe there's two or more reasons but what is the top reason?
- Discovering your why can be a powerful tool. If you are procrastinating a task, whether it's making your list of 100, or picking up the phone to do follow ups, when these doubts or fears creep in...think about your why. It will push you through!

Personal Development

- It is important to always be learning from the pros. Learn from the people that have done what you want to do.
- Below is a list of books I recommend reading asap:
 1. Four Year Career by Richard Bliss Brooke
 2. Go Pro by Eric Worre
 3. What You Say When You Talk To Yourself by Shad Helmstetter
- You can also so more in depth training with Tom Challan at <http://www.priorityteam.com/>

Ways to Build

We all build differently. There is not one thing that will work for everyone. Find what works for you. What are you comfortable doing. But also reach beyond your comfort zone and try new things. It's by **doing** that you will learn and grow. It is outside this "comfort zone" the real success begins.

Home Experience (presentations)

- Purchase the Home Experience kit from Young Living, item #9851 \$41.00. This has everything you need to get started.

Ideas and Tips for Growing Your Young Living Business

- Vicki Opfer shares her Heart-Centered Sharing free! Go to <http://www.familyfriendlyfarm.com/wp-content/uploads/2013/09/heart-centered-sharing-2013-2.pdf>
- Especially when starting out, contact your close friends and family and ask them to host a “Young Living Experience” or “Young Living Presentation”. Young Living isn’t like all other MLM businesses. There are no hostess gifts or incentives from the company. You don’t have to “label” it as a party, which makes one think the hostess will supply food, drinks and prizes. It’s more about an introductory to health, purpose and abundance. It’s about educating people how to take better care of their health and the health of the people they love.
- Over invite. If you invite 20, hopefully 10 will show up. Also on the invitation, tell them they can bring a friend. Call people a couple of days before the “show” and get confirmation, give them clear directions to your house.

One on Ones

- You can meet people at their home or a public place. Shannon Hudson uses this method for growing her business to Diamond status. In the early days, she went to their house. Now she meets people at Panera bread. She schedules one hour appointments every hour for 8 hours. Twice a week.
- How do you meet these people in order to set up a one-on-one? Anywhere and everywhere. The grocery store, waiting in line to pay at the store, your child’s ball game, church, become a vendor at an expo, craft show, farmers market, etc. Tips on how to approach a potential prospect, (see below).
- When you talk to the prospect about the oils, start with the product guide and go page by page and tell them about Gary and Mary Young, How to use the oils, seed to seal, YL around the world, How to Get Started (always highlight the premium kit), Essential rewards. Then go through each oil they will receive in the premium kit. Have the corner of the page turned down and the oil highlighted to make it easier. Then you show them the pocket reference book. Tell them every ailment and disease is listed in here and how the oils can help. Who do you worry about the most? Let’s say they mention their mom, sister and a friend.
- Shannon recommends you set up an appointment with these three people right then and there while they are still excited. Make the appointments within 7-10 days so they can get three new people signed up immediately (which will pay for their kit- premium kits + essential rewards).....you go with them to these three appointments (or you all meet at a public place). You do the same presentation you did with the first person so you are showing duplication. By doing this, the first person will see how easy it is and will also receive a check in the first month. This will propel them to tell more people and they will already know how to do it.

Monthly “Introductory to YL” at Your Home

- These would be introductory classes. Invite family and friends like you would for a home experience. Go through the same process as I mentioned in the one-on-one with the product guide.

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- By doing this once a month, you can get new distributors to bring prospects with them month after month to help grow their downline as well as you inviting new people every month.
- Call your team (downline) a couple days before the class to get a count.
- Call the people you invited as well to remind them and get a count.
- Keep it simple! Keep it duplicatable! Meaning, no food, no drink other than water with some citrus fresh or lemon in it.

Vending at Expos and Shows

- Have materials to hand out, such as, missing link cd, brochures, etc.
- Have the premium starter kit on display with diffuser going
- Have water in a glass pitcher with citrus fresh or lemon to give away
- Make a sign that reads “Enter to win a FREE hand accupressure” and have a basket to collect names and small papers for prospects to write their name, phone number and email address. After the show, you call each one and say “you won!” and set up a one-on-one to do the hand accupressure. Here is the chart <http://www.createhealthy.com/wp-content/uploads/2014/04/Vita-Flex-Hand-Chart.pdf>
- Before attending the event find a location for having one-on-ones in the area so you can set up appointments. example, Starbucks, Tim Hortons, Panera Bread, etc.
- Listen to Jen Springer’s tips on how to talk to people at an Expo or show www.oursimpletraining.com/resources/monday-night-calls/ go to recording 12/09/13 & another good one is 03/24/14 with Yvonne Litza
- Have at least one sign at your table.

Online Business

- If you want to start a blog, you need to find your niche. There are a gazillion blogs out there about Young Living. That is how I started by blog too. But in July 2014, I finally figured out what my niche was (through lots of praying). I am an artist. I have been a self-employed full-time artist since 1992. That is my niche. What are you good at? What are your interests? How can you create a blog that combines that with Young Living?
- Need help creating a blog? I have an ebook that will walk you through the process step by step. You don’t need to be a computer geek, trust me, if I can do it, so can you. It’s available [here](#). If you enroll on my team, you get the ebook FREE!
- Jen Springer has interviews with a few different people that have built their Young Living business online and offer great tips. Go to www.oursimpletraining.com/resources/monday-night-calls/ and listen to recordings 08/05/13 Julie Behling Hovdal, 01/06/14 Angela Brooks, and 04/7/14 Marilee Tolen.

How to Approach Potential Prospects

- Shannon Hudson: When out in public she applies an oil. Someone asks “what’s that smell” or something to that effect. You could say, oh it’s Ylang Ylang essential oil. Then walk away. If they ask a 2nd question, such as, “what does it do”, answer, “I use it to

Ideas and Tips for Growing Your Young Living Business

help lower my blood pressure”, then walk away. If they ask a third question, then you say “I really can’t talk right now, I have someplace to be in a little while, but I would love to share with you, can we meet for lunch tomorrow?”

- Cynthia Kasper: She talks to at least two new people a day (in 90 sec to 3 min she can get someones phone number, wow!). She decides while conversing with them, if they would be a good fit for her team. How do they speak. What words do they use. etc. Cynthia is looking for people who are looking. Here’s a for instance, at the check out at the mall, ask the cashier, “how long have you worked here?” after she answers, say “what do you like about working here?” (Ask questions that involves more than a yes or no answer) As you converse you can find out what are her needs, wants and desires. If they seem like they’d be a good fit and you relate well to each other, then say, “Ya know, I don’t know if this would be for you or not, but I am expanding my business in the area and I’m looking for people just like you. Let me give you my number....get a piece of paper to write on (don’t use your YL business card...this will give them time to research and formulate their own opinions before even meeting with you as well as they may go to the YL site and enroll under someone else) As you are handing her the paper with your name and phone number, say “Because of my crazy schedule, I am really hard to get a hold of. Is there a good time and a number I could reach you? (97% of the time, she gets their phone number and sometimes an email address) As you’re putting their name/number in your purse, say something to the effect, “it was so great meeting you, I will be in touch with you in a couple of days and we can see if this is a good fit”. If they ask, “what is the business?”, say “I couldn’t do it justice by trying to describe it to you right now but I will call you within 24-48 hours and will be able to answer any question you might have about it and we’ll see if it’s a good fit for you. While on the phone, if they are interested in joining your team, set up a one on one.
- Jen Springer: While at vending at an expo or vending at a show, stand outside your booth and make small talk with people. For example: “Have you seen anything new or different at the show today?”, or compliment the person. They already see that you have Young Living products because of your display. If you can engage them in conversation, they may ask what you have to offer.

NOTE: Tip for people who say they are shy. Take the focus off you. Put the spotlight on the other person. Ask them questions. People love to talk about themselves. Jen Springer said she use to be shy so she made it a priority to go out every day and talk to strangers with no agenda about her business. Just talk to people. Over time this will feel natural.

References

Shannon Hudson: www.shannonhudsonyl.com

- Go to class handouts. Print the quickie compensation plan and compensation power point. Then go to audios and listen to the compensation plan as you look at the print outs.
- Audios. Listen to the Silver in 6 calls to get ideas on how others made it! Great tips!

Ideas and Tips for Growing Your Young Living Business

Jen Springer: www.oursimpletraining.com/resources/monday-night-calls/

- Recording 12/09/13. Tips for vending at an Expo.
- Recording 08/12/13. Get to know Mary and Gary Young.
- Recording 12/09/13. Great tips for beginners and how to approach strangers.
- Recording 08/05/13 & 01/06/14. Building YL online.

These recordings are priceless. Listen to them every day until it becomes part of you!