

# BUSINESS TRAINING

WORKSHOP

## Your Successful YL Biz



### **1. Bring New People In Intentionally**

- Classes (DIY, workshops, coffee dates, informational classes)
- Vendor Events
- Online Media/Social Media



### **2. Follow Up Well**

- Google Form
- Appropriate Texts
- Informational Emails of Value



### **3. Nurture Them Into Life-Long Customers**

- Email List: Offer high value emails 1-2x a month.
- Postcards - send class schedule & events quarterly
- Newsletters (if you do them) 6-12x a year.
- Offer community - Be a part of the Oily Academy (if you are on my team) or your upline community AND create your own team and Facebook Page. Offer classes at your home, or at a Panera, or another gathering place. Foster friendships, call yourself a community.

# VENDOR EVENT CHECKLIST

## **Make sure to have these items for your event:**

- Framed poster and stand to announce the health scan/complimentary blend and the cost
- Electricity via your own portable battery (or you'll pay a fee for electricity at event)
- Cash box and Square Card Reader (and Square App on phone)
- Sign with QR codes that take people to your different payment methods (Paypal, Venmo, etc)
- Full bottles of starter kit oils to make blends with. (Program Zyro only for these oils).
- Roller ball bottles - enough for 15 a day per person scanning.
- Slips of paper to hand everyone. "My Recipe" plus personal contact info and QR code to your Google Health Questionnaire.
- Gossamer bags to put roller bottles in (optional).
- Show Special handouts (8.5 x 11 paper) Show specials differ depending on the event.
- Flip kits: A few Make a Shift and Premium Starter Kits on hand that people can take home.
- Pocket References or a resource of your choosing to give to new sign ups.
- Stickers for tops of oil bottles with your website on it or email.
- Tables and tablecloths. Some events provide tables. I like the 2' x 4' tables from Sams Club that adjust to counter height - then you can use with stools instead of chairs.
- Laptop if you use Zyro hand cradle. IPad if you use Zyro Link. If you use Link, also you'll need clip on lighting to light up the face.
- Cheap non-backed rug to brighten up the floor, but easy to fold and travel with.
- 2 stools or chairs for each scanning station. Optimal is two stations and 2 chairs each per 10 x 8 booth. Or, 1 station and two display tables.
- Liquid coconut oil in a decorative pump bottle. (Have never had anyone complain of coconut oil allergies. V-6 has wheat germ in it, so wheat allergies can be problematic.)
- Shelves to sit on tables and display your products. Decorative boxes, stands, flowers - however you want to decorate.
- Lanyard with QR code on the back that takes them to a predetermined wish list with products you are featuring - for quick ordering. (Optional, but effective!)
- Tissues/Pens/Paper Towels
- Index Cards - For each new sign up, write down their name, contact information, and later write notes about them to remember them by (what you talked about, what they looked like).

# VENDOR EVENT SCRIPTS

## Customer Practice Script Guide

### **01 - The Hook - When someone walks by your vendor booth**

"Hi! What we are doing here is a bio scan. New Health Industry technology developed during Covid for contactless screening uses a simple iPad to scan your face. It looks for melanin patterns under the skin and compares it to a database. Melanin pools in different places on the face according to different health issues. The software is used in hospitals and now we can use it to give a guide to supporting your health with essential oils. It knows the properties of the oils and which ones support different body systems, then it makes recommendations based on the scan. It's only \$20, and then we make you a complementary blend based on what it says you need.

### **02- Turn on lights, scan them, show them the report.**

"So I will show you the report here. If you would like a copy of it, you can download the Zyro Link app for free and then I can send it to you within the app. The app also allows you to do the scan from your phone, I can send you another free scan which you can do in a few days and then you can compare the two scans. You can delete the app whenever you want.

### **03 - Explain the Report (Training available on Zyro.com) - Write down the recommended oils in the "Your individual Recipe" section of the handout you give them. Make sure QR code for your health scan is on it too.**

- Ask if they use essential oils & if they've ever heard of Young Living
- Explain what makes YL different - seed to seal - distilled in surgical stainless steel, no aluminum, pesticides, non-GMO, safe for internal use and on skin
- Explain your promotion - Make A Shift or any purchase over 100pv gets a free diffuser today. Make the first order LR, and next month you'll get a free Dessert Mist Diffuser.
- If you do flip kits, make sure to put their name in the shipping address, even though it is shipping to you, or they will have to contact customer service to change it. You can put their name "C/O Your Name" if you are worried about the mail arriving to you.
- While you have them there, ask if you can send them a quick text so they have your number, mention they can put you in their phone as "their oil lady" or whatever, but if they have problems with their order, they'll need to get in touch with you. Also, if it flows well, send them a link to your Facebook Group page right there, so they can join and you know they are in.

# FOLLOW UP

## **AFTER ANY SIGN UP - From a class, vendor event or social media sign up:**

- Ask them to save your number in their phone for customer service purposes. Should they need help with any order, they can find you quickly. Also remind them to write their username/password down before they forget, and to log in and set a 4 digit PIN, so if there is any customer issue, you can speak to support on their behalf.
- Explain PV Assist if they sign up on LR.
- Text them a link to your Google Form, to find out more about their health challenges and how you can help (and how they prefer to be contacted).
- When a week has passed, check to see if they got their order and if there were any issues. Ask if they have any questions and if they'd like you to call to walk them through how to use their new products.
- If they are on Loyalty Rewards, text them 20 days after their first order and remind them to log in and change their order so they don't get mailed the exact same thing again the following month.
- Make sure they are in your database so they start getting your nurturing emails, newsletters, and announcements.
- Plan a quarterly event (Einkorn Pasta Feed and information night, Raindrop Training, Emotions and Oils, Oils of the Bible, DIY Make and Take night, etc) and send them an invite personally, via text and/or postcard. Make a Google Form for them to RSVP and include a QR code to that form on their invite (if it is a postcard). If it is a text or email, provide a link to the form.
- 3-4 times a year, send a postcard with information on upcoming classes (online or in person), convention information, Raindrop Training info, special offers you may be doing, etc. Keep your name in front of them via physically (post cards), digitally (emails), and occasionally with a purposeful text.

## **AFTER SOMEONE FILLS OUT YOUR GOOGLE FORM (After a Vendor Event or Class):**

- Use the way they indicated that they'd like to be followed up with (email, call, text, etc).
- Send them blog posts you have written (or make pdf handouts to send) or recorded podcasts on the topics... give them something to read or listen to that answers the questions they have about their own health challenges. Make sure there is a link to order if they want! Respond how they prefer, with a personal message too.
- Also, I like to include an offer for new signups who get on Loyalty Rewards. I get \$10 diffusers from Amazon and offer a free diffuser to anyone who signs up right then on LR. If they stick with it the second month, they get a diffuser from YL. If they stick with it a 3rd month, I offer something else... a resource... Then you make sure you let them know about the products they need (based on their google form), so they know what to order. Month 4 you let them know their savings in points back goes to 20% if they stay on rewards.

# HEALTH QUESTIONNAIRE

## SETTING UP A HEALTH QUESTIONNAIRE WHY A GOOGLE FORM?

**PURPOSE:** To have a QR CODE and/or a link to send people to gather their information and begin a system of following up with them. This QR code (or link) can be on your business card, contest entry forms (in classes or vendor events), sent in email newsletters, put at the bottom of your email signature and more. When someone fills this form out, it will be set up to email their response right to your inbox. This form gathers leads as well as info from new customers. When someone fills it out, it is forwarded to your email inbox. You then put them in your database and tag them as a customer or a non-customer lead.

### TO CREATE A GOOGLE FORM:

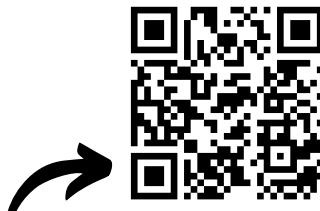
#### Step 1: Set up a new form or quiz

1. Go to [forms.google.com](https://forms.google.com). If you don't have a gmail account, you may need to create a free one to do this.
2. Click Blank.
3. Name your untitled form.

#### Step 2: Edit and format a form or quiz

1. You can add, edit, or format text, images, or videos in a form.
2. Edit your form - After you've created a form, you can add and edit up to 300 pieces of content, like questions, descriptions, images, and videos. To organize your form by topic, you can add up to 75 sections. Come up with at least 5 topics you can give advice on, and have them as boxes they can check if they are interested in learning more. For example: Balancing Hormones, Using Essential Oils With Children, Using Essential Oils With Pets, Learning How to Reduce Inflammation, Losing Weight, etc. You can ask a lot of questions - see the example form below for ideas.
3. Click on the three vertical dots next to your profile and then click on "get add ons".
4. Google Workspace Marketplace will come up. Search for: "Email Notifications for Forms." Install it.
5. Click the "add ons" icon and then go down to "Email Notifications for Forms" and follow instructions to set it up so that when someone fills this out, it gets sent to your email address.

**Note:** You should work on creating some blog posts or a place online where you can tell them about products for each of the check box items. Then in follow up, you can send them links to articles that have information and links to click to purchase.



Here is a sample form to look at: <https://forms.gle/eMBjFSWiwtWKQmiY6>

# FOLLOW UP TEXTING

When you have a new sign up, you want to text them occasionally to establish that you are their Young Living person, you care about them, and want to help with their questions and orders.

## **Ways to Follow Up with New Members VIA TEXT (examples)**

- Either directly in person at the event, or the day after, text them so they can add your phone number and name/"Young Living Rep" to their phone. "Hi Susie, this is Wendy. I am your Young Living Rep (we met last night). I wanted to text you so that you could save my information into your phone. Then, if you have any questions or need help with an order, you can get ahold of me quickly. Let me know, if you want to, when you get your order and if everything is as expected. Have a great day!"
- Hopefully, at the event, you had them scan a QR code to your Google Form questionnaire, where you have them fill out questions about their personal health journey. They let you know what areas they are wanting help or guidance in and how to contact them. If text was checked, send them a text soon that says, "Hey Susie, you had filled out my health questionnaire and mentioned that you were interested in immune system health support. Thieves oil is my favorite for supporting the immune system. Here is a link to my blog that explains how to use it: [www.myblogxyz.com](http://www.myblogxyz.com)
- Hey Susie, if you are online on Facebook or Instagram, you can stay in touch and learn. Follow me at The Oily Academy (Instagram) or The Oily Academy FB Group. Check out my podcast at [theoilyacademy.com](http://theoilyacademy.com).
- Hi Susie, I really don't want to bother you, but I thought I should remind you to check your Loyalty Rewards order before the next month's order processes. You chose the 18th of every month for your order to process. If you don't want to get the exact same thing, you should log in and adjust your order (keeping it at a minimum of 50pv). While you are at it, you should set up what is called the "PV Assistant". Here is a link to my blog that explains what that is and how to set it up. Blessings! - Wendy
- Hi Susie, would you like a free Zyto Link scan right from your phone? If so, let me know and I'll email you a link to download the app and get a free scan. The technology is so cool that you can do it remotely. Blessings! - Wendy
- Hey lady, It's been three months now that you have been on Loyalty Rewards with Young Living. That means you can use your stored up points now to buy something for free! When you are shopping on the YL site, look for items that have a little blue flag right next to the PV. The blue flag means the item can be purchased with points. Just add those items to your CART (not loyalty order) and then check out. When you check out, you will see "points" as a payment option and you can choose to pay for these items with points. Let me know if you have any issues or problems! - Wendy
- Hey Susie, I hope you are doing well! I just published a newsletter that features some of the best and most loved Young Living products. Thought you may be interested. Here is the link: [HTTP://LINK](http://LINK)
- Susie, I just wanted to reach out. I'm having a holiday make and take party where we are going to make some face serum with frankincense and vitamin e oil, plus a homemade body butter. Date is November 15th at my home (address) at 6pm. Class cost is \$15. Click [here](#) to reserve your spot:
- Hi Susie, back when you answered the health questionnaire, you mentioned that you were interested in using oils with kids. I just published a blog (or podcast) on the top 5 oils for moms to use with their children. Here is the link: [LINK](http://LINK) (no real link here, sample purposes).

This is a sample of the page I give all new sign ups. You can use this as guide to create your own.

# CONNECT



## Connect:

### 1. The Oily Academy Facebook Group:

<https://www.facebook.com/groups/theoilyacademy> - This is the group for everyone in the Oily Academy Team, even if you belong to another team that is in Wendy Selvig's downline. It's ok to belong to several teams, that just means you have access to more support and help!

2. **The Oily Academy Podcast** is available on over 20 different podcast apps for your phone or computer including Spotify. Just search for it and you'll find it! This has been created for our education by Wendy Selvig, a Certified Aromatherapist. You can browse the topics and find a lot of good advice for how to use oils.

3. Wendy Selvig uses **Instagram** as one of the ways she builds her Young Living business. Follow "The Oily Academy" to see some of her posts and strategies, or just if you want to follow along!

4. **Facebook Group for Women and Hormones: "The Hormone Reset Challenge Group"** <https://www.facebook.com/groups/813390487160530>. This is a 3 month protocol using Progessence Plus, PD 80/20 and Clary Sage to get your hormones balanced. The instructions are posted in the group. Please join if you are interested in this!

## Important things to do for your YL account management:



1. Write down your password before you forget.

2. Log in to Young Living and set your 4- digit PIN. This will save you time and a headache in the future if you should ever have trouble with an order. If you provide your 4 digit pin to one of your reps, they can speak to a higher level customer service for you and get your issue resolved without you having to spend time on the phone!

LOG IN --> MY ACCOUNT --> ACCOUNT DETAILS --> ACCOUNT OPTIONS

3. If you are on Loyalty Rewards, log onto the LR page and click "PV Assist". Add a few items you wouldn't mind YL sending you instead if something you order goes out of stock that day. This makes sure your order goes over 50pv and you meet the minimum requirements of the rewards program.

# 24 Ideas for Offering Value to Your Customers. Send Emails!!

EMAIL TOPIC IDEAS - Offering value to customers

1. The Eyes Have It: Zeaxanthin and its Role in Eye Health - A Benefit of Ningxia Red
2. Balancing Hormones Naturally: The Wonders of Progessence Plus
3. Got the Sniffles? Essential Oils for Seasonal Discomfort
4. Navigating Tough Diagnoses: How Essential Oils Can Support You
5. Parasite Cleansing with Essential Oils: A Natural Approach
6. 14-Day Reset: A Journey to Supporting Your Body's Inflammatory Response
7. Immune Defense: Strengthening Your Body with Essential Oils
8. Coping with A Diagnosis: Essential Oil Strategies for Emotional Support
9. Liver Love: Essential Oils and YL Supplements for Cleansing and Rejuvenation
10. Blood Sugar Balance: Essential Oils for Metabolic Support
11. Pampering Your Pet: Safe Essential Oil Practices for Furry Friends
12. Aromatic Romance: Essential Oils for Intimacy and Bedroom Bliss
13. Maximizing Vitamin Absorption: Essential Oil Companion for Uptake
14. Essential Minerals for Maximum Health: Embracing Mineral Essence
15. B Vitamins Unveiled: Essential for Body and Mind Vitality
16. Genetics and Wellness: Understanding MTHFR and how to make sure you are uptaking your vitamins
17. Your Go-To Recipe for a Natural Lip Gloss: Simple and Chemical-Free
18. DIY Natural Mascara: Enhance Beauty without Harmful Chemicals
19. Creating an Immune-Boosting Essential Oil Blend for Daily Use
20. Essential Oils for Hormonal Balance: Finding Equilibrium Naturally
21. Essential Oils for Mental Clarity and Focus: Tips and Blends
22. Relaxing Soaks: DIY Bath Salt Recipes for Ultimate Self-Care
23. Glow on a Budget: Crafting a Monthly Face Serum for \$6
24. Holiday Gifting: Create Inexpensive Sugar Scrubs with a Personal Touch

## USE CHAT GPT!

You can have CHATGPT (get a free account) help you come up with these ideas and more by entering the following prompt in at <https://openai.com/chatgpt>: "I need to come up with 24 ideas for nurturing my Young Living customers in 2024. I want each idea to be something I can send an email about, offering value to their lives on the topics of natural health and using essential oils and Young Living supplements. I very specifically want to include the benefits of using antioxidants and zeaxanthin for the eyes, and Ningxia wolfberry for inflammation (the product called Ningxia Red). I

also want to include the benefits of balancing your hormones with Progessence Plus and Clary Sage (a natural progesterone, and an estrogen balancer). I want each of these ideas to be like, "10 tips for reducing inflammation using Ningxia Red" - making the reader want to click on the email and open it. Other topics to include: tips on using essential oils for allergies, using essential oils for immune system health, using essential oils for a tough diagnosis, cleansing your liver, cleansing from parasites, balancing blood sugar, and doing a 14-Day Ningxia Red reset to reduce inflammation, lose weight and inches, and feel better. Also include email topics like "Make your own natural mascara" and "My favorite recipe for a natural lip gloss"."

# 24 DIY Recipes of Value

**How I prompted Chat GPT to get 24 ideas for natural DIY recipes that I could send out as emails to my customers and leads - that I think would interest them enough to open the emails.**

The Prompt I typed: I'd like to write 24 email ideas that are all DIY (Do it yourself) recipes for making makeup, mascara, eyeliner, blush, foundation, face serum, lotion, toe fungus treatment, hair dye, eyeshadow, bath salts, bubble bath, and other beauty treatments all using natural and safe and non-toxic ingredients.

ChatGPT's response:

Sure, here are some DIY beauty recipes you can consider for your email ideas:

1. Natural Mascara: Utilize a mix of coconut oil, beeswax, and activated charcoal for a volumizing mascara.
2. Homemade Eyeliner: Combine aloe vera gel with activated charcoal or cocoa powder for a safe and gentle eyeliner.
3. DIY Blush: Blend arrowroot powder with hibiscus powder or beetroot powder for a beautiful blush.
4. Foundation Recipe: Mix arrowroot powder, cocoa powder, and nutmeg for a customizable foundation powder.
5. Face Serum: Combine jojoba oil, rosehip oil, and essential oils like lavender and frankincense for a nourishing serum.
6. Natural Lotion: Use shea butter, coconut oil, and vitamin E oil for a rich and moisturizing lotion.
7. Toe Fungus Treatment: Soak feet in a solution of apple cider vinegar, tea tree oil, and warm water for a natural remedy.
8. DIY Hair Dye: Create a hair mask using henna powder, brewed coffee, and coconut oil for a natural dye effect.
9. Eyeshadow Palette: Mix arrowroot powder with mica powder in various shades for a homemade eyeshadow palette.
10. Relaxing Bath Salts: Blend Epsom salt, dried lavender, and a few drops of your favorite essential oils for a luxurious bath experience.
11. Bubble Bath: Mix liquid castile soap with glycerin and essential oils like chamomile or lavender for a bubbly, soothing bath.
12. Lip Balm: Combine beeswax, coconut oil, and a hint of beetroot powder or cocoa for a tinted lip balm.
13. Gentle Exfoliating Scrub: Mix sugar or ground coffee with coconut oil and a drop of your preferred essential oil for a gentle scrub.

# 24 DIY Recipes of Value continued...

14. Makeup Brush Cleaner: Create a solution with equal parts water and vinegar, adding a few drops of tea tree oil for a natural brush cleaner.
15. Cuticle Oil: Blend almond oil with a drop of vitamin E oil and a few drops of lavender essential oil for a nourishing cuticle treatment.
16. Whipped Body Butter: Use shea butter, cocoa butter, coconut oil, and a hint of vanilla extract for a luxurious body butter.
17. DIY Deodorant: Mix coconut oil, baking soda, arrowroot powder, and a few drops of essential oils like tea tree or lavender for a homemade deodorant.
18. Refreshing Facial Mist: Create a mix of rose water, witch hazel, and a drop of peppermint essential oil for a refreshing facial spray.
19. Acne Spot Treatment: Combine tea tree oil with aloe vera gel for an effective yet gentle spot treatment.
20. Hydrating Hair Mask: Use avocado, coconut oil, and honey for a deeply moisturizing hair mask.
21. Soothing Eye Cream: Blend shea butter, vitamin E oil, and cucumber juice for a cooling and nourishing eye cream.
22. DIY Tinted Moisturizer: Mix your favorite moisturizer with a small amount of foundation or mineral powder for a light, tinted effect.
23. Natural Foot Scrub: Use Epsom salt with olive oil and peppermint essential oil for a revitalizing foot scrub.
24. Calming Face Mask: Combine oatmeal, yogurt, and honey for a calming and soothing face mask perfect for sensitive skin.

These DIY beauty recipes using natural, safe, and non-toxic ingredients could make for engaging and informative email content for your audience!

NOW.... it doesn't take a lot of searching to go to Google and copy in each one of these ideas (with ingredients) and the word "recipe" to find multiple similar recipes online you can try! This is easy peasy!