

ESSENTIAL OILS 101 LEADER'S GUIDE

True joy comes when you inspire, encourage, and guide someone else on a path that benefits him or her.

-- Zig Ziglar



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You're holding in your hands the most powerful tool you can use to build your Young Living business.

As a Young Living business owner, you have the power to change people's lives in ways they can't imagine. Chances are, you've had some of those experiences yourself, which is why you're passionate about sharing with others.

A major key to success in speaking about essential oils with others is this:

Provide enough information about how to use essential oils to get people started, but avoid flooding them with so much information that it's overwhelming.

This is an important concept to keep in mind as you teach the 101 class. Whether you follow the Essential Oils 101 outline with 1 person or 30, the process and content are important to follow.

Remember, the objective is to *get someone started*. It is not to overwhelm them.

Class Format and Setup

From the initial invitation, it's important to set the right expectations. We always call classes "classes" rather than "parties."

Classes have a specific format and people come with the expectation they're going to learn something new. In a "party," it's often more about eating, drinking and visiting. The product is less of a focus than in a class.

Seating: Don't worry as much about how the seating structured. Most times, it's in someone's living room. Just be sure that your Everyday Oils are within arms reach as you lead the class.

Music: Play some upbeat music. When the room is too quiet, it can be uncomfortable. With music playing, people tend to talk over the music. They speak a little louder, and in doing so, the energy in the room goes up.

Food and Drinks: Food and drinks can be a huge distraction before and during the class. Water, coffee, Slique™ tea can all be served. If you'd like to have some dark chocolate or something similar that people could grab, feel free. The Slique™ tea is a great way to introduce an extra product without needing to talk about it during the class.

Any additional food can be distracting, especially once you start to teach the class. If you really want to have food, especially if the class is with some close friends, wait until the end of class when people are enrolling to bring it out.

Pen and Paper: Encourage people to bring a pen and paper with them to class, but be prepared for everyone who will forget. By having people take notes as you teach, it helps them stay focused on the presentation.

Class Materials: While teaching your class, the only thing your guests need is a piece of paper and pen to take notes. All other materials provide a distraction. Take-aways are just that — meant for the guest to take away with them to review the information you shared with them during class.

The “Why” Behind the Script

We created the following script based on the fact that in almost every case, when someone buys something, he or she goes through a certain process. There are a number of “sales” or “buying process” models, but an often-used model comes from Brian Tracy. His 7 Steps to a Sale are the following:

1. Prospecting
2. **Building Rapport**
3. **Identifying Needs**
4. **Delivering a Persuasive Presentation**
5. **Handling Objections**
6. **Enrolling New Members**
7. Getting Repeat Sales and Referrals

Steps 2-6 apply to the class. Obviously, if people are in your class, you’ve taken care of step 1, and step 7 comes through strategic follow-up.

Prospecting is a topic for a different guide or training. One of the best resources you could read on building rapport and long-lasting relationships is Dale Carnegie’s *How to Win Friends and Influence People*.

This book is more important than ever. We’ve veered away from face-to-face, personal communication in exchange for the efficiency of text messages, social media and email. If you want the best chance of winning someone over to your way of thinking, and get them to explore the benefits of essential oils, it’s always best to look them in the eyes and let them see, feel and hear your passion and enthusiasm.

Building Rapport

When you’re teaching a class with people you know, it’s easy to overlook the importance of building rapport. Not only is building rapport important for breaking the ice and getting people to trust you, but this part of the presentation also sets the tone for the class.

Of course, welcoming people as they arrive is important.

Identifying Needs

The script is designed to help people understand the needs they have related to essential oils and the other products we carry with Young Living. Throughout the presentation, they’ll see how many ways we’re exposed to toxins, how many needs they have that essential oils can solve, and why the oils they’ve bought in

the past are the wrong choice. By simply informing people, they come to realize that their environment isn't as safe or healthy as they might have thought it was.

Delivering a Persuasive Presentation

The intent of the script is to help you deliver a persuasive presentation. As time goes on, and you use the script multiple times, your confidence in the presentation will grow. Then, not only will the words that you are saying be more meaningful, the way you say them will be more powerful as well. This is why teaching many classes is so important.

Handling Objections

In most cases, if you have people who are qualified (you're not presenting to kids without jobs), or if you follow the script with confidence, you'll have a limited number of objections to enrolling.

If you keep getting the same objections from people, there might be something you are saying, or even a tone you might take in certain parts of the presentation that could be leading people to those objections. Every once in a while, it's a good idea to record your presentation and listen to it. You'll realize that you say things you had no idea you said.

Enrolling New Members

You'll notice throughout the script that it mentions "enrolling at the end of class." This is intentional. Whenever possible, we want people to enroll on the spot. If they wait and "think about it," they probably won't think about it. We just have too much going on in our lives. Instead, they'll forget about it. When you check in with them a week later, they remember very little about why they were planning to enroll. There are always exceptions to this, though. Some people really will think about it, but these are the exceptions, rather than the rule.

If they really want to think about whether or not essential oils should be part of their lifestyle, the best way to do that is to order the Premium Starter Kit and use it. If they find that they really don't like essential oils at the end of 30 days, they could return it. Of course, the chance of that happening is very small.

Using the Two Scripts

The rest of this guide contains two scripts. The first script is a combination of the script you say, and the “why” behind what you’re saying. What you say is in ***bold italics***, the “why” is in grey.

The first script is for you to use and study. It is to help you understand *why you’re saying what you’re saying*. We don’t want people to just say something for the sake of saying something. You won’t have the same conviction, and you may end up adding extra filler stuff or fluff. This adds extra time to the class and can reduce the attention people have, and their excitement for enrolling.

If you start by following the script as-is, and pay attention to how people respond over time, you’ll learn to make minor tweaks to make it your own. Before you get to that point, it’s best to become totally comfortable with the script as-is.

I hope this resource helps you succeed with Young Living in whatever way you define success. As you know, there is so much power in what essential oils can do.

“You can have everything you want in life if you just help enough other people get what they want.” ~Zig Ziglar

Just about everyone wants to be healthier and happier. And many people want to be better off financially. We can help lead them to health, happiness and a better financial future.

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ESSENTIAL OILS 101 SCRIPT – WITH EXPLANATION

Let me grab my cell phone quick and turn off the sound. I'd be embarrassed if it went off in the middle of class.

This is a “hint” to everyone else to silence their cell phones and put them away without telling them to do so.

Introduction

Ok, let's get started. I'm so excited to have all of you here. My name is _____.

I got started with Young Living _____.

This next section really sets the stage to show people you're “for real.” You're going to explain your “why” for being committed to Young Living. There are 3 parts to your why. Take time to develop this and repeat it over and over. Not only will it help others see how passionate you are, it will also help you remember why you started every time you tell the story.

When I got started with Young Living, I was...

Explain the frustrations you were facing or what turned you onto essential oils. Were you looking for something to improve your health? Were you already healthy and trying to get healthier? Did you realize there was an income opportunity in an area (health) that you were already interested in? There can be more than one reason but what was it that first got you to go to a class or meet with someone to look at the essential oils? Share this. This will help people see the emotion behind why you listened to someone talk about the oils the first time. Many people will put themselves in your shoes at that moment.

When I was introduced to Young Living, I saw...

What was it that made you say yes? Why did you give into trying the oils and pursuing the business? Again, some people will see themselves in your example. Others will just simply see that you made a very logical decision based on where you were and why you decided to enroll. When they see that it made sense for you, they'll start thinking that enrolling would make sense for them.

Now that I've been with the company for _____, my goal is to...

Share your vision for what you hope to do with the business. Share your goal for how many people you want to enroll with the oils. Share a vision for what you'd like to do WITH the people who enroll, so they can see that they're in for an exciting adventure, they're not just signing up to order some products.

Before we get started, I need to mention this disclaimer: The information in today's class is not intended for the treatment or prevention of disease nor as a substitute for medical treatment, nor as an alternative to medical advice. To practice medicine requires a license. To educate about health does not. Today's class is for educational purposes only.

You should say this with a little bit of a smile. Everyone knows you're not a doctor. Most people today also understand that doctors don't have all the answers and that there is value in improving health by natural means.

Our goal in the next hour and a half is to help each of you better understand the value of Young Living Essential Oils and how you can easily get started using them. You will notice I am holding a script today. This is to insure we stay on track with all the information I have to share. Also, when you enroll with Young Living, I know you will want to share with your friends and family and all you need is the script.

You're setting the expectation that you plan to stay on track with the time and also showing how easy it is to teach a class using the script. This will help you avoid tangents or having people take you too far off the script later on. As questions come up, you can always say "That's a great question. Let's hold it for the end so I can make sure we finish on time, so we can get people enrolled and on with their day. I can stick around answering questions for as long as we need to, though." This repeats that you're staying on a schedule, and also reminds people that they'll be enrolling at the end.

I'm going to spend some time on how essential oils are made and used, and show you the most common oils people use on a daily basis. I do this as a part-time/full-time job, and I'm always looking to help others who are interested in making some extra money. I'm not going to spend time on the business side of Young Living tonight, but after getting enrolled, I'll set up a one-on-one meeting with anyone who is interested in the business side.

Other than a brief introduction, you're also "teasing" the business opportunity.

Essential Oils Basics

What are essential oils?

When I first learned about essential oils, I thought they were just good-smelling products found at Whole Foods or natural foods stores. I just didn't know much about them. I didn't realize that they're a lot more than "natural perfume."

By admitting that you didn't know anything when you got started, you're again showing them that you were once in the same spot as they were. This helps build more trust.

Speaking of “natural perfume” or “fragrances,” candles are more popular than ever. Most candles emit all sorts of toxins, though. There’s evidence they can even contribute to asthma.

Some people have taken a first step in using essential oils just to get rid of their toxic candles and air fresheners.

Right away, you’ve caught the attention of some people who probably have a bunch of candles and air fresheners in their home. You’ve created one of a number of “problems” in people’s minds that essential oils can solve.

Essential oils are actually the lifeblood of the plant. Just as you have thousands of different types of molecules floating in your blood stream, plants have thousands of different constituents flowing through them to sustain life as well.

Pretty self-explanatory

Essential oil is found throughout the plant—the leaves, stems, branches, bark and other woody parts. The oils are extracted from some or all of these parts of the plant based on the type of oil we’re talking about.

Distillation

When essential oils are extracted properly, we can gain numerous health benefits from their use. It’s key, though, that the oils are extracted properly.

Most therapeutic-grade oils are steam distilled, at as low a temperature as possible, to extract the majority of the oil in the plant. An exception would be citrus oils, which are cold-pressed from the rind. Commercial oils or perfume-grade oils like you find at Whole Foods are often distilled at higher temperatures for shorter periods of time using chemical solvents instead of steam. This degrades the therapeutic parts of the oil while maintaining the scent. In this way, an essential oil can be produced much faster and cheaper, but this also creates confusion. People think of all essential oils as the same, but they’re not. If they’re not distilled properly, they don’t deliver the health benefits we talk about.

It’s important to bring up the quality difference and reference other places people will see oils. It’s easy to assume that “if it’s at Whole Foods it’s great quality.” That’s not always the case.

This is one area where Young Living stands out from other essential oil brands. We own ten farms all over the world—in Utah, Idaho, Canada, France, Oman, Ecuador, Peru and Croatia. This gives Young Living an advantage in that we have control of the process from the planting of the seed to sealing the finished product. It’s Young Living’s Seed to Seal promise.

Some oils are acquired, with very careful scrutiny, from partner or co-op farms, but even in these cases, Young Living maintains the highest standards for quality from seed to seal of any essential oil company.

The reason this is so important is that only 100% pure essential oils should be used therapeutically. You don't want to be ingesting, inhaling or even putting on your skin, oils that contain chemicals, solvents, or other adulterations.

As a side note, a number of chemicals are considered "organic" because they're made from naturally-occurring molecules, yet they are harmful to humans. "Organic" does not always mean "healthy."

For anyone who as already looked at oils, you're handling a quality and price issue before they can bring it up. Some people may even have oils in their home that they ordered from a retail store or pharmacy. You've now planted a seed in the back of their mind, suggesting that they really shouldn't be using that product.

Using Essential Oils

Essential oils are typically used three ways. There are others, but they are more for the experienced user.

Note: Don't get off track by all of the other ways oils are used. If people understand these three, it's enough. As they become regular users, they'll start to learn of the other methods of use.

First, essential oils can be inhaled. Inhalation can take place by simply putting oils on your hands and inhaling. I'm going to pass around the peppermint. What I want you to do is put one drop in the palm of your hand. Bring your hands together and rub them in clockwise circles three times. Based on the structure of essential oils, this helps activate the oils. Then, you're going to cup your hands over your face, without touching your eyes, and take a few, long, deep breaths.

Pass around the peppermint and let everyone give it a try. In doing so, they'll experience something really enjoyable and you'll also increase their level of attention.

Take a few minutes for the bottle to go around and people to try it out. Let them comment about what they think.

When you start using your oils, you'll be using your diffuser a lot. We do too. Our diffuser is running for the majority of the day, whether we are at home, or at the office, and we also run the diffuser at night in our bedroom when we go to sleep.

These words are very specific. You're painting the picture of them using their diffuser and enjoying the oils. You're also explaining that the diffuser is going to get a lot of use. Obviously, when it comes time to enroll, you need a diffuser (or two).

Like the essential oils, diffusers vary in quality as well. The diffusers we offer through Young Living are ultrasonic. They vibrate in a way that helps diffuse the oils most effectively. You should always be careful of the diffusers you purchase, as some of them may not properly diffuse the oils.

If someone has a diffuser already, you've explained why they need one from YL. If they don't have a diffuser, you have explained why they need to get one from YL.

When the oils are diffused, the oil particles enter and hang in the air. As you breathe in the oil particles, they stimulate your olfactory nerves, the nerves in your nose. They can also enter the lungs and then enter the blood stream. This is because oil particles are so small. When you inhale Young Living's essential oils, you're actually getting them into your blood stream. That's pretty cool!

For those who were thinking essential oils were just about the scent, you've explained why there is a scientific reason they'd deliver a therapeutic effect, rather than just offering a pleasant smell.

The second way essential oils are used is by applying them topically. Depending on your goal for the use of the oil, they can be applied on sore muscles, over specific organs, on your neck, or they can be applied to your feet.

Oils are absorbed especially well through the bottoms of your feet. Again, because the actual oil particles are so small, they can easily be absorbed through the skin.

Some oils are considered "hot" because they are hot on the skin, and should be diluted with a carrier oil. A carrier oil, like avocado oil, coconut oil, or this V-6 (point to your bottle of V-6 if you have it), helps to spread the oil over a larger area, slows the absorption of the oil, and lightens the "heat" of a hot oil.

For example, peppermint has a recommendation of 4 drops of carrier oil for each drop of peppermint. The dilution recommendations are a place to start. You may find that you don't need as much oil for dilution as you thought, once you get started. If you have sensitive skin, though, you may need a little more dilution.

Many oils can be applied "neat" which means they do not need to be diluted. The label will show if you can or should apply it "neat," as will your Essential Oils Pocket Reference Guide.

This section should be self-explanatory. It's important to explain that some oils need to be diluted so people aren't surprised by the hot oils. By again referencing the EOPR, you're planting the seed for the close.

As an example, I apply _____ on a regular basis for _____.

Give an example of an oil or two from the PSK that you apply topically when you need it. This helps make it real.

The third way essential oils are used is by ingesting them as supplements. This is common in the way they're used in France, but less common in Great Britain and the United States.

Important to note in the event someone has been told in the past that they should never ingest essential oils.

The reason ingestion is less frequently recommended here, is that most available oils are not pure essential oils. They are altered, adulterated and may be partially or completely synthetic.

This reiterates our product quality and reminds them that you can't use the same recommendations for use of retail essential oils as YL essential oils.

You'll see on the label the oils that can be used as a supplement. In this case, they can be added to water, like lemon, or dropped into a capsule, like I do with _____ (example of oils you use in capsules).

Peel back the label on your bottle of lemon and show the supplements facts label. Like above, providing a personal example makes it real.

DiGize is a super-popular blend that is often taken in capsule form to help with digestive issues. It's one of our most popular essential oils outside of our Everyday Oils collection.

Dropping the name of another oil beyond what's in the Everyday Oils collection sets up the opportunity to add onto the PSK when they enroll.

Everyday Oils

Ok, now we'll cover what we call the 10 "Everyday Oils." These are kind of like having salt, pepper and butter in your kitchen. You use those ingredients in a number of different ways in any given week. The same could be said of these 10 essential oils. They serve a lot of purposes. We always recommend these 10 everyday essential oils as the foundation of your essential oil collection.

Most people keep butter, salt and pepper stocked in their kitchen, even if they won't need them right away. This analogy helps people understand that even if they don't see an immediate need for some of the oils you'll cover in the

Everyday Oils collection, they will probably need them at some point, so it's a good idea to have them on hand.

We have more than 100 other essential oils that can serve more specific purposes as well. I'm not going to get into those today as we don't have time, and it can be way too overwhelming. However, when you enroll, if you feel there are a couple other specific needs you have, we can talk about what additional oils would be wise to add to your order.

As was the case earlier, we're making an assumption people are going to enroll. For the person who wasn't considering enrolling earlier, they may feel at this point that everyone else is, which will make them feel better about enrolling themselves as well.

There is an adage that goes along with this idea: No one wants to be first, last or left out. If most other people seem to be enrolling, others feel better about doing so.

The first five essential oils we will cover are called "single" oils—they contain just one essential oil. After that, we will talk about the "blends." Blends are made by combining singles. The information about each of these oils comes from the Essential Oils Pocket Reference (hold it up to show). This is something you will receive as a gift when you enroll at the end of class.

We reference that the benefits of the oils come from the EOPR so we have a text as a reference, and so they know they don't have to remember everything. When they enroll, you'll give them the guide, so they have that awesome resource.

1. Lavender (Pass the bottle of lavender around for people to smell it)

Lavender is one of the most commonly-used essential oils. It's also one of the most adulterated, so if you ever have the thought of buying a retail version of lavender, be careful.

You can't reiterate enough that the oils found at the store are nowhere near the quality you'll find through Young Living. When people hear this enough, they never come back with the "it's too expensive" objection.

You can soothe minor burns by applying 2–3 drops of lavender essential oil to the affected area. It also helps with dry or chapped skin.

Add a few drops of lavender essential oil to a cotton ball and place it in a closet or drawer to scent linens and repel moths and insects.

Applying it topically may minimize the appearance of scar tissue.

Place a few drops of lavender essential oil on a wet cloth or dryer ball to deodorize and freshen your laundry.

Diffusing lavender essential oil can minimize seasonal discomforts.

***Diffusing helps calm the mind, body and spirit and can help with sleep.
Rubbing it on your pillow helps as well.***

I use lavender for...

With each of the oils, keep your list of uses long enough to help people see why they'd need the oils, but short enough that you stay on track with your timeline. Share a few examples of how you or someone in your family uses lavender, but try to avoid having a bunch of people chime in with their own uses as well. If you spend too much time with people sharing their uses of the oils, you'll go far too long with the presentation.

2. Melaleuca Alternifolia (Pass bottle around)

Also known as "tea tree oil," melaleuca is often used for purifying and disinfecting. Melaleuca essential oil has been found to digest bacteria, viruses and fungus. It also is great at supporting the immune system.

Melaleuca is used for fungal infections like athlete's foot, yellow toenails and other stuff you might get from a gym floor or a pedicure. It's helpful for other skin issues like acne as well as cold sores.

Melaleuca also is used as a natural deodorant.

Diffusing melaleuca helps purify the air.

I use melaleuca for...

3. Lemon (Pass bottle around)

Lemon and other citrus fruits are not steam distilled. Instead, these oils are cold-pressed from the rind.

Lemon is a "natural" goo-gone. It helps remove grease spots from clothes, adhesives, and other stuff like crayons.

You can combine 2-3 drops with water in a spray bottle to naturally cleanse and sanitize.

A drop of lemon helps with oily skin, soothes calluses, bunions or other skin irritations.

Massaging lemon on cellulite helps improve circulation and eliminates waste from cells.

Lemon essential oil has been widely used in skin care to cleanse skin, reduce wrinkles, and combat acne.

A compound found in citrus oil, called d-limonene has been extensively studied for its ability to aid our body's natural detoxification process. It's a great oil to add to drinking water to support the body's detoxification process. A lot of detox programs suggest drinking lemon juice, but the juice has very little, if any d-limonene. It's found in the rind, not in the fruit.

The fragrant influence of lemon, along with other citrus oils like grapefruit, lime, orange, is mood boosting.

I use lemon for...

4. Frankincense (Pass bottle around)

You may know Frankincense from Bible stories. It was one of the most prized oils of biblical times, and still is today. Frankincense is mentioned in one of the oldest known medical records, dating from the 16th century, with more than 877 uses.

Frankincense is also a commonly adulterated essential oil. For every pound of frankincense essential oil that is made in the world, 12 pounds are sold. That means there's a lot of "fake frank" on the shelves of stores.

Rubbing frankincense on your temples and back can improve concentration. It can help with blisters and insect bites.

Diffusing Frankincense can elevate your mood and rubbing it on stretch marks may help lessen their visibility.

I use Frankincense for...

5. Peppermint (already passed around)

Peppermint is the last "single" oil from our Everyday Oils collection. This is another essential oil where you'll find a number of "imposters." It may smell like peppermint, but is really created just for the fragrance or taste.

Young Living's peppermint essential oil is so potent that just one drop delivers the effectiveness of 26 cups of peppermint tea.

A University of Cincinnati study found that inhaling peppermint oil increased mental accuracy by 28%. Inhaling peppermint has also been shown to curb appetite. In fact, research has shown that simply inhaling peppermint oil throughout the day has led to weight loss compared to those who didn't smell the peppermint oil.

Peppermint is soothing on the digestive system and cooling for the body. You can add one drop to a water bottle to soothe an uncomfortable stomach or to help keep the body cool during exercise.

Peppermint is soothing to tight muscles and invigorating when applied topically. You may need to dilute with a carrier oil if you have sensitive skin or don't like the "hot" feeling of the peppermint.

I use peppermint for...

The next five oils from the Everyday Oils collection are all blends. D. Gary Young, the founder of Young Living, is a master at blending essential oils. The intent of an oil blend is to look at the constituents of individual oils, and blend them together to create a synergistic effect you wouldn't have from any one of them alone.

6. Thieves (Pass bottle around)

Thieves is amazing for keeping you feeling good when everyone else around you seems to be getting sick. You can diffuse Thieves, apply it to your feet or take it internally for an immune boost.

A Weber State University study showed a 99.6% reduction in airborne viruses and bacteria when diffusing Thieves.

This oil is so popular that Young Living has a whole line of Thieves products using the oil blend—toothpaste, mouthwash, hand soap, breath mints and more.

Thieves supports the immune system, can help maintain normal blood sugar levels, obviously helps maintain health and has a fantastic spicy scent when diffusing. It helps clean the air without using a chemical-based air freshener.

I use Thieves for...

7. Purification (Pass bottle around)

Purification also helps with disinfecting. This oil is especially helpful when you have a smelly room you want to take care of, like the room with the cat box, or a stinky teenage boy's room. You can put a few drops on a cotton ball and leave it in a gym bag or an equipment bag for football or hockey.

It also disinfects and cleans cuts, scrapes and bug bites. It is also an awesome insect repellent and is fantastic for dealing with dust mites found in bedding (which all of us sleep with 😊).

I use Purification for...

8. Joy (Pass bottle around)

Joy is a blend of 10 oils to help lift your spirits. Joy is very floral. Some people can't get enough of it, while others don't care for it at all. If you are one of those who don't like the smell but want the benefit, just rub it on your feet.

As the name suggests, this blend is designed to make you feel more joyous.

The blend of oils can help with circulation and normal blood flow.

Joy may help maintain normal blood pressure, is good to apply topically if you experience menstrual cramps and can even help with libido. Diluting 10-12 drops in 2 oz of carrier oil makes for a great, romantic massage oil.

I use Joy for...

9. Stress Away (Pass bottle around)

Can anyone guess what this blend is for?

Does anyone need this blend?

As you might expect, this is a super popular blend. We all have too much stress. Essential oils can make a big difference with stress. Their particles are so small, they not only can be absorbed through the skin or through the lungs, but they're small enough to pass through the blood-brain barrier.

This makes them really powerful for brain-related processes, like emotions. Stress Away can be diffused, applied topically or ingested. It can help reduce tension, deal with mental rigidity, promote confidence and maintain a good mood. If you apply it topically, it works great on the wrists so you not only absorb it, but can take a whiff every so often.

I use Stress Away for...

10. PanAway (Pass bottle around)

Who here said "my ____ hurts" sometime in the past few days? PanAway is great for relieving soreness or discomfort from injuries or accidents. I love to use PanAway when my muscles are sore from working out, or joints are aching from sitting too much.

It smells wonderful and has a warming sensation when you apply it topically. PanAway is one of those oils that some people need every day, and others need on occasion. Whenever you do need it, it's awesome to have it handy to relieve those discomforts.

I use Panaway for...

Out of curiosity, how many of you said to yourself “I could use that one” to at least one of the oils I just covered? How many of you said that for at least three oils? How about five? Can you see why we call these “Everyday Oils?”

Asking these questions helps to get each person to agree with you that they have a need for most of the oils, even with just the brief presentation you’ve done so far. They’re admitting “they need them.”

Once you’re comfortable with these 10, you’ll be ready to start tailoring other essential oils to your needs.

I personally have a specific protocol I follow each day for _____ where I end up using _____ essential oils every day. Of course, I still use the 10 everyday oils throughout the week as well.

Oils can be used to enhance fitness programs, as part of a detox program, to deal with emotional healing, as part of the recovery process following injuries and for maintaining health.

You’re saying, “as cool as the Everyday Oils are, there’s a whole world of health benefits once you start learning about the other oils. But to get to that point you really need to start with the Everyday Oils first.

Next I want to cover how you can actually get your hands on these awesome essential oils.

Again, we’re making an assumption that “everybody wants them.”

Enrolling

People enroll as a Young Living member in one of three ways.

First, they can enroll as a retail customer. This is pretty straightforward. Retail customers create a retail account and purchase anything they want at full retail price. I haven’t enrolled very many retail customers. And those that have, almost always convert to being a wholesale member.

That’s it. No more explanation about buying at retail. Your tone and brevity should suggest that it just doesn’t make sense to buy products at retail.

Second, they can enroll as a wholesale member and really just use the oils for themselves. This saves them 24% off retail pricing on all product purchases; plus when they enroll as a wholesale member with one of the starter kits, they get a giant discount on their starter kit. Most people begin their Young Living membership by ordering a Premium Starter Kit, which I’ll cover shortly.

Another benefit of being a wholesale member is Young Living's Essential Rewards program. Because most people use a number of oils on a regular basis, they sign up for our members-only loyalty program so they never run out. The cool thing is that those on Essential Rewards also have the opportunity to get free product with their orders, and they accumulate reward points they can use toward more free product.

Big tone change from when you talked about the retail option. This is exciting! 24% off product purchases, free stuff with essential rewards and credits toward even more free stuff! Wow! "Most people use a number of oils and sign up for ER..." Most people really DO do this, but it's important to point out because most people want to do what most people are already doing. When you convey that this is what most people do, you've set the expectation for how they'll enroll.

The third way people enroll is by also signing up as a wholesale member, but with the intention of building a business. Some of you have already expressed interest in the business side.

By explaining that some people are interested in the business, you're justifying why you want to touch on it now. This reduces the feeling that someone would think this has just been a setup to get people in the business. It also leaves someone thinking "Hmm, "some" people are interested in the business. I wonder if I should be interested in the business. If others are thinking about it I should at least listen to this next part..."

There is nothing extra that someone needs to do in setting up your account to do Young Living as a business. You just need to enroll as a wholesale member. After that, I'll schedule a one-on-one meeting to take you through the business side of things.

"Cool, no extra work and if I get interested down the road, I can just get started..."

And just to be clear, even if you don't want to or have time to leverage the Young Living business, if you have some friends that would be interested in enrolling, I can take them through a class like this and if they enroll, you get the credit for it.

"Sweet, I can get started without much effort at all!"

If you're not interested in the business, sit tight. I just want to talk through this real quick and then we'll wrap up and get you enrolled.

"Well, okay. I can wait a few more minutes I guess..."

I want to talk briefly about the network marketing business model. There are a couple reasons why companies use this model rather than putting their products in a retail setting. One, is that they feel they can motivate people by promising they will make a lot of money, for selling a low-quality

product at an inflated price. If that were the case with Young Living Essential Oils, I wouldn't be here. I know of some of these companies and would have no interest putting my name behind them.

“That’s great. I wouldn’t want to be a part of it for just the money either. But if that’s not what it’s about, what is it about? Maybe it’s not so bad that they’re set up as a network marketing company. You’ve got my attention...”

The other reason a company chooses a network marketing business model is that their products require more of an explanation or education to understand how they stand out from other “like” products. As you’ve learned, you can’t assume any product labeled as an “essential oil” really is an essential oil. But if you didn’t have the education you just heard, you might not have known that. Young Living essential oils wouldn’t do well on the shelf at Whole Foods because they cost more. They’re pure essential oils! Network marketing is about building a business based on relationships. That makes it the perfect model for a product like this. We get a chance to explain what real essential oils are and it helps people understand why they’d want to spend a little more to get something that actually works.

“I can’t argue with that. Maybe it’s not so bad that this is a network marketing business. It sounds a lot more sincere than a lot of the other ones I’ve heard of.”

The cool thing is that you don’t need to be an expert in essential oils, you just need to be willing to share their value with other people. We tend to do that anyway, when we find a product we like.

“Whew. I thought I had to know all these oils like the presenter does. That’s cool.”

Wholesale members are already set up to earn an income, so there is no other investment to be part of the business. Some people share the oils with enough people to cover the cost of their own oils. Others pursue the business as a way to have a flexible, fun, well-paying, full-time career where they aren’t stuck to a desk.

“I’d love to get away from my desk, change my career, supplement my income, enjoy the company I work for...” You’re planting a seed for all the great things that come along with building your own business. You could even briefly reiterate what your vision is in building your business for yourself and your family.

I’m always looking for new leaders, so if you’re a little interested, or a lot interested in the business, I’ll schedule a follow-up meeting with you after we get you enrolled.

Again, you’re setting the expectation that they’re going to get enrolled today. You’re also pointing out that you’re not going to do a follow-up meeting to talk

about the business without them enrolling today. That could be a waste of your time, since you'd book another hour or more and they still wouldn't be committed at that point to even using the oils.

Wrap-Up

Okay, let's get this wrapped up so you can get enrolled and get on with your day.

And again, we're going to get you enrolled today. At this point, just about everyone should be thinking, "If I'm going to get started, I might as well get started now."

There are a few options for setting up your wholesale membership. To become a wholesale member, you have to order a starter kit.

- 1. The first starter kit is called the Basic Starter Kit. It's \$40. I don't know anyone who's started with this kit, but it's available. You get a 5 mL bottle of the Citrus Fresh blend, a blend of citrus oils, which tastes awesome in a bottle of water. You get a few other samples and some information. But, you're basically paying the \$40 in order to get wholesale pricing on products.***

Like the retail membership option, your tone should suggest that this is a pretty lame way to get started. Why would someone spend the money to not get anything? And if they were going to add to their order, why would they give up the giant discount that comes with the PSK?

- 2. The second option is the Basic Plus Starter Kit. You get some sample packets and a 5 mL bottle of Citrus Fresh, but this also includes the Home Diffuser and the total is \$75.***

This is still pretty lame, but not quite as lame. Your tone and body language should suggest this.

- 3. Just about everyone who's enrolled in our organization has started with the Premium Starter Kit. It includes 5 mL bottles of each of the 10 Everyday Oils we talked about, and the Citrus Fresh bonus oil, plus a couple servings of Ningxia Red, an antioxidant rich concentrate that I use each day, and a diffuser. You have the choice of a Home Diffuser, which is this one (point at it) or the Bamboo Diffuser, which is this one (point at it). The whole kit is worth over \$300, but it's only \$160 with the Bamboo Diffuser or \$150 with the Home Diffuser. It's a super great value. Also, anyone who enrolls with a Premium Starter Kit will get a Pocket Reference Guide as a gift. The guide goes over all the oils we have available and helps you understand how to best use them.***

“This makes total sense! Look at all that cool stuff I get. And he/she is going to give me the Pocket Reference Guide today as well?! Sweet!”

I know some of you may want to add a few of the other more targeted oils to your order, so I can help you with picking those out after we wrap up.

This plants the seed for add-ons.

So just to conclude, we can get you enrolled right over here (point at laptop/enrollment table) right now, so you don't have to worry about doing it later. You've got better things to do after you leave than get online and run through the enrollment process. It'll only take us about 5 minutes to take you through the enrollment process.

“Yeah, that's true. I have a lot of other stuff going on. I don't want to deal with ordering this later on.” By explaining that it'll only take 5 minutes, you're saying “You've sat here for an hour and a half, what's 5 more minutes to actually get started?”

I really appreciate you all coming. I hope you learned some things and you're excited to start experiencing the health benefits essential oils offer. I'm going to start getting people enrolled over here (point at table) but I'll also be around as long as necessary to answer questions.

Quickly walk over to the enrollment table so you don't get sidetracked by people's questions. Your first priority is to get people started on the enrollment process so they can enroll and get on their way. There are always a couple people who stick to a tight schedule. They want to get enrolled and get out of there. Those are also the people you want to help the fastest as they could be your strongest potential business builders. If they stick to a tight schedule, chances are they are good at managing a business, taking action, and getting things done. If you get delayed by the people who just want to chit-chat, you'll lose the interest of those who have to wait to get enrolled.

ESSENTIAL OILS 101 SCRIPT – FOR LEADER

Let me grab my cell phone quick and turn off the sound. I'd be embarrassed if it went off in the middle of class.

Introduction

Ok, let's get started. I'm so excited to have all of you here. My name is _____.

I got started with Young Living _____.

When I got started with Young Living, I was...

When I was introduced to Young Living, I saw...

Now that I've been with the company for _____, my goal is to...

Before we get started, I need to mention this disclaimer: The information in today's class is not intended for the treatment or prevention of disease nor as a substitute for medical treatment, nor as an alternative to medical advice. To practice medicine requires a license. To educate about health does not. Today's class is for educational purposes only.

Our goal in the next hour and a half is to help each of you better understand the value of Young Living Essential Oils and how you can easily get started using them. You will notice I am holding a script today. This is to insure we stay on track with all the information I have to share. Also, when you enroll with Young Living, I know you will want to share with your friends and family and all you need is the script.

I'm going to spend some time on how essential oils are made and used, and show you the most common oils people use on a daily basis. I do this as a part-time/full-time job, and I'm always looking to help others who are interested in making some extra money. I'm not going to spend time on the business side of Young Living tonight, but after getting enrolled, I'll set up a one-on-one meeting with anyone who is interested in the business side.

Essential Oils Basics

What are essential oils?

When I first learned about essential oils, I thought they were just good-smelling products found at Whole Foods or natural foods stores. I just didn't know much about them. I didn't realize that they're a lot more than "natural perfume."

Speaking of “natural perfume” or “fragrances,” candles are more popular than ever. Most candles emit all sorts of toxins, though. There’s evidence they can even contribute to asthma.

Some people have taken a first step in using essential oils just to get rid of their toxic candles and air fresheners.

Essential oils are actually the lifeblood of the plant. Just as you have thousands of different types of molecules floating in your blood stream, plants have thousands of different constituents flowing through them to sustain life as well.

Essential oil is found throughout the plant—the leaves, stems, branches, bark and other woody parts. The oils are extracted from some or all of these parts of the plant based on the type of oil we’re talking about.

Distillation

When essential oils are extracted properly, we can gain numerous health benefits from their use. It’s key, though, that the oils are extracted properly.

Most therapeutic-grade oils are steam distilled, at as low a temperature as possible, to extract the majority of the oil in the plant. An exception would be citrus oils, which are cold-pressed from the rind. Commercial oils or perfume-grade oils like you find at Whole Foods are often distilled at higher temperatures for shorter periods of time using chemical solvents instead of steam. This degrades the therapeutic parts of the oil while maintaining the scent. In this way, an essential oil can be produced much faster and cheaper, but this also creates confusion. People think of all essential oils as the same, but they’re not. If they’re not distilled properly, they don’t deliver the health benefits we talk about.

This is one area where Young Living stands out from other essential oil brands. We own ten farms all over the world—in Utah, Idaho, Canada, France, Oman, Ecuador, Peru and Croatia. This gives Young Living an advantage in that we have control of the process from the planting of the seed to sealing the finished product. It’s Young Living’s Seed to Seal promise.

Some oils are acquired, with very careful scrutiny, from partner or co-op farms, but even in these cases, Young Living maintains the highest standards for quality from seed to seal of any essential oil company.

The reason this is so important is that only 100% pure essential oils should be used therapeutically. You don’t want to be ingesting, inhaling or even putting on your skin, oils that contain chemicals, solvents, or other adulterations.

As a side note, a number of chemicals are considered “organic” because they’re made from naturally-occurring molecules, yet they are harmful to humans. “Organic” does not always mean “healthy.”

Using Essential Oils

Essential oils are typically used three ways. There are others, but they are more for the experienced user.

First, essential oils can be inhaled. Inhalation can take place by simply putting oils on your hands and inhaling. I'm going to pass around the peppermint. What I want you to do is put one drop in the palm of your hand. Bring your hands together and rub them in clockwise circles three times. Based on the structure of essential oils, this helps activate the oils. Then, you're going to cup your hands over your face, without touching your eyes, and take a few, long, deep breaths.

When you start using your oils, you'll be using your diffuser a lot. We do too. Our diffuser is running for the majority of the day, whether we are at home, or at the office, and we also run the diffuser at night in our bedroom when we go to sleep.

Like the essential oils, diffusers vary in quality as well. The diffusers we offer through Young Living are ultrasonic. They vibrate in a way that helps diffuse the oils most effectively. You should always be careful of the diffusers you purchase, as some of them may not properly diffuse the oils.

When the oils are diffused, the oil particles enter and hang in the air. As you breathe in the oil particles, they stimulate your olfactory nerves, the nerves in your nose. They can also enter the lungs and then enter the blood stream. This is because oil particles are so small. When you inhale Young Living's essential oils, you're actually getting them into your blood stream. That's pretty cool!

The second way essential oils are used is by applying them topically. Depending on your goal for the use of the oil, they can be applied on sore muscles, over specific organs, on your neck, or they can be applied to your feet.

Oils are absorbed especially well through the bottoms of your feet. Again, because the actual oil particles are so small, they can easily be absorbed through the skin.

Some oils are considered "hot" because they are hot on the skin, and should be diluted with a carrier oil. A carrier oil, like avocado oil, coconut oil, or this V-6 (point to your bottle of V-6 if you have it), helps to spread the oil over a larger area, slows the absorption of the oil, and lightens the "heat" of a hot oil.

For example, peppermint has a recommendation of 4 drops of carrier oil for each drop of peppermint. The dilution recommendations are a place to start. You may find that you don't need as much oil for dilution as you thought, once you get started. If you have sensitive skin, though, you may need a little more dilution.

Many oils can be applied "neat" which means they do not need to be diluted. The label will show if you can or should apply it "neat," as will your Essential Oils Pocket Reference Guide.

As an example, I apply _____ on a regular basis for _____.

The third way essential oils are used is by ingesting them as supplements. This is common in the way they're used in France, but less common in Great Britain and the United States.

The reason ingestion is less frequently recommended here, is that most available oils are not pure essential oils. They are altered, adulterated and may be partially or completely synthetic.

You'll see on the label the oils that can be used as a supplement. In this case, they can be added to water, like lemon, or dropped into a capsule, like I do with _____ (example of oils you use in capsules).

DiGize is a super-popular blend that is often taken in capsule form to help with digestive issues. It's one of our most popular essential oils outside of our Everyday Oils collection.

Everyday Oils

Ok, now we'll cover what we call the 10 "Everyday Oils." These are kind of like having salt, pepper and butter in your kitchen. You use those ingredients in a number of different ways in any given week. The same could be said of these 10 essential oils. They serve a lot of purposes. We always recommend these 10 everyday essential oils as the foundation of your essential oil collection.

We have more than 100 other essential oils that can serve more specific purposes as well. I'm not going to get into those today as we don't have time, and it can be way too overwhelming. However, when you enroll, if you feel there are a couple other specific needs you have, we can talk about what additional oils would be wise to add to your order.

The first five essential oils we will cover are called "single" oils—they contain just one essential oil. After that, we will talk about the "blends." Blends are made by combining singles. The information about each of these oils comes from the Essential Oils Pocket Reference (hold it up to show). This is something you will receive as a gift when you enroll at the end of class.

1. Lavender (Pass the bottle of lavender around for people to smell it)

Lavender is one of the most commonly-used essential oils. It's also one of the most adulterated, so if you ever have the thought of buying a retail version of lavender, be careful.

You can soothe minor burns by applying 2–3 drops of lavender essential oil to the affected area. It also helps with dry or chapped skin.

Add a few drops of lavender essential oil to a cotton ball and place it in a closet or drawer to scent linens and repel moths and insects.

Applying it topically may minimize the appearance of scar tissue.

Place a few drops of lavender essential oil on a wet cloth or dryer ball to deodorize and freshen your laundry.

Diffusing lavender essential oil can minimize seasonal discomforts.

Diffusing helps calm the mind, body and spirit and can help with sleep. Rubbing it on your pillow helps as well.

I use lavender for...

2. Melaleuca Alternifolia (Pass bottle around)

Also known as “tea tree oil,” melaleuca is often used for purifying and disinfecting. Melaleuca essential oil has been found to digest bacteria, viruses and fungus. It also is great at supporting the immune system.

Melaleuca is used for fungal infections like athlete’s foot, yellow toenails and other stuff you might get from a gym floor or a pedicure. It’s helpful for other skin issues like acne as well as cold sores.

Melaleuca also is used as a natural deodorant.

Diffusing melaleuca helps purify the air.

I use melaleuca for...

3. Lemon (Pass bottle around)

Lemon and other citrus fruits are not steam distilled. Instead, these oils are cold-pressed from the rind.

Lemon is a “natural” goo-gone. It helps remove grease spots from clothes, adhesives, and other stuff like crayons.

You can combine 2-3 drops with water in a spray bottle to naturally cleanse and sanitize.

A drop of lemon helps with oily skin, soothes calluses, bunions or other skin irritations.

Massaging lemon on cellulite helps improve circulation and eliminates waste from cells.

Lemon essential oil has been widely used in skin care to cleanse skin, reduce wrinkles, and combat acne.

A compound found in citrus oil, called d-limonene has been extensively studied for its ability to aid our body’s natural detoxification process. It’s a great oil to

add to drinking water to support the body's detoxification process. A lot of detox programs suggest drinking lemon juice, but the juice has very little, if any d-limonene. It's found in the rind, not in the fruit.

The fragrant influence of lemon, along with other citrus oils like grapefruit, lime, orange, is mood boosting.

I use lemon for...

4. Frankincense (Pass bottle around)

You may know Frankincense from Bible stories. It was one of the most prized oils of biblical times, and still is today. Frankincense is mentioned in one of the oldest known medical records, dating from the 16th century, with more than 877 uses.

Frankincense is also a commonly adulterated essential oil. For every pound of frankincense essential oil that is made in the world, 12 pounds are sold. That means there's a lot of "fake frank" on the shelves of stores.

Rubbing frankincense on your temples and back can improve concentration. It can help with blisters and insect bites.

Diffusing Frankincense can elevate your mood and rubbing it on stretch marks may help lessen their visibility.

I use Frankincense for...

5. Peppermint (already passed around)

Peppermint is the last "single" oil from our Everyday Oils collection. This is another essential oil where you'll find a number of "imposters." It may smell like peppermint, but is really created just for the fragrance or taste.

Young Living's peppermint essential oil is so potent that just one drop delivers the effectiveness of 26 cups of peppermint tea.

A University of Cincinnati study found that inhaling peppermint oil increased mental accuracy by 28%. Inhaling peppermint has also been shown to curb appetite. In fact, research has shown that simply inhaling peppermint oil throughout the day has led to weight loss compared to those who didn't smell the peppermint oil.

Peppermint is soothing on the digestive system and cooling for the body. You can add one drop to a water bottle to soothe an uncomfortable stomach or to help keep the body cool during exercise.

Peppermint is soothing to tight muscles and invigorating when applied topically. You may need to dilute with a carrier oil if you have sensitive skin or don't like the "hot" feeling of the peppermint.

I use peppermint for...

The next five oils from the Everyday Oils collection are all blends. D. Gary Young, the founder of Young Living, is a master at blending essential oils. The intent of an oil blend is to look at the constituents of individual oils, and blend them together to create a synergistic effect you wouldn't have from any one of them alone.

6. Thieves (Pass bottle around)

Thieves is amazing for keeping you feeling good when everyone else around you seems to be getting sick. You can diffuse Thieves, apply it to your feet or take it internally for an immune boost.

A Weber State University study showed a 99.6% reduction in airborne viruses and bacteria when diffusing Thieves.

This oil is so popular that Young Living has a whole line of Thieves products using the oil blend—toothpaste, mouthwash, hand soap, breath mints and more.

Thieves supports the immune system, can help maintain normal blood sugar levels, obviously helps maintain health and has a fantastic spicy scent when diffusing. It helps clean the air without using a chemical-based air freshener.

I use Thieves for...

7. Purification (Pass bottle around)

Purification also helps with disinfecting. This oil is especially helpful when you have a smelly room you want to take care of, like the room with the cat box, or a stinky teenage boy's room. You can put a few drops on a cotton ball and leave it in a gym bag or an equipment bag for football or hockey.

It also disinfects and cleans cuts, scrapes and bug bites. It is also an awesome insect repellent and is fantastic for dealing with dust mites found in bedding (which all of us sleep with 😊).

I use Purification for...

8. Joy (Pass bottle around)

Joy is a blend of 10 oils to help lift your spirits. Joy is very floral. Some people can't get enough of it, while others don't care for it at all. If you are one of those who don't like the smell but want the benefit, just rub it on your feet.

As the name suggests, this blend is designed to make you feel more joyous.

The blend of oils can help with circulation and normal blood flow.

Joy may help maintain normal blood pressure, is good to apply topically if you experience menstrual cramps and can even help with libido. Diluting 10-12 drops in 2 oz of carrier oil makes for a great, romantic massage oil.

I use Joy for...

9. Stress Away (Pass bottle around)

Can anyone guess what this blend is for?

Does anyone need this blend?

As you might expect, this is a super popular blend. We all have too much stress. Essential oils can make a big difference with stress. Their particles are so small, they not only can be absorbed through the skin or through the lungs, but they're small enough to pass through the blood-brain barrier.

This makes them really powerful for brain-related processes, like emotions. Stress Away can be diffused, applied topically or ingested. It can help reduce tension, deal with mental rigidity, promote confidence and maintain a good mood. If you apply it topically, it works great on the wrists so you not only absorb it, but can take a whiff every so often.

I use Stress Away for...

10. PanAway (Pass bottle around)

Who here said "my ____ hurts" sometime in the past few days? PanAway is great for relieving soreness or discomfort from injuries or accidents. I love to use PanAway when my muscles are sore from working out, or joints are aching from sitting too much.

It smells wonderful and has a warming sensation when you apply it topically. PanAway is one of those oils that some people need every day, and others need on occasion. Whenever you do need it, it's awesome to have it handy to relieve those discomforts.

I use Panaway for...

Out of curiosity, how many of you said to yourself "I could use that one" to at least one of the oils I just covered? How many of you said that for at least three oils? How about five? Can you see why we call these "Everyday Oils?"

Once you're comfortable with these 10, you'll be ready to start tailoring other essential oils to your needs.

I personally have a specific protocol I follow each day for _____ where I end up using _____ essential oils every day. Of course, I still use the 10 everyday oils throughout the week as well.

Oils can be used to enhance fitness programs, as part of a detox program, to deal with emotional healing, as part of the recovery process following injuries and for maintaining health.

Next I want to cover how you can actually get your hands on these awesome essential oils.

Enrolling

People enroll as a Young Living member in one of three ways.

First, they can enroll as a retail customer. This is pretty straightforward. Retail customers create a retail account and purchase anything they want at full retail price. I haven't enrolled very many retail customers. And those that have, almost always convert to being a wholesale member.

Second, they can enroll as a wholesale member and really just use the oils for themselves. This saves them 24% off retail pricing on all product purchases; plus when they enroll as a wholesale member with one of the starter kits, they get a giant discount on their starter kit. Most people begin their Young Living membership by ordering a Premium Starter Kit, which I'll cover shortly.

Another benefit of being a wholesale member is Young Living's Essential Rewards program. Because most people use a number of oils on a regular basis, they sign up for our members-only loyalty program so they never run out. The cool thing is that those on Essential Rewards also have the opportunity to get free product with their orders, and they accumulate reward points they can use toward more free product.

The third way people enroll is by also signing up as a wholesale member, but with the intention of building a business. Some of you have already expressed interest in the business side.

There is nothing extra that someone needs to do in setting up your account to do Young Living as a business. You just need to enroll as a wholesale member. After that, I'll schedule a one-on-one meeting to take you through the business side of things.

And just to be clear, even if you don't want to or have time to leverage the Young Living business, if you have some friends that would be interested in enrolling, I can take them through a class like this and if they enroll, you get the credit for it.

If you're not interested in the business, sit tight. I just want to talk through this real quick and then we'll wrap up and get you enrolled.

I want to talk briefly about the network marketing business model. There are a couple reasons why companies use this model rather than putting their products in a retail setting. One, is that they feel they can motivate people by promising they will make a lot of money, for selling a low-quality product at an inflated price. If that were the case with Young Living Essential Oils, I wouldn't be here. I know of some of these companies and would have no interest putting my name behind them.

The other reason a company chooses a network marketing business model is that their products require more of an explanation or education to understand how they stand out from other "like" products. As you've learned, you can't assume any product labeled as an "essential oil" really is an essential oil. But if you didn't have the education you just heard, you might not have known that. Young Living essential oils wouldn't do well on the shelf at Whole Foods because they cost more. They're pure essential oils! Network marketing is about building a business based on relationships. That makes it the perfect model for a product like this. We get a chance to explain what real essential oils are and it helps people understand why they'd want to spend a little more to get something that actually works.

The cool thing is that you don't need to be an expert in essential oils, you just need to be willing to share their value with other people. We tend to do that anyway, when we find a product we like.

Wholesale members are already set up to earn an income, so there is no other investment to be part of the business. Some people share the oils with enough people to cover the cost of their own oils. Others pursue the business as a way to have a flexible, fun, well-paying, full-time career where they aren't stuck to a desk.

I'm always looking for new leaders, so if you're a little interested, or a lot interested in the business, I'll schedule a follow-up meeting with you after we get you enrolled.

Wrap-Up

Okay, let's get this wrapped up so you can get enrolled and get on with your day.

There are a few options for setting up your wholesale membership. To become a wholesale member, you have to order a starter kit.

1. The first starter kit is called the Basic Starter Kit. It's \$40. I don't know anyone who's started with this kit, but it's available. You get a 5 mL bottle of the Citrus Fresh blend, a blend of citrus oils, which tastes awesome in a bottle of water. You get a few other samples and some information. But, you're basically paying the \$40 in order to get wholesale pricing on products.

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I really appreciate you all coming. I hope you learned some things and you're excited to start experiencing the health benefits essential oils offer. I'm going to start getting people enrolled over here (point at table) but I'll also be around as long as necessary to answer questions.