

*Heart-Centered
Sharing
2013*

*Creating Abundance
Through Being of Service to Others*

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Heart-Centered Sharing

Introduction

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

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

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

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

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

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

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

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

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

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

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

Vicki Opfer

Part 1

*Sharing Young Living
With Friends
and Family*

Sharing Young Living With Friends and Family

Reading Harmony, Joy, and Abundance (available through Life Sciences Publishers - 800-336-6308 <http://www.lifesciencepublishers.com/>) will help you understand how to start talking to others about what you've seen and experienced in Young Living. What do you say? How do you say it? How can you let people know that you have something very meaningful to share with them, without any hype or pressure to purchase?

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

This is *not* about selling, convincing, or pressuring anyone. We simply share with others and allow them to make their own decisions.

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

The following are points that might help your friends understand more about essential oils and oil-enhanced products. You can actually read this aloud, if that's helpful to you. It covers historical validation and information on the oils and other products. Share the oils that you have and tell your friends to put them on wherever they want. If they are experiencing pain in their bodies, putting the oils on the area that hurts is a great idea, so that they can see which oils help the most.

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

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

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

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

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

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

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

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

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

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

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

Distillation: Essential oils are distilled by putting plant material into a large stainless steel cylinder, running steam up from the bottom. The steam picks up the oil sacs from the plants takes them out through the top of the distiller. The steam is cooled back into water and the oil floats to the top, and is removed.

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

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

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

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

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

We use them as cologne, for first aid, and in massage. Young Living has several roll-on oils, which makes them very easy and convenient to use. Many of us use **Stress Away** as a cologne and to help us stay in

a better mood! We use **Deep Relief** for discomfort, **Tranquil** for soothing and relaxing, **Breathe Again** for respiratory support, and **Valor** for balancing and uplifting. **Share any roll-ons that you have.**

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

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

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

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

Food Products: Young Living has excellent, whole foods and superfoods products.

NingXia Red is a highly nutritious, anti-oxidant juice, which helps keep our bodies from aging and breaking down. The special ingredient is an organic puree of the wolfberry or goji berry from the Ningxia province of China. This juice helps to clean our liver, which cleans our blood, helps our eyes, heart, and immune system.

It has no junk juices, and helps to balance blood sugar. Wolfberries are a national treasure of China because they've been observed for over 5,000 years to improve health and enhance longevity. China's Olympic athletes eat wolfberries as their 'secret weapon.' Share **Wolfberry Crisp Bars and NingXia Red sample packs.**

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

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

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

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

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

Getting Started: These products are not available in stores, and we order them directly from Young Living, in Utah. You can order wholesale, like we do, or retail. Buying wholesale requires a lifetime membership and as long as you place a \$50 order once a year, you don't ever have to renew it. The wholesale membership costs \$40 and contains a coupon for \$40 off of the cost of a diffuser, two free oils - 5 ml bottles of peppermint and lavender, three take-along packs of the NingXia Red juice, and educational information. There are also several other great options; the Everyday Oils Kit, NingXia Red Kit, and Thieves kit.

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

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

Thank you for sharing!

Description of the Handouts

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

We also make sure to have invitations printed and available for our next event, at every event.

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

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

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

Have a GREAT DAY, EVERY DAY!

1. **Use the Mood Elevating Protocol every day!!!** (see below)
2. Drink **Ningxia Red** every day 1 – 6 ounces! This product, alone, changes lives!!
3. Take a **Longevity** capsule every day and/or night before you go to bed!! It will reduce your down time and help keep you young!
4. Keep **Stress Away** in your pocket and use it throughout the day! This oil will enhance your level of joy!
5. Take a **True Source** all natural vitamin/mineral supplement pack every day!
6. Take **MultiGreens** 1-4 capsules once or twice a day!! You will have increased stamina and feel terrific!
7. Use all natural personal care products like **Thieves toothpaste** and **Lavender Hand and Body Lotion**, which is a relaxing spa treatment every time you use it!

Live every day in joy, gratitude, and appreciation!

Mood Elevating Protocol:

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

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

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

Joy – a single drop over the heart!

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

You can put 1-4 drops of each of these oils into a single capsule, together, and take as a supplement once or twice a day.

Do this Have a Great Day Every Day protocol every single day, and it will change your life!!!!

Everyday Uses for Young Living's Essential Oils

Use your essential oil desk reference or here are a few suggestions for common uses of the products:

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

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

**D. Gary Young
Wellness Model**

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

Plus essential oils and other supplements to support these systems

Additional Thoughts on Wellness...

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

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

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

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

A Brief Introduction to Therapeutic Grade Essential Oils

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

Young Living is the World Leader in Therapeutic Essential Oils!

Essential Oil Distillation

Understanding the Cost and Value of Essential Oils

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

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

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

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

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

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

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

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

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

Brittany's Story

Why is it so important to use natural personal care products every day?

The following is a true story told to me by a young mother who asked me to share her story in the hopes that others can benefit from it:

Brittany woke up one night, at 1am and vomited in her bed. Her mother changed her sheets, and put her back to bed. The next morning, Brittany appeared to be fine, and went to school.

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

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

From that night on, every night at about 1am, Brittany vomited in her bed, and by morning, she always seemed to be OK.

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

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

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

Brittany's mom threw away the shampoo. She went to the health food store, and bought an "all natural" shampoo. (Which we now know may or may not be all natural - even if it's from a health food store.)

The really great news is that after her mother bought the natural shampoo, Brittany no longer vomited in her bed.....

Here are two questions:

1. What would have happened to Brittany, by well-meaning medical professionals, if her mother had not figured this out?

2. How many other Brittany's are there out there and how many of us are being affected, in some way, by synthetic chemicals in our personal care products, cleaning products, or processed foods, without knowing what is causing the problems? Are these products killing us slowly?

Young Living has wonderful, truly all natural shampoo, toothpaste, deodorant, soap, and other personal care products. Gary Young's motto is, "If you can't eat it, don't put it on your skin!" Young Living also

has pure, all natural, essential oil enhanced supplements and food products that will support health, wellness, longevity, and life.

Every time we use one of Young Living's oil-enhanced personal care products, food products, or supplements, our body receives extraordinary therapeutic benefits. Each time we use them, we are offering our bodies molecules that *support* health and wellness on a physical, mental, and emotional level.

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

The more we share these products with others, the stronger the possibility that we'll be helping a "Brittany" somewhere, either through our own sharing or by people whose lives we've touched....

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

Part 2

Building a Young Living Business

Introduction: Building a Young Living Business

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

This may be the most rewarding experience you will ever have. Not only will you affect those in your immediate family and circle of friends, but you can also have an extraordinary affect on countless people who you may not ever meet. To know that you've made a difference in the lives of others is one of the most rewarding feelings in life. And by sharing with people now, you can also have a positive effect on the lives of future generations. What an extraordinary legacy!

For those who would like to build a Young Living Business, the following information contains a more detailed scripted outline that you can follow when you hold small educational events, as well as other information that will help you succeed.

Young Living has chosen a network marketing business system to get the word out about the profound healing effects of essential oils as quickly as possible. Network marketing can be done easily, from a heart-centered place of service. The key is to share with others in such a way that they can share with others, themselves, if they choose to do so. Again, this is called duplication, which is people sharing with people, sharing with people in a way that is easy to follow and duplicate.

As you read the following material, understand that we always focus on the needs of the people whom we meet, educate, and help. Financial rewards are always secondary. This is what sets Heart Centered Sharing apart from other business models. By living in gratitude and service to others, you can also create fabulously abundant financial support for yourself and your community. What a blessing!

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

After they enroll, we stay in touch with them, share the joy of their experiences, and answer any questions that they may have. When they are ready, we help them share with *their* friends and families. Whether they choose to build a business with us, or not, we are available to assist them in whatever way we can. Does that sound fun? It is!

If you're going to build a successful business, you may find it interesting to learn and understand network marketing. It's a robust business model that works differently than any other way of marketing. It's a model built on trust, relationships, and duplication (people sharing with people, sharing with people).

Network marketing has two interesting attributes or "truths."

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

1. However you introduce someone to your products is exactly, 100%, how they will share with others. When they enroll their ideas about sharing appear to be "set in stone." If you talk to someone one-on-one, and they enroll, they will share the same way. If you introduce someone to the products at a class, they will require that future classes, similar in content, be available in order for them to share. If they enroll because someone shared an Everyday Oils kit with them, they will just share Everyday Oils kits with others. If they enroll because someone shared NingXia Red with them, they will just share NingXia Red with others.

If they enroll learning about all the product groups and the Young Living lifestyle, that's what they will share. Sharing the Young Living lifestyle (all 5 product groups) appears to be our best choice because of the extremely positive, life-changing effect it has on everyone who experiences it. By including all 5 product groups in your everyday life, people immediately begin to live longer, healthier, and happier lives. These 5 product groups are: essential oils, oil-enhanced supplements, NingXia Red and other food products, Thieves products, and Young Living's natural oil-enhanced personal care products,

You have to choose, very carefully, how you introduce your friends and neighbors to Young Living.

2. Duplication is required for success. (Again, duplication is people sharing with people, sharing with people in ways that are easy for new people to follow, copy, and repeat.) You can enroll a few people, over time, and get your orders paid for. But if you would like to earn a substantial income or reach the top achievement levels, you must find and implement a successful duplication model as the way that people in your organization are introduced to Young Living; a model where everyone is introduced to all the product groups will encourage members to use products from all the groups, and share the same with others. And as much as possible, we want people to smell, taste, and touch the products, so that they can have their own experiences.

implementing duplication versus non-duplicable models offers dramatically different results: If you begin to share with friends and family, and enroll 2 people a month, at the end of the year, you will have 24 people in your organization. If, instead, you enroll 2 people a month, and help each person in your group enroll 2 people a month, at the end of the year, you will have over 500,000 people in your organization! 24 people versus 500,000+ people - that's a huge difference! (See page 24.)

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

What we've observed is that most of these sharing methods do *not* empower people to be able to share with friends and family. They may be a wonderful way to educate the people in your community, but they are not a good way to create and build sustainable and flourishing businesses.

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

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

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

The Heart Centered Sharing System - an Overview

The difference between retail marketing and network marketing:

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

Getting Started Steps 1 - 2 - 3:

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

The keys to your success:

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

The five skills required for the success of your business:

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

Empower others to use and **Share** the Young Living **Lifestyle** through **Duplication**.
Empower - Share - Lifestyle - Duplication

The Process: Steps 1 - 2 - 3

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

The Process:

- **Step 1 - You share Young Living with others.**
- **Step 2 - You help every person you enroll share with others within 1-2 months of their enrollment.**
- **Step 3 - You help "launch" people so that they can share with others without your help.**

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

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

Once you feel that you are ready, you can have get-togethers and share the information with 1-2 “very interested” friends. Once you’re more comfortable, invite 3-4. Eventually, have events with 5-6 guests, but, preferably, not more than that. (If we have more than 5-6 new people at these events, we cannot offer personalized service, and the number of enrollments actually goes down.) Through these experiences, we become comfortable with sharing.

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

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

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

Ask those who are bringing friends to share a personal story at the event, which will help them discover their “sharing voice.” For example, you can ask them to share their favorite oil story. At these events, help them enroll their friends and they will begin to feel empowered to help others.

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

- **Step 3** – Once downline members come and bring friends, some will want to have their own events for *their* friends and families. They may want to attend 2-3 of your Step 2 events, bringing 1-2 friends to each one, so that they hear the presentation several times. (They need to bring at least one person in order to attend a Step 2 event. Otherwise, if there are too many “old” people and only a few “new” people, the “new” people will feel overpowered.)

When they are ready, show them how to have these events, doing it with them, not for them. They do the presentation, themselves, and you can attend as a “fly on the wall” to help them feel supported so that they can gain the confidence needed to share with others...

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

In the second hour, your downline members and guests observe as you personalize with each guest, helping them set up their own accounts. Those who have attended (both members and guests) will feel much more confident about being able to share with others and help them enroll once they have observed this level of sharing and enrolling.

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

The Keys to Your Success

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

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

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

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

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

Full time:

3 or more duplicatable introductory events per month.

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

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

Attending all local events and the yearly convention

Part time:

1 or more duplicatable introductory events per month

1 Leadership event every 1-2 months

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

Attending all local events and the yearly convention, if possible

Very Part Time/Hobby:

Introducing people to the products occasionally, when convenient

Having duplicatable introductory events with no set schedule

Offering product and business training occasionally

Attending local events and the yearly convention, when convenient

Duplicatable Introductory Events:

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

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

We present the material as it is written, and we re-phrase to accommodate how we speak. We can make small changes to the material to reflect the group who have assembled, but, for the most part, we adhere to the outline to empower others and maximize duplication. People learn to trust our events because they know what to expect, and what will be covered.

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

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

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

members bringing those guests.

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

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

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

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

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

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

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

We're *encouraging* them to think through the lifestyle as best they can, in each case, - what they want to achieve and what is important to them. They choose what they can afford and what they want. We don't pre-determine what they can and cannot afford, or what they should or should not focus on and purchase. We simply assist them through the process of prioritizing and ordering.

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

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

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

Key #4 The next events are already scheduled... We *always* have the next event scheduled within 2-4 weeks, and we invite those who enroll to come back and bring 1-2 friends. We have invitations printed, on beautiful paper, and available at each event. (See Sample Invitation on page 22). We say, "We're having another one of these events in 2 weeks. We'd love to have you come and bring 1-2 friends. Can you think of anyone who might benefit from learning about the essential oils?" *This begins the duplication process*. It builds on itself over time.

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

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

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

This is why **this key is the secret to your overall success...** It **empowers** people to share with others, independently of you, and duplication begins.

Once people become involved and start setting up their own events, they say, "I never thought I would be doing *this!*" "*This*" is the business... "*This*" is Heart Centered Sharing. "*This*" is duplication. "*This*" is a lot of fun and very rewarding!

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

Also compare "*this*" to teaching a class with 15-20 people in it... When the class is over, most people get up and walk out. Those who stay can ask questions, but no one sits there with them, personalizes, and then helps them set up their own account. The result? We've educated a lot of people, but *did we really help them?* They're not going to have the products they need to improve their lives, unless they find someone, later, who will help them figure out what to order and show them how to set up their account. Or, the attendees go online, order, and become "orphans," enrolled under someone who they don't even know. Again, did we really help them? Are classes duplicatable? No.

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

The 24/531 Model:

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

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

We can *hope* that they will eventually share with others. *Or, we can learn the skills of teaching sharing -*

helping our downline members understand how to share with others and enroll them. This may include *our* learning how to *model* duplicatable sharing to our downline members. We can still be health care practitioners and educators, and we can also use some of our "business time" sharing in a *duplicatable way*.

Why is this SO important?

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

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

The difference in the size of your group at the end of the year, depending on how you are introducing others, is quite astonishing!

Statistics show that if someone has just ONE person in their downline, they are twice as likely to order than if they have no one in their downline. And, of course, if they are ordering oils and other products more consistently, they will, most likely, significantly improve their health and well being over time. It's a beautiful win/win.

To review:

- * At any given moment in our business, we are either working toward the "24" or the "531."
- * We need to be aware of the difference, evaluate what we're doing, and make a conscious decision about where we want to invest our time, energy, and resources. The "531" allows us to help more people, over time.
- If you have a limited amount of time to invest in your Young Living business, make sure to do as much of the "531" activities as possible. If all you do is "24" activities, you'll continue to get the same results as you've been getting.
- * The "24" is sharing but not being duplicatable. We may be acting as a health care advocate for someone who is not feeling well and needs our help. This is perfectly fine.
- * The "531" is sharing with and enrolling 2 people a month, and we're helping, teaching, and modeling so that everyone can do the same. We are heart-centered and duplicatable.
- * Not everyone we enroll will share with and enroll 2 people a month. By consistently scheduling as many follow up events as possible, it will make it easier for them to do so.
- * Even if we fail by 95% that first year, we will still have over 25,000 people in our organizations!

With Whom Will You Build Your Business?

People come into Young Living for many different reasons:

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

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

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

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

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

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

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

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

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

***You Are Invited
to an
Introduction to Essential Oils!***

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

Date & Time:

Where:

We will share essential oils that will:

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

Cost: Free (Note: some leaders charge a nominal fee like \$10 for everyone attending and give anyone enrolling at the event their \$10 back.)

R.S.V.P. Required by

Please call:

Or email:

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

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

And bring your friends!

Heart Centered Sharing - 3 Weeks Before Your Event Check List

Three Weeks before your events:

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

Two Weeks before your events:

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

One Week before the events:

1. If anyone cancels, invite others, as needed.
2. By now you should have received your supplies. If not - do your follow through.
3. If you plan to share a DVD, verify that the player is working.

Two Days before the events:

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

One Day before the events:

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

The Day of the events:

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

Last minute: set out refreshments.

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

The 3 Weeks Before Your Events - More Details

The Heart Centered Sharing information about the oils and other products can be as simple as sharing with a friend over a cup of tea! The following, more detailed information, has been created for those who are at the next level of sharing - having more organized gatherings for others.

Our experience, in doing hundreds of events, is that "winging it" does not work well, and may give you disappointing results... The leaders who have held these events over the years have made many mistakes. It is our goal that you will not repeat those mistakes. To enhance your success, please read this section carefully.

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

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

Over time, you can organize 2-3 boxes that contain everything you need for these events, and you can be ready, easily, to have a Heart Centered Sharing event anytime within about 20 minutes.

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

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

Three Weeks before the events:

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

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

Phone calls are the most effective way to personally invite guests. Printed flyers or invitations are optional and a sample invitation is included for your convenience. So how do we invite friends?

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

Or, if you are personally inviting 3 downline members to come and bring 1-2 each: You: "Hello Terry! How are you? Hey, we're having a very special event here at my house on Tuesday, May 3rd, from 7-9.

It's for people who have a friend or two who they'd like to introduce to the oils and other wonderful Young Living products. Would you like to come?"

Terry: "I don't have anyone who I'd like to bring, but I'll come." You: "This event is specifically for people who have friends who they've been wanting to share with. I'll call you next time to see if you have someone by then, ok?" (If we have too many people whom are already members attending, the guests feel overwhelmed.)

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

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

Why not just go and do the presentation for all of their friends? Because our goal is to **empower** people to share and to create **duplication**. If you go to her house and do it *for* her, you are enabling her, and she will be dependent on you..... quite possibly forever. If, instead, she comes to 3-4 of your events, and brings 1-2 friends, she will become empowered to share or have events, herself, because she will have seen it several times.

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

More details about inviting:

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

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

Make sure that the invitations are compelling and give potential guests reasons to attend, other than just obligation. (Listen carefully when you are talking about the events and carefully evaluate a person's true interest level.) If you're going to print invitations, use paper from the office store that is beautiful and colorful. It's very inexpensive.

How can we make sure that we have people attending? Treat invitations as though you were having a birthday dinner for your best friend... If you had seating for 6, in addition to you and your friend, you would want 6 people there, right? Not 1, not 10... You would actively communicate with people who have been invited to make SURE exactly who is coming. If you have downline members coming and bringing guests, make sure that they communicate with their guests effectively, so that you can have an

accurate idea of the number of people who will be there. And, again, tell them to let you know if their plans change.

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

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

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

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

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

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

Two Weeks before the events:

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

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

3. **Print out and read the Introduction to Essential Oils**, highlighting a few words in each paragraph that are most important to you. Practice your talk. You can even do a run through with a friend to get feedback. Again, you may want to listen to the "Nature's Gifts" CD several times, which is in the back of the Harmony, Joy, and Abundance book, to enhance your sharing skills. These are available through Life Science Publishing.

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

One week before the events:

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

Two days before the events:

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

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

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

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

The day before the events:

1. Get the area **clean** that you will be using.
2. **Set up chairs** - one less than you think you will need, with the extra one nearby. This is because, often, one person out of 5-6 reservations will cancel at the last minute. This is why we do our best to get 6 reservations – assuming that we will have 5 guests.
3. Get a bouquet of **flowers** for the table, if you'd like to.
4. Purchase any **refreshments** you intend to share - fruit, vegetables, tea, water. Keep it simple and duplicatable, and no alcohol as it ruins this type of event.

5. **Organize** all of your **supplies** so that they are all in one place.
6. Make sure there **is room in the coat closet** and empty hangers for your guests to use.
7. Set up the **ambiance** in the room - check the lighting, set out candles, and make sure the room is comfortable.
8. **Call your personally invited guests** and ask them whether they need directions, intend to bring a friend, etc. You really want to touch base with them one last time, as a reminder. Often, one of them will say, "Thank you so much for calling! I would have forgotten to come, and I really want to be there!"

"Hi Tony! I'm so glad that you're able to come to the aromatherapy gathering tomorrow night! Hey, do you need directions? Great! See you at 7!"

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

The day of the events:

1. **Set up your display** - gather things up from around the house that you use every day like your supplements, Thieves Toothpaste, etc.
2. **Preparation:** Make sure that you have the "Introduction to Young Living Essential Oils" printed out and available. Read through the outline one more time to help familiarize you with the material and make sure to use a highlighter for the important points. Have an Essential Desk Reference, and Everyday Oils kit, Lavender Hand Lotion, NingXia Red samples, Wolfberry Crisp Bars, Thieves spray, and the DVD you plan to share next to where you will be sitting. If you'd like to show the value and economics of the oils, have a ¼ and ½ cup measuring cups on hand for that section of the outline.
3. **Chill the NingXia Red samples**, if you want them chilled.
4. **Organize your refreshments.** Cut up the fruit if you're making a fruit tray, cover them, and put them in the refrigerator.
5. **Cut up the wolfberry crisp bars** and/or Apricot bars into 3-4 pieces each. Put them on a beautiful plate, and cover them. Put them next to where you'll be sitting. Have a full one in your display so that your guests will know what they look like.
6. **Be dressed an hour before the event.** People come early. Wear nice clothes - like what you wear to church or out to dinner. A nice pair of slacks or a skirt and a blouse or sweater is perfect. No jeans, sweats, or house slippers.
7. **Last minute** - set out refreshments, make tea or lemon water.

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

The Presentation...

The following information will help you know what to say to your friends about Young Living's oils and other products. You can do this one-on-one with a loved one or have a group of friends over and have a gathering. If you'd prefer a shorter, simpler way to share, please see Part 1.

It is highly recommended that you print this file out, read through it several times, and highlight specific information in each paragraph that will help you glance at the page, and remember the key points, or, if you're using this as a brief introduction for a friend, just highlight the key points that are important to you, and share those.

Greet everyone as they arrive, and make a special effort to remember the names of each guest. You might also ask questions like, "Is there anything specific that you would like to learn tonight?" Make sure that they are comfortable and have water or tea. Invite them to enjoy the refreshments (like a fruit plate) while you're waiting for everyone to be there.

Start on time and finish on time. If someone is running late, do not wait. Start as close as possible to the time you have set, in order to be respectful of those who have made the effort to be there on time. You have 1 hour for the presentation, and 1 hour to help all of your guests personalize their needs and place their orders. Please do this exactly as it is set up, to truly help those who have come.

More on the importance of time: If there is no time to help guests figure out what they need and order, did you really help them? No. They will go home, alone, and look through the Product Guide containing over 400 products, and will, most likely, not be able to decide what to order. Many people, when trying to set up their own accounts, go online, by themselves, and end up in YL's "Orphan Pool" and get assigned to a stranger who lives in their state... Not good for them, or for you...

Yes, you can do follow through, but it is so much easier and more duplicatable to help guests order at the event, rather than later.

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

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

Have on hand some "Missing Link" CD or "Nature's Gifts For Healthy Families" CD's to support your time with them, and, if you decide to give them one, ask them, "If I give you this CD, will you listen to it? I don't want to waste them." . (The CD's and Desk Reference are available from Life Science Publishers 800-336-6308 or lifesciencepublishers.com). You may want to diffuse oils like Abundance, Citrus Fresh, Thieves, or your favorite oil.

Many of us love to share the Valor, Harmony, Joy, and White Angelica "Mood Elevating Protocol" that is described in "How to Have a Great Day Everyday," which follows this section of the material. If you're going to share this protocol, have it ready.

You're ready to get started!!! Smile!

Getting Started...

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

Introduction and your story (1-2 minutes)

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

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

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

Play an introductory DVD (Optional) (about 10 minutes) (most of us using this business system do not use a DVD, but it can be helpful to some people. Try it both ways, and decide which works best for you.)

This can be the From Seed to Abundance (1st choice), Gold of the Ages Part 2, or Start Living. Or, you can just get started with the following information...

The advantage of playing a DVD is that it offers credibility to our company and our business.

The disadvantage of playing a DVD is that it can take too much time out of that important first hour, and you may not be able to cover the material as written.

If you choose to play a DVD, you will have to cut back on part of the outline, in order to finish in an hour. Staying to the time commitment of one hour for the presentation, and one hour for personalizing and enrolling is essential to your success.

An Introduction to Young Living Essential Oils

1. Historical validation

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

Share frankincense oil. Have everyone turn to page 10 in the 2011 Product Guide. Allow your friends to put a drop on – anywhere they choose to. If they have pain somewhere in their body, they may want to put a drop of each of the oils that you will be sharing with them on the area of the pain, to see whether it changes. If they're in pain, ask them what their pain level is, and then check back with them periodically to see whether the pain level has changed.

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

2. Thieves story

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

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

Pass around Thieves oil and share a brochure (optional). Spray the Thieves spray. Show them a bottle of Thieves Household Cleaner. Tell them to turn to page 64 in the 2011 Product Guide to see the Thieves products there.

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

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

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

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

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

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

3. "So what are oils?"

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

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

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

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

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

4. "Where do we get essential oils?"

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

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

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

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

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

5. “Why is purity so important?” Please turn to page vi in the very front of your Product Guide.

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

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

6. “So, how do we use oils – every day?” Turn to page v in the very front of your Product Guide.

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

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

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

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

Pass around one or two of the roll-ons, if you have them because they demonstrate another method of using them. Allow them to rub a little on, if you can. Have them turn to page 36 in the 2011 Product Guide.

7. “Why do we use essential oils? What are some of the benefits?”

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

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

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

Have everyone turn to page 32 in the 2011 Product Guide showing the Everyday Oils Kit.

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

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

8. Internal use (Essential Oil Supplements)

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

“One of these supplements is Longevity, which contains thyme, orange, clove, and frankincense, all of which help support the body on many, many levels.” **Locate Longevity on page 61 in the 2011 Product Guide.**

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

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

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

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

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

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

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

“Young Living also has a supplement called Inner Defense (**Page 53 in the Product Guide**), which is, basically, Thieves in capsules. We can take it at the first sign of a cold or flu. This supplement contains Thieves, which is anti-bacterial and anti-viral, thyme and oregano, which are very anti-viral and have been used successfully for pneumonia, and citronella which is also very anti-bacterial and anti-viral, as well as being an excellent support for the respiratory system. This is a supplement, which you will want to have in your home at all times. If you have to place an order for it, it will arrive too late to prevent the cold or flu.”

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

9. Precautions (optional)

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

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

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

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

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

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

Supplements and Food Products

11. Supplements containing pure essential oils

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

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

Young Living has pioneered the use of essential oils in supplements in the U.S. and as a result, has the most effective supplements on the market today. We have an excellent daily vitamin supplement called True Source, which is a food based vitamin supplement. It is made up of 3 capsules, which come in convenient packets. So it makes it really easy to grab one on the run.” **(Turn to page 62 in the Product Guide .)**

"Another very important product that Young Living has is called MultiGreens. If you have a problem feeling tired in the afternoon, or you find yourself exhausted by evening, Try taking 4 of these capsules sometime after lunch, and you'll notice that the exhaustion is gone, starting the very first day! Unlike other products that zip your energy and then have you crash, MultiGreens just gives you a very steady energy all the way until bedtime, and then you can easily go to sleep."

“Young Living has a whole line of exceptional supplements, which support the heart, liver, digestion, cleansing, etc. We have one called Sleep Essence (**page 60**) that helps us get a better night’s sleep! And since these supplements contain essential oils, they are much more powerful and usable by the body, so they’re a great investment!”

Share your favorite supplement here in 2-3 sentences: _____

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

12. Food Products

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

13. NingXia Red – 3-5 minute talk (or show NingXia Red DVD) (Locate NingXia Red in the Product Guide)

“NingXia Red is a juice that gives us more energy and vitality and keeps us healthy. It may be the most nutritious single food on the market today. It is so nutritious that an entire book was written about the attributes of this one product. It's called Wolfberry, the Ultimate Superfood and is available through Life Science Publishing, who also publishes our desk reference.

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

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

NingXia Red contains wonderful, high quality juices such as blueberry, pomegranate, apricot, and raspberry, which are all well known antioxidants. The special secret ingredient is a puree of a berry from China called wolfberry. Wolfberries are a national treasure of China because they've been observed for

over 5,000 years to improve health and enhance longevity. Their Olympic athletes eat wolfberries as their 'secret weapon.'

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

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

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

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

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

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

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

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

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

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

Natural Personal Care

14. Natural personal care products (Starting on page 70 in the Product Guide)

"Let's talk about personal care products for a moment. Most personal care products on the market contain harmful chemicals, which will penetrate the skin when used and can make us sick. Young

Living's personal care products contain all natural ingredients and therapeutic grade essential oils, so using them is actually supportive of health and wellness. We have excellent skin care products, hair care products, oral hygiene products, kids products, and products for your pets.

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

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

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

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

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

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

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

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

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

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

Joy – Single drop over the heart

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

16. How to Order

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

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

At Costco, all you get is a membership. This wholesale membership costs \$40, and contains a coupon for \$40 off of the cost of a diffuser, two free oils - 5 ml bottles of peppermint and lavender, three take-along packs of the NingXia Red juice that you've tried tonight, and lots of educational information. Turn to **page x in the front of the Product Guide** and you will see what you get with this membership kit."

"If you will turn to **the next page**, you will see that there are also several other great options. There is the **Everyday Oils Kit**, which contains the 9 oils I've shared with you, plus it contains that \$40 kit which includes the \$40 coupon, oils, NingXia Red sample packs, and educational material. It's a wonderful choice for those who would like to get started, right away, using some of our most favorite oils.

There is also the **NingXia Red Kit**, which can help you support your health and energy level. This kit also contains the \$40 kit, plus 4 liters of the juice, and 10 take along packs. This can make a dramatic difference in your life, especially if you want to protect your immune system, your heart, your eyesight, and your energy level.

We also have the **Thieves kit**, which is a great choice if you are concerned about keeping your family healthy. It contains the \$40 kit, Thieves oil, toothpaste, mouthwash, household cleaner, hand soap, room spray, and the hand purifier.

17. Explain the value of being on Essential Rewards.

"There is one other option you need to know about that will help you save even more money. **Turn to the next page in the Product Guide – page X.)** Young Living has a program called Essential Rewards that is sort of like a "frequent flyer program." This gives you back 10-20% in free products when you have an automatic order being shipped to you every month.

We get back 10% in free products for the first 6 months we're in the program, 15% in the second 6 months, and after a year we get back 20% in free products for the amount that we purchase. We also get reduced shipping costs, which can be very helpful. We can order the Essential Rewards kits that are shown on this page, and save even more money on that combination of products. We can also change the contents of our orders every month, online, which you can do, easily, in about 5 minutes.

One of the Essential Rewards packs is the **Core Essentials Complete**. This kit is a fabulous choice for someone who wants to jump start an excellent health and wellness program. It contains one liter of NingXia Red, two containers of the Balance Complete protein supplement, and convenient supplement packets, taken morning, noon, and night, which contain: True Source, Longevity, Life 5 (probiotic), and Omega Blue (essential fatty acids). What a great way to nourish and nurture you body, and enhance your health and wellness! You deserve to feel good!"

Essential Rewards is a great way to save even more money on your health and wellness products! And some people use this as a savings account for Holiday gifts!

18. Conclusion – tying it all together

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

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

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

This alone will change your life!

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

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

19. Personalization

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

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

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

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

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

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

An example:

"Mary, when we first started, you said that you're worried about your kids being sick all the time. What did you hear that might be helpful?" She answers, "I'm thinking about a Thieves kit."

"Yes, I agree that the Thieves kit would be an excellent place to start! Jody (who brought Mary), do you agree that Mary should start with the Thieves kit?" (You're empowering Mary and you're empowering Jody. "Mary, what else do you think might be helpful? What about some of the kids shampoo and lotion, so that you can replace what you've been using with something that will support their health and wellness. What do you think about that?" Her answer here. "And what are we going to do to help YOU stay healthier? You need to be healthy to take care of your kids. You might want to consider using the products mentioned on the "Have a Great Day" sheet... NingXia Red, Longevity, True Source, MultiGreens, plus some oils. What do you think? Do you need a good all natural vitamin?"

Another example:

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

Encourage them to purchase products from each of our product lines – essential oils, NingXia Red, Thieves, supplements, and personal care. This is not about "upselling." It's about helping them create a healthy lifestyle, which will change their life.

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

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

Guest: "I'm not sure what to order. I think I'll go home and look through the catalog and think about it."

You: "You're welcome to do that. And why don't we just talk for a minute about what you'd like to accomplish so that when you're ready, you'll know what to order?"

Again, no pressure - just gentle, loving, honest help. If they seem uncomfortable with your questions, simply thank them for coming and move on to the next guest. Many of these people order later IF we follow through with them because they appreciate our not pressuring them into ordering.

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

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

20. Help them enroll themselves. This is your opportunity to empower your friends to be able to order, for themselves, in the future.

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

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

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

“Shall we go ahead and set up your account? The system is just a little complicated, and I want to make sure that you get your account set up correctly, and that you get the best price.”

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

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

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

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

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

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

The very best way is to have them enroll themselves online at the events, sitting in the circle using wireless internet.

The second best way is to have them enroll themselves at a computer at the event away from the circle. This can break the energy of the event, and people may begin to disperse.

The third best way is to call Order Entry while you're with them, or on a 3-way call, and have them enroll and set up their account.

The fourth best way is to call them within the next few days and have them enroll themselves on their computer, walking them through the process. (Good luck finding a schedule that works for both of you.)

And lastly, the least effective way to have them fill out an order form, and you enroll them, after the event. The reason that this is the least preferable is that they will not know how the enrollment process works, and they will not be able to easily enroll friends and family.

Learning how to share with people and help them set up their accounts is a skill set. At first, it may feel uncomfortable, but over time, it becomes very rewarding because you understand that you have truly been of service to them. If you can share and enroll in such a way that your guests become empowered to share with and enroll others, not only will your business grow, but you will also be helping get the word out as an "outreach program" about these amazing products. Eventually, this information can spread around the world, and we can all be healthier and happier. What a gift to people everywhere!

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

**Strategy and Structure:
How To Make a Fabulous Income
Through Sharing
Young Living With Others**

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

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

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

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

After your group has grown to the third level of this process, and you have generated 6 building distributors on the first level, they each have their 6, you will be an Executive. When your second level group each has their 6, you will be a Silver. Then, instead of earning 5% on your first five levels, you also earn an additional 3% on your entire group, so the 5% commission becomes 8% in the first 5 levels!

Then, when a Silver develops under you, you begin to earn 4% instead of 3% on the volume below them. So for the part of the volume that falls within your first 5 levels, you are now earning 9%.

Note: This model assumes that an average order for a Distributor will be \$170, which it was for our group in December, 2008. The following is the math of what will happen each month:

Lev.	# people	Vol. (people X \$170)	Monthly Commissions		
			X 5%	X 8%	X 9%
1	6	\$1,020	\$51	\$82	\$92
2	36	\$6,120	\$306	\$490	551
3	216	\$36,720	\$1,836	\$2,938	\$3,305
4	1,296	\$220,320	\$11,016	\$17,626	\$19,829
5	<u>7,776</u>	<u>\$1,321,920</u>	<u>\$66,096</u>	<u>\$105,754</u>	<u>\$118,973</u>
Totals	9,330	\$1,586,100	\$79,305	\$126,890	\$142,750
Income per year (X 12 months)			\$951,660	\$1,522,680	\$1,713,000

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

By the time you reach the third level in this model, you will be a Silver, which means that you will be earning 8% instead of 5%. Once you reach the 4th level, you will be a Diamond. By the time you reach the fifth level of this model, you will have 6 Diamonds under you. If you will build 7 legs, instead of 6, when you reach the 5th level, you will be a Crown Diamond.

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

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

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

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

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

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

Why Network Marketing is a Wonderful Way To Share Young Living

When I first joined Young Living, I was not pleased that it was a network marketed company because I was unfamiliar with this business model. I assumed, at that time, that all products that were network marketed were overpriced and of low quality. Although it happens less and less as the years go by, I still run into people who feel the same way. I smile, and do not take it personally, because I understand that they simply are not educated about network marketing.

It took me quite awhile to get comfortable with network marketing. Once I fell in love with the oils and saw what they could do, I was determined to share them with others - with integrity and without hype. I read books on network marketing, went to lectures, listened to tapes, etc. I found that some of what I learned was relevant to me and how I did business, but most wasn't, and it was helpful to see how the network marketing experts conducted their businesses and were successful.

I have learned that when products are retailed at a store, the store gets to keep about 20% of the amount of the sale. The company who produced the product also gets about 20% of the sale. The other 60% is divided among national, regional, and local distributors who warehouse and deliver the products to the stores.

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

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

I now believe that network marketing is the best way to market our products because sharing person-to-person will allow us to educate the world faster than any other way of marketing or distribution. I believe that Gary Young showed great wisdom and foresight in choosing this business model.

Let's say, for example, that as we're using the oils, someone realizes that by rubbing frankincense and lavender (mixed together) on their breasts every morning for awhile, their fibroids disappear... (This happened to someone in my group, who shared it with me, and I had the same experience...) If a research group learned of this, and set up studies several years from now, this information might help women prevent breast fibroids... Who do you think would pay for these studies, and do you think they would go to the expense of using high quality oils in their research? What would happen if they didn't?

Since we're network marketed, we can share this kind of information throughout our organizations, and women, everywhere, can begin to take advantage of this protocol NOW... This is a MAJOR advantage over retail marketing, don't you agree?

Some time ago, I had an opportunity to speak with a chiropractor. Dr. P. told me that she had been concerned because of a family history of breast cancer. She had gotten a mammogram, but felt, like I did, that mammograms have the potential to damage breast tissue. So she found a doctor who offered thermal imaging of breasts, and flew to CA to have this done. Unfortunately, the doctor found a number of "hot spots" and told her that he would want to re-examine her in 4 months. She went back for a second visit, with the same results – a number of hot spots that the doctor planned to monitor, and he asked that she come back every 4 months.

Within a few weeks, Gary Young spoke about the oils at an event in her city and she attended. Gary presented research by Dr. Jamie Matta, which had also been presented at the annual Young Living convention, describing the combination of frankincense oil with other oils such as sandalwood, tsuga, and myrtle, which were documented as oils that may reduce the risk of cancer.

Dr. P. bought these 4 oils. Each day, morning and evening, she would put a few drops of the frankincense in her hand, and add one of the other three oils, and then apply this to her breasts. She used the frankincense every day, and alternated in the other oils. In four months, when she went for her check up, the doctor did not find any significant hot spots in her breasts. The doctor was amazed and wanted to know how this had happened.

The doctor said that he may be interested in doing a small research study to see whether he could duplicate these results in other patients.

While it's wonderful that the doctor is interested in validating the effects of the oils, we can begin to share this story with people today, and person to person, we can get this vital information out to as many people as possible. What if we can prevent even 10% of the breast cancer cases that occur? Wouldn't that be amazing? That would make everything that we do worthwhile!!! THAT is the true power of NETWORK MARKETING - educating people all over the world - faster!!!

Probably the most marvelous part of doing business this way is the family that develops. Richard Bach, author of Illusions and Jonathan Livingston Seagull says "The bond that links your true family is not one of blood, but of respect and joy in each other's life." Many of the friends we make in Young Living are more like brothers and sisters than friends, regardless of which organization they're in... In Young Living, we're all wonderfully interrelated because of our desire to help others, the world, and ourselves. It's HUGE... It's EXQUISITE... It's LIFE-CHANGING...

And the very, very best part about working with Young Living is the rewarding feeling of being able to help another person. THIS is the TRUE GIFT that Young Living has to give each of us.

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

Now, for just a moment, think of all the people whose lives will have changed through your heart-centered sharing... People will be happier, healthier, and more productive, and this is only the beginning. Future generations will be positively affected as well. *This* is the true gift that YOU have to give to the world... Young Living offers a profound set of tools that we can use to accomplish this divine goal.

Heart Centered Sharing Business Plan

The Plan - Steps 1 - 2 - 3 ("531" activities):

1. **Share with people**, help them decide what to order, and help them set up their accounts. Stay in touch with them and educate them on our products and our lifestyle.
 2. **Help them share** with friends and family. By understanding the 24/531 concept, you will not just add people to your organization... you will multiply your efforts.
 3. **Empower everyone you work with** to share with others *without* your help.
- Most Important - The foundation of this business plan ("531"):** Commit to holding highly duplicatable introductory events *every month for two years* to educate people about our products and launch new leaders. **Launch process: People come to an event, return with friends several times, and some will begin to have their own events.**

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

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

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

Possible Topics:

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

Other possible "24" Options:

1. Mail postcards for promos.
2. Conference calls - training downline at a distance.
3. Website with downloadable files and recordings.
4. Mail Seasonal Catalogs in late fall.

The Bottom Line...

Share from your heart! Help people feel better and live longer, healthier, and happier lives. This is the true gift that Young Living has to give us - the rewarding feeling of helping others.

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

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

Empower others to use and **Share** the Young Living **Lifestyle** through **Duplication**.

Empower - Share - Lifestyle - Duplication

Together, we CAN make a difference!

Thank you for sharing!

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

Mike Dooley