

EXPERIENCE ESSENTIAL OILS 101 CLASS

(IMPORTANT INFORMATION: As class attendees are entering the room ask them to fill out a sticker name tag. Introduce yourself to the attendees, and ask a few of the following questions: What interested you in tonight's class? Are you married? Do you have children? Do you work outside of the home? Do your best to make a connection. Example: "Wow, your kids are all young. I bet you could use some stress relief some days." or "I remember how little sleep I got in college/when kids were little/starting a new business. How are you sleeping?" For more information on this see Dani Johnson's Core Rapport Methodology Training: <http://bit.ly/DJFORM>)

HOST/ESS --

Okay, we are going to go ahead and get started. I am so happy to see each one of you here, and want to thank you for coming! We are going to have some fun for the next 45 minutes as my educator and friend (if the person is a friend), _____(NAME)_____, a _____(RANK)_____ with Young Living Essential Oils, shares something that has completely changed his/her life, and blessed the lives of thousands of others, including mine! _____ is not only a great friend of mine, and not only has s/he seen tremendous results with what s/he is going to share tonight, but much more importantly, s/he has also been able to help countless others as well! In the next 45 minutes, _____ will educate you on the product that has helped people like you and me look and feel better and find natural solutions to many of their health goals. You are definitely going to want to take notes, so get out your pen and paper. And at this time, please give your undivided attention to _____.

PRESENTER

Thank you, HOST/ESS!

(Before beginning & while standing in front of attendees, grab Stress Away, put a drop in hand, rub hands together and inhale deeply.)

Anyone else have a stressful/busy/packed day?

(Pass the Stress Away around) **Place a drop of Stress Away in your hands, rub your hands together, and inhale deeply just the way I did.**

One drop is all it takes to change your life. I know that sounds a little exaggerated, but it's been completely true for me. My name is ____ (NAME) _____ and I'm a ____ (RANK) _____ with Young Living Essential Oils, and it's my pleasure to welcome you here to ____ (HOST/ESS) _____'s home to learn about the products that have transformed my life, helped me have more energy, less stress and better health. Prior to getting started with Young Living, I . . . (tell Young Living essential oil story – build in lots of “me-too’s” by using phrases like, “I found myself struggling with low energy, mismanaged stress, and just felt worn down overall .”) **How many of you can relate?** (Raise Hand. Also, you may decide to tell your business story. A helpful intro into the business opportunity is, “By trade I am _____, but I find great joy in helping people get healthy with Young Living’s oils and wellness solutions, and am grateful that I get compensated for my time educating others.” Try to customize this introduction based on who the guests are and what you know about them.).

Does everyone have a glass of water? One thing that helps me drink enough water each day is to add Lemon essential oil to my water. (Add a drop or two of Lemon oil to your water right in front of everyone, pass it around, and suggest that they all do the same.)

LEMON (VITALITY)

(Have attendees turn to page 22 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **Wonderful to drink in water - Always use glass or stainless steel**
- **Helps to balance proper PH levels in the body, making it very helpful for people in acidic conditions.**
- **A favorite among many adults and children for its uplifting and emotional qualities**
- **High in powerful d-limonene**
- **Diffusing Lemon helps to purify the air**
- **Put a drop on your washcloth to thoroughly clean kitchen counters, get permanent marker off of objects, temporary tattoos off of children, and is a powerful degreasing agent**

Now that everyone is calm and hydrated, let's go ahead and wake everyone up!

(Put a drop of Peppermint on the backside of hand and lick it off, and then pass the bottle around. Encourage group to do the same and then breathe deeply, and smell the Peppermint on their hand.)

PEPPERMINT (VITALITY)

(Have attendees turn to pg 25 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **1 Drop of peppermint oil is equivalent to 28 cups peppermint tea!**
- **Helps alleviate occasional nausea**
- **Increases alertness, concentration and focus - Very helpful for memory retention!**
- **Opens up sinuses- Go ahead and lick a drop off of hand, or rub on temples and on the back of neck**
- **Peppermint is one of the main ingredients in Deep Relief which is great for occasional headaches and sore muscles**
- **Or you could try OrthoSport and Young Living's newest product, Cool Azul, which are all great for sore muscles.**

Everyone is now alert and ready to learn! I would like to start by sharing some statistics about health in America today.

- **Have any of you noticed an increase in healthcare costs over the last several years? (Raise Hand) Healthcare spending in 2014 totalled \$3.8 trillion dollars and accounted for 1 out of every \$5 the nation spends! This trend is driven by increasing healthcare costs, a decline in health, and the recent healthcare bill has only made things even worse.**
- **Did you know that according to the Centers for Medicare and Medicaid Services, spending on healthcare in the U.S. is increasing at a rate three times the rate of inflation?**
- **According to studies done by Dr. Barbara Starfield of the Johns Hopkins School of Hygiene and Public Health, each year 12,000 people die from unnecessary surgeries, 7,000 from medication errors in hospitals, 20,000 other errors in hospitals, 80,000 from infections in hospitals, and another 106,000 people die each year from negative effects of drugs. This**

constitutes the third leading cause of death in the US, following heart disease and cancer.

- The wellness industry is projected to double in the next 10 years. With the aging Baby Boomer generation, and the risks associated with modern medicine (Optional: Have you heard the side-effects of many drugs listed on commercials?), more and more people than ever before are looking to achieve optimal health the natural way.
- Last year, Americans spent over 28 million dollars on products to help them prevent illness and to help them live longer, 750 million dollars on products to help with energy, 20 billion dollars on weight loss products, and 55 billion dollars to look younger. How many of you know people who are concerned with these issues? (Raise Hand)
- The trend is prevention, and we are on the cutting edge with organic wellness products.

Let's talk about the history and benefits of essential oils.

(Have attendees turn to pages 6-9 in the Product Guide.)

- **Essential Oils** are the liquids from the plants they are distilled from and contain very small molecules.
- They are different from fatty oils like coconut and olive oil, which have very large molecules.
- Therapeutic Essential oils are taken by the bloodstream, and carried to every cell within the entire body, in a matter of minutes.
- They are powerful agents that are used for aromatherapy, personal care, household solutions and support every system of your body.

OUR PURPOSE

(Have attendees turn to page 4 in the Product Guide.)

- **Young Living** is a company that was founded on the principle that nature has the ability to support our every body system!
- Bringing great wellness and abundance to people all over the world has always been the top priority for Young Living Founder D. Gary Young and his CEO wife, Mary Young.

- Gary has built 10 farms around the world, and is completely open about his farming practices. They love for their members to be a part of the seed plantings, all the way to the harvest and distillation process. There are no pesticides or chemicals used on their farms. They have crews that hand pick the weeds.
- Young Living was started over 21 years ago and we are the only company in the world that is not an oil broker. We own our own farms and distilleries, and have Organic Farming practices. In fact, our oils are so pure, you can literally ingest them. Every batch is tested to be sure that it meets the highest standards. Young Living uses its own internal labs, in addition to third-party audits, to verify that international purity and potency standards are met and surpassed.
- They are also the first company to pioneer combine pure essential oils with top quality supplements. This is powerful because when you take a supplement with an oil, it helps increase the absorption rate by over 50%.
- In 2015 our company made \$1 billion dollars and 1.5 million members - our amazing products, credibility and member support helped us to get to those impressive numbers.
- In the catalog you will find our Seed to Seal Promise beautifully outlined.

THREE WAYS TO USE OILS

(Have attendees open to page 13 in the Product Guide.)

Aromatically / Diffused

(Start unpacking the diffuser. Have a cup of water ready to add to the diffuser.)

Remember in the beginning of the class when we inhaled the Stress Away? That is one way to get the aromatic benefits of essential oils. Put a couple drops in your hands, cup hands over face, and breathe deeply. When you breathe the molecules in the oils are so small, they go from the olfactory nerves, and stimulate the limbic system. This region of the brain only communicates through a sense of smell. This has a profound effect on the body!

Diffusing is another great way to get the benefits of essential oils, and helps to get rid of any “travelers” you may have picked up circulating in the air. (Add Lavender to the diffuser.) Diffusing Lavender in the evenings and at night helps to calm my children down and get a good night’s sleep. When diffusing something relaxing, like Lavender, it will have calming and harmonious effects on the body.

Topically

A couple drops is all it takes to see the amazing benefits of essential oils. You can dilute with a carrier like V6, or olive or coconut if sensitive skin. You can also put on the bottoms of feet where your largest pores and all nerve endings are.

- **Care should be taken to dilute oils that are hot to the skin. If an oil feels hot or tingly to the skin, do not try to wash it off with water, as the water will actually drive the oil further into the skin making it hotter. Oil and water do not mix. Simply dilute the essential oils with a carrier oil and rub on the affected area. It will stop that hot feeling almost immediately.**
- **Conservative usage guides recommend that peppermint, rosemary, sage, eucalyptus or wintergreen not be used above the bottoms of the feet on children under the age of 18 months. If previously applied to child with no reaction, you may continue the use of the oils**
- **Citrus oils, along with Bergamot and Angelica, are photosensitive, so if applied topically, avoid being in the sun for a long period of time.**

Internally

You can also take the oils internally in a capsule, or a few drops in a glass of water. It’s a great way to support a healthy immune system, and maintain proper ph balance in the body! Just look at the back of the bottle and follow directions.

- **Essential Oils are not recommended orally or topically for anyone undergoing chemo or radiation. Inhaling the oils for relaxation purposes, emotional purposes, or occasional nausea is okay if your doctor approves.**
- **Pregnant women, epileptics, and those with high blood pressure should consult their doctors as there are a few oils that should be avoided.**

LET'S PASS AROUND SOME MORE OILS....

(Pass around each oil as you start to share. Share these uses as “we like to use oils in this way...” Using “we statements” help people connect. As often as possible, try to use the information you learned about people before the class to make connections with the oils. Example: “Sarah, with 3 small children in the house Lavender is an oil I would highly recommend for the following reasons...” or “Amanda, as a teacher I would recommend using Thieves daily to maintain a healthy immune system.” or “Lindsay, with your kids so involved with sports I would keep a bottle of Purification handy to spray down sports equipment and bags.”)

LAVENDER (VITALITY)

(Have attendees turn to page 22 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **Lavender has so many uses, people refer to it as “The Swiss Army Knife of Oils”**
- **Soothes minor skin irritations and sun-exposed skin**
- **You can use it on the bottoms of your feet before bed to help calm your body for sleep and deeply inhale as well.**
- **Unwind by adding a few drops to a nighttime bath.**
- **Diffuse for a fresh, clean scent and to eliminate odors.**
- **May complement some of your favorite shampoos, lotions, or skin care products.**

THIEVES (VITALITY)

(Have attendees turn to page 43 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **Thieves is a blend of powerful oils that supports the immune and respiratory systems: Cinnamon, Clove, Rosemary, Eucalyptus and Lemon**

- It was named after a band of robbers who were grave robbing during the plague in the 15th century. They were soaking their handkerchiefs in this blend and then touching plague victims
- Can be taken in a capsule, in tea with honey, or rubbed on bottoms of feet
- Use before and after getting on airplanes, going to school or other environments where support for your healthy immune system is needed
- Is a safe, natural alternative to use in your home.
- We add Thieves and Lemon to our Ningxia Red when we need immune support.
- You can also add it to butter, muffins, etc.
- Helps maintain healthy teeth and gums
- Thieves is a “hot” oil and it will be important to dilute Thieves on sensitive skin.

FRANKINCENSE (VITALITY)

(Have attendees turn to page 20 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- Referred to as “liquid gold,” mentioned over 50 times in the Bible
- Very beneficial for the skin
- Used often in meditation, supports emotional and spiritual well-being
- Frankincense is high sesquiterpenes, which oxygenates the mind and body and worthy of more research.

DIGIZE (VITALITY)

(Have attendees turn to page 35 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- DiGize is a blend of 8 supportive essential oils formulated to aid proper digestive function. This blend includes: Ginger, Anise, Fennel, Peppermint, Tarragon, Lemongrass, Patchouli, and Juniper.
- Soothes stomach discomforts
- Can take as a dietary supplement after each meal as a healthy daily regimen

- **A must have when traveling and traveling abroad and drinking unknown water sources**

All of the essential oils that I have shared up to this point are also a part of Young Living's Vitality Line. The Vitality Line can be found on pages 29-32 of the Product Guide. These are the same oils that Young Living has been producing for 20+ years with different labels to allow us to communicate more freely, while abiding by FDA guidelines, about essential oil usage. The oil in the bottle of Peppermint and Peppermint Vitality, for example, is exactly the same oil.

PURIFICATION

(Have attendees turn to page 41 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **A blend of lemongrass, rosemary, lavandin, melaleuca alternifolia, myrtle and citronella.**
- **Blend formulated eliminate odors - not just mask like chemical sprays**
- **Spray on children and adults to enjoy the outdoors nuisance-free and avoid toxic chemicals that people often spray all over themselves!**
- **Powerful support for healthy skin**
- **Makes a great non-toxic cleaning choice for its purification properties**
- **Adding a couple of drops of Purification to your washing machine to keep your laundry fresh. Or you can make homemade dryer balls and add Purification to freshen laundry.**
- **Great for occasional blemishes.**
- **Put a few drops on cotton balls and place on vents in house, car, and closets to freshen the air.**

PANAWAY

(Have attendees turn to page 41 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **PanAway has a stimulating aroma and is a popular and original combination of Wintergreen, Helichrysum, Clove, and Peppermint essential oils formulated by D. Gary Young. This blend is ideal to apply topically after exercise and daily activities.**
- **Helps soothe the musculoskeletal system - Great to rub on back, legs, and neck.**
- **Rub a few drops with Ortho ease massage oil or another carrier oil to spread if for a large region**

COPAIBA

(Have attendees turn to page 19 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **Has a history of very soothing properties**
- **A resin and dietary supplement that you can add to tea or water.**
- **Used to aid digestion.**
- **Supports the body's natural response to injury or irritation.**
- **Helps the body regulate its natural immune responses.**
- **Has a rich, uplifting, woody smell.**
- **Traditionally used in Native American recipes.**
- **Dilution not required except for the most sensitive individuals.**

RC

(Have attendees turn to page 41 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

- **Blend of Cypress, Spruce, and three types of Eucalyptus (E. globulus, E. radiata, and E. citriodora) oils, and includes the naturally occurring constituent limonene.**
- **Cypress essential oil's fresh, herbaceous aroma promotes a sense of security and grounding, and is also beneficial for oily, troubled skin.**
- **Eucalyptus Globulus naturally occurring eucalyptol supports respiratory system health and soothes muscles after exercise.**

- **Eucalyptus Radiata is useful for massage after activity, and can be diffused for a stimulating and rejuvenating your environment.**
- **It is wonderful to make bath salts because of the amazing vapors it provides.**
- **Wonderful when applied to the chest and throat**

BONUS OIL: STRESS AWAY

(Have attendees turn to page 42 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

Young Living adds an 11th oil to the Premium Starter Kit. You all had the opportunity to try Stress Away which is a blend of 7 oils: (Copaiba, Lime, Cedarwood, Vanilla, Ocotea, Lavender and Coconut Oil). This is a unique blend of stress-relieving and relaxing essential oils that can help reduce occasional nervous tension. The inclusion of copaiba and lavender help reduce mental rigidity and restore equilibrium.

- **Lime essential oil stimulates the senses with its pleasant aroma, resulting in increased mental clarity, creativity, and even immune system support.**
- **Cedarwood essential oil includes sesquiterpenes and its powerful scent creates a relaxing, calming, and comforting atmosphere when diffused.**
- **Copaiba is used to aid digestion and support the body's natural response to injury or irritation.**
- **Ocotea aids the body's natural defense against injury and illness and contains purifying properties.**
- **Hint: Add the rollerball to this bottle, and roll Stress-Away over your carotid arteries, wrist and heart!**

BONUS PRODUCT: NINGXIA RED

(Have attendees turn to page 65 in the Product Guide. When applicable, share the following bullet points in story form using the information acquired about people before the class or use your own testimonies.)

There are 2 packets of Ningxia Red in your start kit. Gary Young is very interested in vitality and so he looked into the Ningxia Berry.

Ways to Benefit:

- **Balanced ingredients make NingXia Red a whole-body nutrient infusion for health and wellness support.**
- **Supports normal cellular function.**
- **Contains powerful ingredients that are involved in many natural antioxidant processes.**
- **Supports good health and overall wellness.**
- **Provides whole-body health support.**
- **Supports normal eye health.**
- **Delivers citrus essential oils containing d-limonene, a powerful component in citrus oils.**
- **Energizes, fortifies, revitalizes.**
- **Formulated from exotic fruits.**
- **Powerful formula includes wolfberry, which is touted for its health benefits.**
- **Helps prevent against oxidative stress.**
- **Healthy daily supplement.**

HOW DO YOU GET STARTED WITH YOUNG LIVING?

There are (2) ways to get Young Living Oils and Products I talked about during the class:

1. Customer -

You will purchase items at the retail rate. If you decide you want all of the items that we talked about tonight, you can get the 10 Everyday Essential Oils for \$160 **WITHOUT** the diffuser.

The second, and best option, is

2. Wholesale Membership -

(Have the attendees turn to page 100 of the catalog and show people where they can learn more)

- **Wholesale Membership with Premium Starter Kit: \$160 (Retail value for all products is \$365)**
- **Receive 24% off retail price on all future orders**
- **People willingly pay Costco's membership every year to purchase their products at retail cost.**
- **All you do to keep your Young Living membership active is spend \$50 a year. I personally suggest new members starting off with the Premium Starter Kit.**
- **You are NOT required to distribute or sell any products. However, as a Young Living member you do have the choice to participate in the completely optional referral program. Every time you refer someone to the company Young Living sends you a \$50 "thank you" check. By sharing with three people, it pays for the cost of your oils! Let me know if you'd like to host a class like this where you invite some friends over and we can pass around the oils and talk share their uses just like we did here! I would love to help you get your oils paid for! Again, this is completely optional.**
- **Signing up as a wholesale distributor is the best bang for your buck.**
- **OPTIONAL:** If you get started in the next 72 hours I am offering _____

ESSENTIAL REWARDS PROGRAM

(Have the attendees turn to page 101 and explain Essential Rewards)

As a wholesale member you can also sign up for Young Living's frequent buyer's program called Essential Rewards. If you are looking to get rid of stuff in your home that is toxic, Essential Rewards is great for this because you get free money back! You can chip away at that problem every month slowly.

How it Works:

- You will get points back that will help you get free product later which is really exciting.
- You also get a reduced flat rate for shipping! Nothing better.
- Your Autoship order must be at least 50 PV per month.
- Each month you can change your Autoship date and what products are in your ER order.
- There is no cost to sign up and you can cancel at anytime by calling Customer Service.
- Months 1-6 earn 10% cash back in PV. Months 7-12 earn 15% cash back in PV. Months 13+ earn 20% cash back in PV
- Absolutely optional, but I always recommend that people get started with the Thieves Essential Rewards Kit because it's a great way to overhaul your home with a 15 ml Thieves essential oil blend, 4 oz Thieves AromaBright Toothpaste, 14.4 oz Thieves Household Cleaner, (2) 8 oz bottles of Thieves Mouthwash, 8 oz Thieves Foaming Hand Soap, (2) 1 oz bottles Thieves Waterless Hand Purifier, (2) 1 oz bottles of Thieves Spray

CONTINUED SUPPORT

In your Young Living starter kit you will find a fold out guide to essential oils and the “Young Living Roadmap” that explains everything our company has to offer, like “YL University” which goes deeper into the science and usage of essential oils. Additionally, you can expect the following from our team:

- Access to monthly classes
- One-on-One coaching
- Extensive guides to get you started
- Systems in place to make sure you're well supported
- Private FB group for those on our team. 50 leaders and nearly 2,000 members share testimonies and help educate on Young Living Products

CLOSE - 3 TYPES OF PEOPLE

(Note: Make sure to share with attendees which type of person you were)

I know that no matter what I say, there are 3 types of people here in this class. The first type is thinking “No. Thanks but no thanks, this probably isn't for me.” We want to thank you, regardless, for taking time out of your busy schedule to be

here tonight. You still want to feel better, look younger, and are probably interested in non-toxic products, right? I recommend that you talk to me afterwards so that I can get you some more information on the specific things that you care about.

The second type of person is a little more serious, and is thinking, “This sounds good, but I’m not ready to commit to the full kit of essential oils.” That’s just fine! We can talk to you after this class about where to find the answers you are looking for so you feel good and confident that you and your family will benefit from the essential oils.

If you’re either one of these people, please feel free to reach out to me or the hostess with any questions you may have.

The third type of person is not only serious about using natural solutions for their home and body, but is ready to try our products right now. If this is you, then congratulations! We want to help you get the MOST out of it. You will want to get the Premium Kit. This comes with each oil we talked about tonight. You will also be supplied with invaluable resources to help you on your oily journey. You will have the privilege of getting wholesale pricing on any Young Living products you purchase in the future and earning and a referral based “thank you check” with Young Living. I am excited for you!

To conclude, we are grateful you came today. If you have any questions, you can thumb through the Product Guide, otherwise if you’re ready to become a member and start oiling, come and see me over at the computer! Thank you for joining us!!

Notes About This Script

1. Notes to the presenter and optional things to say are in gray
2. Make sure to use the restroom and get something to drink before the class starts
3. Standing up to teach naturally gives a sense of authority, and may help you to be able to control chatter easier.
4. Apply Stress Away to wrists and neck and Peppermint to temples while in a visible place in the room right before getting started. (Optional: pass Stress Away around for people to try)
5. Highlight the sections in the script of what you will say
6. The bullets under each oil are there to generate ideas on how to relate the products to the attendees health goals that they shared with you before the class and/or testimonies. If you don't have testimonies to share, then share the fact with what it can/will do for the people in the room.
7. Have the NingXia Red Premium Starter kit, or pictures of the NingXia Red kit, on display along with the Essential Oil Premium Starter Kit
8. Raising your hand may feel awkward but has the potential to engage adult learners
9. Having specials for each class, or within 72 hours of each class, gives a sense of urgency while still giving people time to consider their purchase.

What You Need for the Class

- Premium Starter Kit - preferably in original box
- Product Guides - having them spiral bound and enough for every 2-3 people is a nice touch but not necessary
- Order forms
- Raffles forms
- Optional: NingXia Red Kit (either full or empty) for display - or pictures of the kit
- Optional: Thieves Essential Rewards kit (either full or empty) for display - or pictures of the kit
- Gift for host/ess
- Something to raffle off
- Gifts for people who purchase a certain amount or more
- Table for display with tablecloth (host/ess)
- You may consider giving each guest a small sample of an essential oil to take home with them
- Optional – extra NingXia Red (and Peppermint and Lavender Oils) to sell **at retail**
- Glasses of water for lemon oil drink (host/ess)
- Small healthy snack (host/ess)

This script is adapted from Sera Johnson's KISSED approach, Julie Hovdal's scripts, Dani Johnson trainings, and the experiences of teaching over 100 classes!

