



Power of Progression

Heart Centered Sharing (2013) Excerpt
Vicki Opfer

24 vs. 531,440

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 duplicable 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 duplicable 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 and half as likely to go inactive 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 "531,440."
- The "24" is sharing but not being duplicable. This may include recommending products for clients, teaching large classes, setting up booths as expos, etc. This is, basically, "retail marketing" even if we allow people to order wholesale.
- The "531,440" is sharing with and enrolling 2 people a month, and helping, teaching, and modeling so that everyone can do the same. We are heart-centered and duplicable. This is network marketing - people sharing with people, sharing with people.
- 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 "531,440" allows us to help more people, over time.
- 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.
- If you have a limited amount of time to invest in your Young Living business, make sure to do as much of the "531,440" activities as possible. Set aside a specific number of hours, every week for "24" activities and a specific number of hours for "531,440" activities and honor that schedule.
- If all you do is "24" activities, you'll continue to get the same results as you've been getting.

Even if we fail by 95% that first year, we will still have over 25,000 people in our organizations!