



101 PRESENTATION SCRIPT

Speaking Notes from Living Well Now: Practice this script at least 5 times to make it sound like YOU! Add your stories and testimonials from others- 2 stories per product introduced (Premium Starter Kit Oils plus: Deep Relief, Thieves line, Vitality, Diffusers, NingXia Red, PSK options, and the business opportunity. (Compliant descriptions can be found in the Product Guide.) Generate energy in your classes by practicing your script and stories . . . look up from the script. . . dress in business casual clothing. . . stand up to deliver this important message if there are more than 3 in the room. . .

Key:

Yellow Highlighting: Directions for Presenters

Blue Font: Options for Presenting

Green Font: Resources

Recommended things to bring to the class:

- Current Premium Starter Kit, including the Vitality oils!
- Diffuser
- Thieves Household Cleaner and spray bottle of diluted cleaner
- NingXia Red samples for sharing (in addition to the one in the kit)
- Deep Relief
- Sign-in sheets (pre-cut ahead of time)
- Balloon
- PSK Class Handout
- Enrollment forms (great for back up or for people to fill out while waiting their turn)
- A few giveaways (*could be samples of oils, make and take items, spray bottles, etc*)
- Four Year Career books and/or GamePlan minis
- Optional Hostess Gift (THCC is an inexpensive option)

(Slide 1) Host or Team Member Introduces You:

Okay. We are going to go ahead and get started. We are so glad that you all have been able to join us tonight. You are going to be wowed during the next hour as my friend, _____, a (Preferred Member/Star/Senior Star, etc.) with Young Living Essential Oils, shares how this amazing company has blessed not only her family, but countless others. The products have helped people like you and me find better health physically and emotionally! In the next hour, _____ will show you how these products can help you and me find natural answers to live our healthiest lives. She will also teach us how to look and feel better and have a clean, chemical-free home and body. You are not going to want to miss any of this, so please grab your pen and paper and get ready to write! Please give your attention to _____.



You:

Thank you, [redacted]. My name is [redacted] and I am a/an [redacted] with Young Living Essential Oils, and prior to getting started with Young Living...

Share your own short story or use this EXAMPLE:

I found that I was spending loads of money on over the counter products that had a list of side effects as well as expiration dates. Not only that, I was lacking energy and was feeling crushed under the stress of everyday life.

(Slide 2) Toxins

I am using a script tonight because I am not an expert, like you I am a concerned consumer who wants to make healthier choices for myself and my family. Tonight we are going to learn about:

- How to use essential oils in your healthy lifestyle
- Why Young Living's Seed to Seal process guarantees the best products
- How to get started with a kit of essential oils for the best value, less than \$200
- And how to get your products paid for

Today more than 80,000 chemicals currently used in the United States haven't been adequately tested for their effects on human health. These chemicals lurk in everyday items from our personal care products to cleaning products and even in our food. (nrdc.org). Many of these chemicals have been linked to cancer, reproductive hazards, learning disabilities, and many more health concerns.

Sadly, most of the natural solutions out there are just simply not as effective as the chemical ones. But if there were natural products available that worked, and worked well, would you be interested in hearing about them? **(Raise your hand and nod)** AND what if you could actually save money using these natural and health-promoting products, would you at least want to give them a try? **(Raise your hand and nod)**



(Slide 3) YL Global Impact – Farms Map

I love this picture because it depicts Young Living's global impact. Young Living is the only therapeutic grade essential oil company that owns their own farms. As the world leader in essential oils and a renowned essential oil distiller, Young Living is constantly improving their own farms and global partnerships while staying committed to their Seed to Seal promise. Young Living, which is a 25 year old, billion dollar company, operates over 21 corporate and partner farms on several continents and in more than 74 countries and is currently doing business in almost every nation around the globe. Young Living is rated the fastest growing direct sales company in the U.S. with about 100,000 joining each month in the U.S. alone! Young Living's global presence is undisputed. With Young Living's global growth, a commitment to creating pure, potent essential oils and products through environmentally conscious methods the company continues to grow.

(Slide 4) Gary Young

Young Living was founded by Gary Young, who invested over 35 years in the research and development of essential oils. Having dedicated decades to traveling the world and researching the remarkable wellness benefits of these precious oils, Gary is still considered to be one of the world's foremost authorities on essential oils. Sadly, Gary passed away in May 2018, but his wife and company CEO, Mary Young, along with President Jared Turner continue to carry on the legacy Gary established by blazing new and exciting trails all over the world to promote the ongoing success and development of Young Living.

(Slide 5) What Are Essential Oils?

The products we are going to focus on this evening are pure therapeutic grade essential oils. Is anyone brand new to essential oils this evening? **(Raise hand)** Okay, who already has a little bit of knowledge essential oils? **(Raise hand)** Let's make sure we are all on the same page about what essential oils actually are.

Essential oils are the volatile liquid that is distilled from plants. They are carrier molecules in the plant and they help keep the plants from being attacked by bacteria, fungi and viruses.

Most essential oils are extracted from plant sources using steam distillation and are highly concentrated, making them far more potent than dried botanicals. They are also versatile, with a wide variety of uses.



Young Living is the largest worldwide distributor of therapeutic grade essential oils and is known for having some of the most pure and potent oils in the world. There are additional grades of oils which may be adulterated such as Food Grade, (which may contain synthetics, pesticides, fertilizers, or chemical extenders) Perfume Grade (which often contain toxic, adulterating chemicals and solvents to gain a higher yield) and Floral Water (which is aromatic only and usually a byproduct of therapeutic grade distillation). Would any of you like to see how these oils might benefit you? **(Raise hand)** There are several ways to receive the benefits of essential oils.

(Slide 6) 3 Usage Types

First- Essential oils can have a dramatic impact when inhaled. This diffuser (point to diffuser) can disperse the oils into the air of your home, creating a healing home free from toxins.

How many of you are aware that Candles, Plug Ins and Febreze have dangerous chemicals that disrupt our endocrine function? I'd personally rather put beautiful smelling oils into the air instead that can actually calm my emotions and help my immune.

Second- Essential Oils can be applied to the skin, either straight (neat) or diluted with carrier oils like coconut oil or YL's V-6. You can also apply oils on location. An example of that would be using peppermint on your temples to support a clear head or on your abdomen to support your digestion.

Third- Young Living's Vitality Oils can be used internally by adding them to water or liquid, placing them in a capsule, taking one of Young Living's oil-infused supplements or using them to add flavor to your cooking. Peppermint Vitality, for example, can support overall digestion when taken internally or can liven up your next batch of brownies!

To clarify, the Vitality oils are the EXACT same oils as the those without a Vitality label. To honor the FDA's request, Young Living has labeled the same oil in two different ways to designate the varied usages.

We want to give the caveat that when we are speaking about ingesting oils, we are ONLY talking about Young Living's Vitality Oils.

(Slide 7) Quick Tips

Although most essential oils are safe for general use, some oils may cause irritation to extra sensitive skin. That's why Young Living recommends checking the product label for appropriate usage.



(Slide 8) Seed to Seal

Seed to Seal is our promise of purity from the time the plant is planted to the time the oil is bottled. This is an important distinction because the vast majority of essential oils on the market are produced for flavor and fragrance and do not fulfill therapeutic standards, and thus do not provide therapeutic benefits. (pg. 9, *The Chemistry of Essentials Oils Made Simple*). Only one company offers the Seed to Seal promise: Only Young Living.

Get your pen and paper ready because you are going to want to take notes on the most popular oil collection we have that will help you and your family to feel their very best! What are some health goals that each of you have for you and your family members? (Go around and ask people) (ex. Lose weight, more energy, seasonal issues)

Optional: We know you all want to help yourselves and your family members, so we are having a contest tonight to see how many names you can think of while we discuss each product. The winner will take home this prize... (Show which "grand prize" the winner will take home. You may choose to giveaway other items as well. **If you provide a small gift to all attendees at the end, skip this option).**

(Slide 9) Disclaimer

Keep in mind that we are not doctors or health professionals. We are not here to diagnose, treat, cure or prescribe for any disease. We are simply people who have successfully used Young Living Essential Oils for our families and ourselves. Our goal is to educate you about essential oils so that you, too, can see the value in using them.

Okay, who is ready to hear about the oils in the Premium Starter Kit that has changed the quality of life for thousands of people like you and me? (Raise hand and nod) Great, I want to tell you about my friend, (insert name and share story of what getting started with the YL lifestyle did for them and their family.) Let's get started!!

(Slide 10) Lavender (Topical & Aromatic)-

Prepare your two stories! (Or refer to the PSK Suggested Sharing Doc in VO for ideas)

Lavender has been dubbed the Swiss army knife of essential oils because it has so many uses! If you recall from earlier, we talked about the frequent adulteration of essential oils. At the Young Living convention a few years ago, a woman who is in the essential oil industry in France spoke to the fact that there is hundreds of times more lavender essential oil exported out of the country of France that what is actually grown there! So, we know that much of the lavender out there in the market is not truly lavender oil. This is why Young Living's Seed to Seal Promise is so important.



(Slide 11) Citrus Fresh (Topical & Aromatic).

Prepare your two stories! **Ingredients:** Orange, tangerine, lemon, mandarin orange and spearmint

(Slide 12) DiGize Vitality (pronounced “die-jyze”) (Dietary)

Prepare your two stories!

(Slide 13) Raven (Topical)

Prepare your two stories! Ingredients: ravintsara, peppermint, eucalyptus radiata, lemon, wintergreen

(Slide 14) Panaway (Topical & Aromatic)

Prepare your two stories!

(Slide 15) Peppermint Vitality (Dietary)

Prepare your two stories!

There is a warning that comes with peppermint oil. Do not use it undiluted on children under the age of three because the fumes are so strong that it could overwhelm underdeveloped lungs.

(Slide 16) Frankincense (Topical & Aromatic)

Prepare your two stories!

Frankincense has a rich biblical history. There are hundreds of references to the use of essential oils in the Bible and in that time, Frankincense was revered higher than gold. Diffuse it during meditation to help with grounding and purpose.

(Slide 17) Thieves Vitality (Dietary)

Prepare your two stories!

If you are wondering about the funny name, Thieves was named after legend of four 15th century French thieves who formulated a special aromatic combination composed of clove, rosemary and other botanicals. According to legend, they covered themselves in these aromatics while robbing the dead and dying. This special blend is also used in our non-toxic household cleaner, a concentrate that cleans your floors, counters, and even toilets safely and effectively! And it will save you money!

Young Living has so many Thieves products, you can even get started with a kit full of non-toxic, healthy personal care and cleaning products at the enrollment time tonight if that option meets your family’s health and wellness goals better.



(Slide 18) Thieves Household Cleaner

Prepare your two stories!

(Slide 19) Drawbacks of products today

If we take a look at all the household products that I haven't had to purchase since I started using Young Living Essential oils, the list is huge! I'm saving so much money each month by not buying things that are filled with toxins and chemicals...

Sadly, a lot of the products on store shelves right now are made of petrochemicals and over time, they build up in our systems. They begin to coat our cell membranes, making it difficult for oxygen and nutrients to get into the cells and for toxins to get out. Lucky for you and me, essential oils can help remedy this situation.

(Slide 20) Lemon Vitality (Dietary)

Some Essential oils (Mainly Citrus oils) have the ability to actually dissolve petrochemicals. **(Blow up balloon)** This balloon is made of petrochemicals. Any guesses what will happen when we put a drop of lemon oil on it? **(Raise hand. Pop balloon with a drop of the oil)**

Also, note the warning that citrus oils are cold-pressed from the rind of the fruit, making it possible to cause an allergic reaction in someone who is allergic to citrus oils. This is unlike other oils whose peptides and proteins are removed during the distillation process (peptides and proteins are what causes our bodies to have an antihistamine reaction.)

(Slide 21) Valor (Topical & Aromatic)

Prepare your two stories!

Nicknamed Chiropractor in a Bottle...Valor essential oil blend is one of our most popular products and a favorite of Founder and Chairman of the Board D. Gary Young. A truly unique blend of Black Spruce, Blue Tansy, Camphor Wood, Geranium, and Frankincense, Valor has a woody, grounding aroma that is great for massages and other topical and aromatic uses. Use it to greet each morning with a positive attitude or to refocus at the end of a challenging day.

(Slide 22) Stress Away (Topical & Aromatic)

Prepare your two stories!



(Slide 23) Peace and Calming (Topical & Aromatic)

Prepare your two stories!

Peace & Calming is a gentle, sweet blend of Ylang Ylang, Orange, Tangerine, Patchouli, and Blue Tansy and is one of Young Living's most popular essential oil blends. With a calming, sweet aroma, this blend is one you'll love using during your children's bedtime and for yourself after the house has settled down.

(Slide 24) Thieves Waterless Hand Purifier

Thieves Waterless Hand Purifier is a quick, convenient, purse-friendly fix for clean hands anywhere—from the classroom, to the airport, to the grocery store, and anywhere in between. Infused with Thieves and Peppermint essential oils, along with aloe, Thieves Waterless Hand Purifier cleanses, purifies, and soothes skin, leaving a pleasant, spicy-sweet scent.

(Slide 25) NingXia Red

As I mentioned, the kit also comes with two samples of Ningxia Red. It's sweet, tangy, and infused with citrus essential oils making it a delicious super-fruit drink that tastes like anything but a supplement and most people that drink it daily experience more energy and a stronger immune system. If you've been looking for an answer to low energy, you might to consider the NingXia Red starter kit and we can discuss this option at your enrollment tonight.

(Share a story or two about how you love Ningxia and the results you are seeing)

(Slide 26) How do I Get Started?

Well, I don't know which makes more sense to you, but you have a few options. One **good** option is that we have a collection of oils called the Everyday Oils Collection. If you want to just purchase a set of 10 oils, they come in a kit for \$177.30 retail.

Or a **better** option...if you want to have your own wholesale account and buy your oils at your own leisure at wholesale prices...would be to get the 12 oils we have discussed tonight, PLUS the Start Living Welcome box with the little sample bottles, Ningxia samples, Thieves Household Cleaner Sample, Thieve Waterless Hand Purifier, and educational materials, PLUS a Desert Mist or Dewdrop diffuser all for the low price of \$165. (This entire kit has a retail value of over \$400!)



(SLIDE 27) – Essential Rewards

Does anyone have big health goals for yourself or a family member? (Raise Hand and Nod)

The **best** way to begin tackling these goals is by ordering your starter kit through YL's member loyalty program called Essential Rewards.

Here's how it works...It's like a rebate program. You earn points back with each purchase to help you pay for additional products going forward. You also get reduced or free shipping depending on what option you choose! I mean, who doesn't love saving some money on shipping? I often purchase my supplements, Ningxia Red, home and personal care products for my monthly orders (because those are heavier and I save on shipping) and then get my replacement oils for free with my earned points.

Speaking of saving on shipping...Young Living recently introduced a subscription shipping service much like Amazon Prime called YLGo!. For a low fee you can get 13 free shipments each year. And the YLGo + program enables you to get up to 36 free shipments. We can talk about these options at enrollment.

With the ER program, your monthly order needs to be at least \$50PV in order to participate. Your starter kit counts as 100PV so your first month easily qualifies for this amazing program. And \$50 a month is easy to do when you are replacement purchasing...meaning you're buying things you need in your home anyway (think cleaning, supplements, personal care products) from your own essential rewards store. There are no fees to sign up, you can change what you order and what day of the month you place your order every single month.

So, when you are a loyal member of this program, YL rewards you!

In months, 1-3 you earn 10% in points (spend \$100/earn 10 points)

In months, 4-24 it doubles and you earn 20% in points (spend \$100 /earn 20 points)

After 24 months you will earn 25% back! So, on my \$300 order each month I'm earning \$75 in points each time! I don't know of any other program where I can earn \$75 back just for ordering what I need anyway! And if that's not generous enough...YL gives you free oils just for being consistent. That means at months 3, 6, 9 and 12 you get a really nice gift! Wow!

If you are like me and want to begin immediately removing as many toxic chemicals as you can from your home, then tonight is the BEST night to start on ER. YL will gift you the points from the purchase of your kit, so you will walk out of here with at least \$10 in credit on your account to use on future purchases. It's really the best deal on the planet!



(SLIDE 28) Tap into Resources

When you get your premium starter kit, I want to stress to you that you are not on your own. This is what we will provide for you!

- Continued education classes through our LWN team, both in person and online
- One on one follow up and support
- Access to our exclusive FB group: LWN Lifestyle (along with a couple other of my personal groups)
- After you create your account tonight and once you receive your kit, your enroller will also give you a valuable gift toward furthering your education about essential oils

Wow you guys. That was a lot of information we just covered tonight wasn't it? (Nod and bob)

Can you see yourself using the oils at home? On your pets? On your kids? On your spouse, on yourself? (Nod and bob)

Can you see how on this team, you would get a lot of help and support? You would get lots of opportunities for education? You would always know how to research and use your oils? (Nod and bob)

Option 1:

Take a moment to count up the friends and family that you listed on your notes. How many of you came up with 5 or more names of people who could also benefit from a Young Living Lifestyle? (find out who has the highest number and GIVE PRIZE HERE)

Option 2:

We are just about to wrap up here, so before I forget, I want to let you know that I have a gift for each of you, so be sure to check in with me before you leave. (Samples, some homemade bath salts, etc)

Just so you know, when you love your oils and decide to recommend them to a friend or family member, YL will send you a thank you check for \$50. Isn't that amazing?! I'm sure many of you are already thinking of friends and loved ones who would benefit, so when you pick up your gift, I can show you how to help those people too. (if you went with option 1 you can tell them "before you leave I can show you how to help those people too.")



(Slide 29) Picture of Wholesale Membership Kit

Many Young Living members find themselves in an accidental business because they are getting results and can't help but share this wonderful kit with others! **(Tell your business story)**

(Hold up Four Year Career) If this is something you are curious about, I will lay these books here on the table. If you'd like to take one home for review tonight and just let me know which day I can check in with you to get some feedback.

I want to thank you all for taking time out of your busy schedules to learn about these amazing products. I know you're going to love what they can do in your life, just like I have. I'll be over at the table **with your free gifts and (optional)** ready to answer your questions and help you purchase your products. It will only take about 5-7 minutes to get you set up so you can get started right away on your journey to better health. While you're waiting to do that, please help yourself to the wonderful snacks has provided.

Optional: Oh, and by the way, I have two kits with me tonight, so the first two people who make it over to me can have first dibs on taking one home and not waiting for it to be shipped! So, thanks again, and don't forget to get your free gift from me!

(Slide 30) Last Slide

Thank you. **(DO NOT SAY ANYTHING MORE----STOP TALKING and DO NOT TAKE QUESTIONS FROM THE FRONT)**

MORE NOTES FROM LWN: As guests are talking, one of the leaders engages them in conversation starting with "Tell me what you liked best about what you heard." Ask more questions to learn about their needs and goals. Then follow up with "On a scale from 1-10 with one being zero interest and 10 being ready to get started right away, where are you right now?" This is a good time to answer personal/ individual questions and build relationships (another great follow up question is "Tell me more about that." Read more about this in Chapter 7 of Eric Worre's Go Pro book or from Dani Johnson. Tell those who are ready to create an account about the 190PV promo! Perhaps they want to add a Ningxia Red 2 pack and a Thieves Cleaner to their order!

The other leader should head to the area with computers/ipads to support people in setting up their accounts. Ask the new member if they would like to add a Ningxia Red 2 Pack and Thieves cleaner to their order so that they can try out these two products as well as qualify for the monthly promotion!