



## BUSINESS OPPORTUNITY SCRIPT

### SLIDE 1 (Business Builder Volunteer)

Welcome! Today we are going to explore what it would mean to create an amazing living with an equally amazing company - - Young Living. I'd like to introduce you to my friend \_\_\_\_\_, who is presently a \_\_\_\_\_ (fill in rank) with Young Living. She/He has a passion for helping others improve their health on a daily basis & is inspired to support others on their journeys to financial abundance with Young Living. (Feel free to edit and edify your friend with your own words.)

#### Presenter

(Share your business story.) Living Well Now is a growing community of health & business coaches across the world and we are eager to help you start dreaming. Today we are excited to have you here as we will explore what it might look like to begin a venture that can lead each of us to living the life of our dreams. Before I tell you what we do, may I share something with you? I would like to compare two lifestyles... Is there someone from the audience who'd be willing to help me? (Get a volunteer OR use yourself as the example)

### SLIDE 2 – Lifestyle One

(Address your volunteer if you have one) So, (name) – here is Lifestyle #1. The Average life expectancy is 80 years. During the first 25 years or so you go to school to develop skills. Then, you work HARD for 40 years using those skills to make money. People typically retire at 65 in order to finally enjoy life. But THE TRUTH IS by the age of 70 OR BEFORE most people are on a fixed income and/or have declining health.

### SLIDE 3 – Lifestyle Two

The second lifestyle looks similar at the beginning...The average life expectancy is still 80 years. The first 25 years we go to school to learn skills. May I ask your NAME, how old you are? Or how long you have been in the workplace? Are you where you want to be financially at this point in your career? If you continue to do what you're doing now for the next 4-5 years... will you be set financially? (Or apply these questions to yourself if you did not get a volunteer)

What if you could work SMART for 4 years... and set yourself up financially... so that by age (put their age 5 years ahead) you could enjoy life on your own terms?



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WHICH LIFESTYLE WOULD YOU PREFER?

### **SLIDE 4 – Trends**

Let me tell you a little bit about what we do...the way we compress 40 years into 4-5 years is by working with TRENDS. The LARGEST trend in the world is Wellness and Beauty. The Wellness and Beauty market is predicted to be a Trillion Dollars by 2025. Our solutions include Natural Wellness with Essential Oils, Household Cleaning Products that don't just clean, but support our immune systems, and Oil-Infused Nutritional products, all of which promote Optimal Wellness both inside & out. Young Living has been in business for 25 years. We are in over 74 countries. In 2015, Young Living reached 1 BILLION DOLLARS in sales and has surpassed that each year since. Business is BOOMING. Some leaders I know make hundreds a month. Some make thousands a month. Some make tens of thousands a month with this business. **WHERE DO YOU SEE YOURSELF?**

### **SLIDE 5 – Dream BIG**

Take a moment to dream....as kids we would dream all the time. As we get older, we seem to stop dreaming. If finances were not an issue and you could choose the life you wanted, what would that look like? What pops into your mind when you think about \$500 extra each month? Ready to pay down your student loans or mortgage a bit faster? How about \$1500? Seeing that summer vacation happen that you've always desired? Maybe you will want to increase your yearly contribution to your Roth IRA? Or perhaps you can imagine being able to spend more time with your family as you work your own business from home? Let's take a minute to each jot down 2 or 3 dreams that could come to fruition with extra financial abundance. (Have a few people share out what 1 dream they have for themselves. Consider sharing a dream that you have.)



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### **SLIDE 6 – Why Network Marketing**

Network Marketing is a way for you to get yourself into a life that allows you to realize your fullest potential. This model isn't perfect, but we do believe it's better – it's a low risk & high return opportunity and better yet it's learnable! Done right, as a professional, network marketing is the best. Done wrong, it will be miserable. To do well, you WILL need to learn new and different skills, face fears, grow personally in your life and in your business – and that takes TIME, COMMITMENT, and PLANNING. And it is all WORTH it – your personal growth, your professional growth, the people you will meet, the people you will help, the experiences you will gain will all be incredibly fulfilling! (adapted from Eric Worre)  
Here are some very real benefits to our business model:

- Young Living has a Low Start-up Cost...You order a Premium Starter Kit for \$165 and can begin earning the day you get started. In order to continue earning maximum commissions you will order \$100 worth of awesome YL product each month. If you ask me, this is amazing.... because with any other small business or franchise opportunity—you will be paying thousands+ up front plus other monthly fees/rents/etc.
- There are incredible tax benefits for individuals who own their own YL business. We can drive to a cool city like Flagstaff, Arizona, and host a workshop for a friend, and see some sights there.... and we can write the trip off. If you'd like more details about the tax benefits there are some great documents in our online Facebook group Living Well Now Business Builders.
- You have the opportunity to choose who you work with. Think of all the amazing people you would love to work with, side by side. You can write down your "Dream Team" and see who is ready to join you on this YL business journey.
- As you commit to growing your business, you will have the opportunity to grow your business near and far. Young Living products are available in over 74 countries, so you have the potential to have an international business too if you'd like. Young Living also offers "reward trips" to their Ecuador farm, Idaho farm, a trip to Hawaii to see one of the partner farms that grows/distills Royal Hawaiian Sandalwood, and more!



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- You also get to be your own boss – You can figure out your work hours and from wherever you'd like to work. How many hours a week do you want to spend on your business? You get to decide! You can work this business part-time, but not sometimes...if you envision a successful future. As part of the Living Well Now team we offer coaching & support - You own your own business, but you are NOT alone.
- You don't have to stock any products in your closet. Young Living takes care of all the inventory. You focus on educating as many people as possible about the Young Living essential oils and products, and then you help them order their products and YL takes care of shipping it to them.
- Growing a network marketing business can provide you residual income in the very near future. The reason that residual income is so popular is because it has the benefit of being different from the income you make from a regular job. With a regular job, you get paid once for your hours of effort, unlike "residual income," which pays you many times for your effort.

### **SLIDE 7 – What are essential oils?**

Since some of you have never been to an Intro to Essential Oils class before, we want to give you a brief overview of the products.

The products we are going to focus on 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) So what is an essential oil? Essential oils are the volatile liquid that is distilled from plants. Essential oils 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. Essential oils are volatile, which means that the scent of the oil rises quickly into the air. They are also versatile, with a wide variety of uses. Some people use essential oils to enliven an environment, support different body systems or their emotional wellbeing, to detoxify their homes, and for their great scents. Young Living is the largest worldwide distributor of therapeutic grade essential oils and is known for having some of the purest and most potent oils in the world.



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**\*\*Have someone start passing bottles of oils around while educating them how to experience the oils – Peppermint & Lavender**

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 used Young Living Essential Oils for our families and ourselves. Our goal is to educate you about essential oils and creating a business with Young Living so that you too can see the value in using them. **(Ask for Peppermint or Lavender testimonials)**

### **SLIDE 8 -Farms**

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 over 24 years old, is a billion dollar company that operates over 21 corporate and partner farms on six 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 9 – Gary Young & Seed to Seal Promise**

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.



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Seed to Seal is not only our operational process, but it is also our promise to your family. We believe that you and your family deserve products that are genuine, free of synthetic chemicals, and of unmatched purity. Through each step of our production process on both our own and our partner farms, we use the most exacting standards possible to make our products, your life, and the earth better.

### **SLIDE 10 -We Are Health & Business Coaches**

We don't sell someone a product and hope they like it. . . We help find what best fits people's needs and provide training and teaching to help them create lives of wellness, purpose and abundance. Young Living is a lifestyle company with a unique and superior catalog of products that enrich the lives of others. We have a generous compensation plan to help connect more people around multiple niche areas. **Because of our commitment to serving more people, the overall mission within Living Well Now is to help others live their healthiest lives and build successful businesses.**

**\*\*Now have the host or 2<sup>nd</sup> presenter share their business story.**

### **SLIDE 11 – Questions Everyone is Thinking**

So, at this point you're probably thinking this sounds cool...but maybe you have some questions...so here are the questions you are probably all thinking about. How does this business work? How do I get paid? How much money can I make? What do I have to do to get paid? How do I start? Let's talk about that....

### **SLIDE 12 – Circles**

**NOTE:** It is HIGHLY recommended that you pause the presentation at this point and switch the group's attention to drawing "CIRCLES" on a napkin or flip chart- it will be much more effective if you show the breakdown of how unilevel commission is earned without reading this part word for word- study it! Slide 25 has an alternative way of looking at circles if you prefer to use that instead. [Click here to view "Circles Video"](#)



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### **SLIDE 13 – Compensation Plan**

Here you can see what it takes to create a foundation for your business.

Everyone begins as a distributor when they become a Wholesale Member and order their Premium Starter Kit. To become a STAR you will be ordering 100PV and your Organizational Group Volume (OGV) will total 500 OGV each month.

You will be Senior Star when your OGV reaches 2000 and you are continuing to order your 100PV each month. This is the level when most people begin to pay for their monthly investment in their products.

And to become Executive—You will continue ordering 100 PV each month, you will have 2 Business Builders on your team that have a total OGV of 1000 each, and your total Organizational Group Volume will be at 4000 OGV. This is a great goal to have within the first few months of getting started because the average Executive leader makes about \$550 – which could be life changing for a family's monthly spending plan. Young Living also offers extra incentives for the Elite Express achievers, so those who reach executive within 3 months of achieving senior star will earn extra incentives. And to top that off, there are additional incentives for reaching other ranks within specific time frames. As you can see, Young Living is very generous with incentives and prizes!

Now let's go to the next slide & take a look at how you can have an amazing start to this business simply by 1) using the product 2) recommending the products 3) inviting others to create their own accounts.

### **SLIDE 14 – Fast Start Bonus**

The Fast Start Bonus is a quick way to get your product paid for from the beginning. To qualify for this bonus, you need to spend a minimum of 50PV. For each new member you ENROLL (this is your first level) you will receive 25% commission on the PV of their order and an additional \$25 bonus if that new member enrolls by purchasing the Premium Starter Kit. You will continue to receive 25% commission on their orders for the first 3 months of them being a member.

Needless to say, if you help 2 people each month begin their wholesale membership journey with Young Living, you will receive a thank you check of \$100 from YL...and you will cover the cost of your 100PV order each month. PLUS, you will also receive 10% commission on orders in the first three months of a member on your second level.



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As you can see it PAYS to enroll new members with the Premium Starter Kit and encourage them to host their own class within 30 days to increase your opportunity for second level commissions. We as a Living Well Now community believe in the power of exceptional customer service...so if we help someone order a Premium Starter Kit we are intentional about following up and supporting each of our new teammates who begin their essential oils journey right away.

### **SLIDE 15 – Rising Star Team Bonus**

The Rising Star Bonus is the blueprint for you to build a solid foundation that leads to success! To receive this bonus (and any other commission outside of the Fast Start Bonus) you will need to be on Essential Rewards and will need to spend a minimum of 100PV each month. This is an investment in your business allowing you to be a product of the products and share your Young Living products with others (think samples and giveaways!).

Unlike unilevel commissions, for the Rising Star Bonus you need to have achieved the rank of Star, Senior Star, or Executive.

**1-**The first step is to have 3 business teammates. This means, you need to have 3 business builders each ordering 100PV on Essential Rewards each month. And they EACH need to have an OGV of at least \$300, (Organizational Group Volume.) You will receive 1 Share when you achieve this. 1 Share is equal to about \$50.

**2-**Next, to access 2 more shares, you will help 2 more business teammates GROW their teams. Each of those 2 business builders will be spending 100PV on Essential Rewards, with their Organizational Group Volume totaling 500 OGV each. 2 more shares are equal to about \$100 more.

**3-**Then, to access the final 3 shares, you will GROW 2 more TEAMS. These 2 individuals will be spending 100PV on Essential Rewards, and their TEAMS will EACH have an OGV of 1000. So, now you will have a total of 6 shares that will be an approximate bonus of \$300.





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### **SLIDE 16 – Disclosure Statement**

Now we will take a look at the 2017 Income Disclosure Statement. This will give you a good idea of what people within different ranks at Young Living are achieving financially. You will also get a glimpse at the Average Hours Worked of people at the varying ranks. Can you pinpoint the rank that you need to arrive at to leave or go part-time at your current job? What is your dream rank as you look at the monthly/yearly incomes? The thing we love about this Young Living opportunity, is that if you choose to grow a business and go after it with all of YOU---there is no limit to the abundance that can flow into your life. And as you may have heard, Good People with Good Money is a Very Good Thing...because so much GOODNESS can spread around our country & world.

### **SLIDE 17 – Can I REALLY Make a Living Doing This?**

Have 2-3 people share their business stories (we suggest you pre-select these individuals). One may be your co-presenter. Or use one of the business story videos from our Living Well Now Youtube Channel:  
<https://www.youtube.com/user/lwnresources>

### **SLIDE 18 – Plugging into a System, The LWN Team**

When considering network marketing, plugging into a system is key. Duplication is what keeps you growing instead of being caught up in little details and recreating the wheel. Living Well Now, the larger group we are part of, has created steps to help people move through the process quickly and effectively. We have a proven model so there's no need to recreate the wheel!

Established in 2007, based in Phoenix Arizona, and founded by Deborah Lahman, (Diamond Leader) it quickly became a family affair with husband John's support, and teams expanding through Platinum Leader, Angela Lahman, Crown Diamond leaders, Andrea and Andy Lahman and Gold Leaders, Aaron Lahman and Sara Leoni. Living Well Now – Health & Business Coaches is a team of over 10,000 members who help people live healthy lifestyles and build successful businesses via essential oils, nutrition, beauty, and natural home products.

We have scripts, checklists, how to's, and lots of educational classes to teach you how to run your business, equip your members, and introduce others to the business.



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On our team we believe in empowering our partners through trainings and educational classes and celebrating achievements... and it all starts with be willing to connect to your network.

Let's start with a quick activity of duplication- (Use the "Leapfrog Brainstorming/Memory Jogger" activity.) Take a piece of paper and draw a circle in the middle with your name in it. Draw a line out from that circle with two more circles and label them with names of people that you know who are TEACHERS. . . continue the process, having the group brainstorm names of HAIR DRESSERS, HEALTH CONSCIOUS PARENTS/ SAHM, REAL ESTATE AGENTS, FITNESS BUFFS/ TRAINERS, THOSE IN HEALTH SERVICES INDUSTRY, CONNECTORS, etc.

### **SLIDE 19 – LWN Power Start**

In order to grow a successful business with Young Living it is very important to create momentum from the get-go! People in your life need to know that you are IN BUSINESS & taking the growth of your oily business seriously. A few quick steps to Kick-Start your business:

- First, you will order your Premium Starter Kit and join Essential Rewards right away to get full commissions and to learn about all the products that Young Living has to offer your growing team. If you use the Thieves products and Ningxia Red and toothpaste and other essential oils and supplements, then your growing team is more likely to explore these other amazing products with you because you can share about them honestly and personally.
- Next, you will want to launch your business in a public way. This could mean a Facebook post, or sending out individual text messages to those who love you to let them know about your new venture, or perhaps sending out a personal letter to those dear to you to share your new excitement.
- Third, it is key during your launch month to host 3 Intro to Oils classes at a minimum. We at Living Well Now have an effective script and PowerPoint Presentation for you to use. Your sponsor can help you launch, connect you to the LWN resources available, and answer questions as they come up for you. Your sponsor will be very excited to help you host these classes.



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- You will want to create a list of 100 people who you are going to contact about these products and be sure to include people who you'd like to be in business with as well. This list will never go away as you seek to educate more and more people about the power of Young Living essential oils. **(Memory Jogger List)**
- Lastly you will want to start talking to people about their NEEDS in life. We utilize the acronym 'FORM' to help guide us as we get to know new people, and current friends better. F-family, O-occupation, R-recreation, M-message. When getting to know someone better, you can identify which Young Living products can best support them and their families, and you will also get an idea if they are looking for a business opportunity.

How many of you are feeling ready to begin this Young Living journey now?

### **SLIDE 20 – Getting Started - Premium Starter Kit OVERVIEW**

Getting started with Young Living as a member or someone who wants to grow a business is EASY with the Premium Starter Kit. This kit includes Lavender, Peppermint, Lemon, Frankincense, Thieves, Valor, Raven, Digize, Panaway, Citrus Fresh, Peace and Calming & Stress Away PLUS a diffuser for \$165. 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.

Young Living has over 700 items in its product catalog, from essential oils and health supplements to cleaning and beauty products. This kit offers an extraordinary value for a comprehensive introduction to the power of living a healthy life, including niche areas for parents, fitness buffs, young people and those increasing their longevity plus others who are ready for living their optimal lives. Young Living's products can support your ongoing health and wellness and help you ditch the toxins in your life.



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### **SLIDE 21 - NingXia Red**

For those who are serious about transforming their nutritional health, Ningxia Red is a foundational product to integrate daily. This signature supplement provides energy support, supports normal cellular function, and contains powerful antioxidants. It is sweet, tangy, and infused with citrus essential oils, making it a delicious super-fruit drink that tastes like anything but a supplement.

**(Ask for raise of hands on who has used Ningxia Red.)** Two samples come in the kit for you to try or you can get started right away with a monthly order of NingXia Red on your Essential Rewards.

### **SLIDE 22 – Essential Rewards**

Speaking of Essential Rewards - as you are beginning your Young Living journey, if you have some big health goals & business dreams, we really encourage you to get on the Essential Rewards program right away. This will allow you to become a product of the product and take your personal wellness to the next level.

So basically, this is how ER works - it's like a rebate program. You get points back to help you earn free products going forward. You also get reduced, flat-rate shipping, or you can subscribe to our free shipping program called, YLGo. Who doesn't love saving some money on shipping?

With ER, your monthly order needs to be at least 50 PV (personal volume), which most times does equate to \$50, in order to participate. You can cancel at any time, there are no fees to sign up, you can change your products each month, and you can even change the date of your shipment within the calendar month to make your shipping dates work best for you. During months 1-3 on this program you earn 10% back in PV points and months 4- 24 it doubles, so you earn 20% back. After that, you earn 25% back, which is about a 50% savings off retail. So, you all can probably see why it's a no-brainer to be on Essential Rewards.



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### **SLIDE 23 – Not for Everyone, Kiyosaki Quote**

Network marketing is not for everyone. A lot of people choose to quit - because it is not a get rich quick scheme. It is like owning any small business, if you want to get paid like a business you have to treat it like a business. We encourage our LWN team to persevere, to support one another, to host intro classes together, to do personal development together.

**(READ KIYOSAKI QUOTE:)** “Change your focus from making money, to serving more people. Serving MORE people makes the money come in.”

Above all, we believe in providing outrageous customer service— when you join our team. As a sponsor, you will be the first line of communication with the enrollees and will be responsible for follow up meetings and keeping new members in the loop with educational classes, here are some upcoming 101 Workshops that are happening: **(Include upcoming class information)**

### **SLIDE 24 – What’s Next, Thank You**

As a team we are committed to helping others live their healthiest lives and build successful businesses so you can be sure this is just the beginning. For those of you who are ready to take the next step, remember, succeeding in this business is a team effort so talk to the person who invited you here today about launching your business. Thank you.