



## HOSTING A CLASS

### Customizing (Optional)

“Essential Oils 101 – An Introduction to Essential Oils”

- Wine and Wellness
- Young Living Lifestyle Mini Make & Take

### INVITING

- Invite guests using a personal message. if you just send out a broad invitation, many will just say no. Don't mass invite and expect people to show up. Call, personal message or text and Follow-Up!!
- Invite at least 15-20 guests for a home experience. You can expect about half of the invitees to come.  
**SPECIAL NOTE:** If hosting a virtual Facebook or other online class, personally invite 25-50 guests.
- Call, call, call—Facebook and email/text are great—but nothing beats a phone call.

### Invites

- **Invit'd App** – text invites with customized link to details
- **Mailed Invites - Personalize “this” invite by adding your info in a free online program like Canva.** (Ask your sponsor to help you!)
- **Facebook Invites**

### SCRIPTS

#### Scripts Make Inviting Easier

When approaching people that you know, you're already past the “get to know you” phase and can begin talking in earnest about what they want and how Young Living could be what they're looking for.

When you invite others to share the Young Living opportunities, it's best to use some proven scripts. Doing so will help you from talking too much, which is the number-one destroyer of an effective presentation. Keep it quick, keep it simple, then let your educational tools (brochures, DVDs, etc.) or sponsor (in a formal presentation) do the talking for you until you are comfortable enough to do it yourself.

The following scripts (which can be easily adapted) can help you begin crafting your own effective, well-executed invitations:



- “I just started a new health business. I really trust your opinion. Can I [come by and give you/send you] a CD/DVD to listen to?”
- “Will you do me a favor and try a new product? I’m interested in knowing your opinion. Can I bring it over?”
- “I know you’ve been trying to improve your health habits for a while now. I think I have something that may help you out immensely. I’ve got a brochure that tells you all about it. Can I send it for you to review?”
- “Would you be interested in health supplement products that are 100% safe and effective? I can bring some over right now . . .”
- “You know, I’ve been looking for something flexible that will supplement my income. I think I’ve found it. But I’d like someone else to tell me what they think. Would you listen to this CD/DVD and let me know your thoughts? I’ll call you back on Thursday.”
- “I just started with a health company. I really think it’s going to be great, and didn’t want you to miss out on it . . .”
- “This is the best and most legitimate opportunity I’ve seen, and I wanted you to be the first to hear about it . . .”
- You told me the other day you really were dissatisfied with your job. If you are serious, I might have a great option for you. Can we get together and talk for a minute?”
- I just set up a website for a new company I’m starting. I’d love to have you look it over and give me feedback. Can I give you the address?”

Again, these are just a few examples, but hopefully they give you an idea of some of the things you can say to open the door to inviting your prospect to learn more about Young Living. It’s crucial that no matter what you say, you do it with confidence and enthusiasm to communicate your sincerity about Young Living.

- **Event Details/Paper Invite Language:** Have you heard about essential oils but aren't sure what all the buzz is about? Join me as **my friend NAME and I** share **our** experience with these amazing oils! Tons of valuable information to get you started will be packed into a short one-hour session with oil-infused snacks and fun prizes too! Bring a friend and you'll get an extra entry into our prize drawing!
- **Initial Invite (Facebook/Text/Email) This is geared toward an online class put you can easily switch it up for a home experience too.:** Hi **NAME**! How are you? **[Insert personal comments here, i.e. "How are the girls? They are so cute!"...etc.]**

I'm not sure what you know about essential oils, but I thought of you because (Share reason you think they may be interested or would benefit from the YL products) **NAME and I** will be hosting a Facebook essential oils class, and it will be a great opportunity to learn more about them. The class will take place **for 3 days, [May 18th thru 20<sup>th</sup>]** and you can check the posts whenever you are able to throughout those days. There are prizes for participation...all you have to do is comment on the posts and you could win some great stuff! If I add you to the event, would you check it out?

- **To those who haven't RSVP'd yet -** Hi! Wanted to make sure you saw my invitation to my essential oils class on **DATE**. I am so looking forward to sharing the journey I've been on and think you'll love the products and how they'll make you feel too! I hope you'll be able to come. Here's the link to the invitation with all the details: **(INCLUDE LINK HERE)**. Can you make it?
- **A few days/week of before event:** Hi! I'm getting so excited to see you at my oils class this week! I will be giving away **an early-bird prize, so be the first to arrive and claim this freebie!** See you **DAY OF WEEK!**

\*\*If you're not doing the door prize you can switch up for language for what you are doing (extra raffle ticket, or whatever you've decided.)

- **Day of event:** Hi! I'm so looking forward to seeing you at my oils class tonight! **THEN ADD SOMETHING A LITTLE PERSONAL TO YOUR EVENT for you maybe it's... My place smells so delicious with all these oil-infused goodies!** Just wait until you get your hands on this little bottles of goodness ;) See you tonight!



## **PREPARING**

- Table for literature and seating for the group
- Snacks—optional, light, healthy is good!
- Serving water in glasses is ideal. This way oils may be added—Peppermint, Citrus Fresh, Lemon, are a few options – feeling adventurous? Stir up a pitcher of Lavender Lemonade!
- If this is a Wine and Wellness event, please provide wine
- Computer set up for guests to make purchases

## **ENROLLING NEW MEMBERS / FRIENDS AND FAMILY PURCHASES**

- When guests create accounts by purchasing a Premium Starter Kit at your event, you are eligible for a direct compensation THANK YOU check directly from Young Living!!
- You will receive \$50 for each Premium Starter Kit purchased when YOU place an order in the same month for at least 50 PV.
  - It's a “thank you” for recommending the products and hosting!
  - Your guests will use your member number as the Sponsor/Enroller on the Sign Up page.
  - It is also recommended that when someone orders a Premium Starter Kit, you gift them a reference guide from Life Science Publishing to help them get started on their journey.
  - This is now an opportunity to get started with your own business, if you so choose. Make sure to obtain a copy of the Four Year Career by Richard Bliss Brooke from your friend who taught the class if you are interested in learning more.



## **CLOSING**

You may have guests that are interested, but unable to create an account the day/night of the party or may not be able to attend. We will work with you on an individual basis to ensure that ALL get a chance to experience health and wellness with Young Living products.

- Send thank you card (or message if an online class) to everyone who attended.
- Follow up with guests who RSVP as coming but weren't able to make it. Invite them to an upcoming class or invite them to coffee to chat about the oils one-on-one or with you and your sponsor.