

## 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 at most. (Compliant descriptions can be found in the Product Guide). Generate energy in your classes by knowing your script and stories well, so that you can look up from the script and engage your participants. Dress in business casual clothing and stand up to deliver the presentation if you have more than 3 in the room.

Key:

Yellow Highlighting: Directions for presenters

Blue Font: Options for Presenting

Green Font: Resources

### Recommended Items to Bring to Class:

- Current PSK
- Diffusers
- Thieves Household Cleaner and Spray Bottle of Diluted Cleaner
- Ningxia Red samples to share
- Deep Relief
- Sign-in Sheets (precut)
- Balloon
- PSK Class Handout
- Four Year Career Books/Game Plan Minis
- Optional Hostess Gift

### (Slide 1) Host or Team Member Introduces You

Let's go ahead and get started! We are so glad that you have been able to join us! You are going to be wowed during the next hour as my friend, \_\_\_\_\_, a (Preferred member, say rank, etc.) with Young Living, shares how this amazing company has not only blessed her family, but countless others. These products have helped people like you and me find better health physically and emotionally. In the next hour, \_\_\_\_\_ will show us all how these products can help us find natural answers to live our healthiest lives. She will also teach us how to look and feel better and have a clean, more-natural 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 take notes!

## **PRESENTER:**

Thank you, \_\_\_\_\_. My name is \_\_\_\_\_ and I am so happy to be sharing with you tonight. Let me tell you a little about me. Prior to Young Living... (insert your own personal combined product and biz story. Keep your story to 5 minutes or less.)

### **(Slide 2) Toxins**

I am using a script for this class because I am not an expert, like you I am a concerned consumer who wants to make healthier choices for myself and my family. In this class, 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 current used in products in the US haven't been adequately tested for their effects on human health. These harmful chemicals lurk in everyday items from our personal care products to cleaning products and even in our food. ([nrdc.org](http://nrdc.org)) Many of these harsh 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 dangerous ones. But if there were natural products available that worked, and worked well, would you be interested in learning more about them? (Raise your hand and nod so your audience does the same) 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-Farm 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 US with about 100,000 joining each month in the US 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 and thrive. Young Living is the company that all other companies compare themselves to because of the high standards we set.

#### **(Slide 4) Gary, Mary and Jared**

Young Living was founded by Gary Young, who invested over 30 years in the research and development of therapeutic grade essential oils. Having dedicated decades to traveling the world and researching the remarkable wellness benefits of these essential oils, Gary will always be considered one of the world's foremost authorities on essential oils. Sadly, Gary passed away in May of 2018, but his wife Mary, company CEO, along with company president, Jared Turner, and a staff of amazing researchers continue to carry on the legacy Gary established by blazing new and exciting trails all over the world to promote the success and ongoing development of Young Living.

#### **(Slide 5) What are Essential Oils?**

The products we are going to focus on during this class are pure, therapeutic grade essential oils. Is anyone brand new to essential oils? **(Raise your hand)**. Okay, who already has a little bit of knowledge about essential oils? **(Raise your hand)**. Great. Let's just 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. **(volatile means they disperse easily into the air)** They are carrier molecules in the plant that help keep it from being attacked by bacteria, fungi and viruses.

And those therapeutic qualities are retained in our oils when they are distilled!

Young Living essential oils are extracted from plant sources using steam distillation and are highly concentrated, making them far more potent than the dried botanicals themselves. They are also versatile, with a variety of uses. The exception to steam distillation is our citrus oils which are cold pressed from the rind, retaining all the nutrients.

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 are adulterated such as Food Grade (which may contain synthetics, pesticides, fertilizers, or chemical extenders) Then there's Perfume Grade (which often contain toxic, adulterating chemicals and solvents to gain a higher yield) and then 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 your hand)** There are several ways to receive the benefits of essential oils.

## **(Slide 6) Usage Types**

**First-Essential** Oils can have a dramatic impact when inhaled. This diffuser (point to the diffuser) can disperse the therapeutic benefits and great scents of oils into the air of your home, creating healthy atmosphere free of the toxins you get in alternate air freshener products.

How many of you are aware that candles, plug-ins and Febreze contain dangerous chemicals that disrupt our endocrine function? (your endocrine system regulates men and women's hormones) I'd personally rather put beautiful smelling oils into the air instead that can actually calm my emotions and help my immune and other body systems.

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

**Third-Young Living's Vitality** oils can be used internally by adding them to water or other liquids, placing them in a capsule, taking Young Living's Oil-infused supplements, or using them to add flavor to your cooking. We love adding Peppermint Vitality to a batch of brownies and Lemon Vitality to our water.

And just to clarify, the oil inside the vitality bottles is the exact same oil that is inside the bottles without the vitality labels. To honor the FDA's request, Young Living has labeled the same oil in two different ways to designate the various uses.

We want to give the caveat that when we are speaking about ingesting oils, we are ONLY talking about YL because we know the integrity of the process used to ensure we are only getting the purest quality.

## **(Slide 7) Quick Tips**

Although most essential oils are safe for general use, some people with sensitive skin may have a sensitivity at first. That is why Young Living recommends checking the product label for appropriate usage.

## **(Slide 8) Seed to Seal**

Seed to Seal is our personal promise of purity from the time the seed 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 or fragrance and do not meet therapeutic standards. (p. 9 [The Chemistry of Essential Oils Made Simple, Dr. David Stewart](#)) Only one company offers the Seed to Seal Promise, only Young Living. Young Living Stands behind their three pillars of Sourcing, Science and Standards. You can always check out [Seedtoseal.com](http://Seedtoseal.com) for more information on this important aspect of our company.

Optional: We know you all want to help yourselves and your family members, so we are having a contest tonight to see how many of your friends and family you think of as we discuss each product throughout this presentation. The winner will take home this prize: \_\_\_\_\_, so remember to jot down those names on your handout as we go. (Show the prize. If you are choosing to give away a small gift at the end to every participant, you can 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 or condition. We are simply people who have successfully used Young Living products for our families and ourselves. Our goal is to educate you about essential oils and Young Living products so that you can also see the value in using them.

Okay, who is ready to hear about the oils I the Premium Starter Kit that have changed the quality of life for thousands of people like you and me? (Raise hand and nod) Great, let's get started.

### **(Slide 10) Lavender (Topical and Aromatic)**

Prepare your two stories (or refer to the PSK Suggested Sharing Doc in the virtual office for ideas)

Lavender has been dubbed the Swiss Army Knife of essential oils because it has so many uses! And did you know that there are actually hundreds of times more lavender essential oil exported out of France than what is actually grown there. This speaks to the frequent adulteration of essential oils that we spoke about before. It says that much of the lavender on the market is not truly pure lavender oil (even if it says so on the label). This is why YL's Seed to Seal Promise is so crucial.

### **(Slide 11) Citrus Fresh (Topical and Aromatic)**

Prepare your two stories This is a blend of oils. Ingredients: Orange, Tangerine, Lemon, Mandarin Orange, and Spearmint.

### **(Slide 12) DiGize Vitality (pronounced Die-jyze) (Dietary)**

Prepare your two stories This is a blend of oils. Ingredients: Tarragon, Ginger, peppermint, Juniper, Fennel, Lemongrass, Anise, and Patchouli

### **(Slide 13) Raven (Topical)**

Prepare your two stories This is a blend of oils. Ingredients: Ravintsara, Peppermint, Eucalyptus Radiata, Lemon, and Wintergreen

### **(Slide 14) Panaway (Topical)**

**Prepare your two stories** This is a blend of oils. Ingredients: Wintergreen, Helichrysum, Clove, and Peppermint

### **(Slide 15) Peppermint Vitality (Dietary)**

**Prepare your two stories** There is a warning that comes with peppermint, wintergreen and spearmint oils. Please do not use undiluted on children under the age of three because their lungs are not yet fully developed and the potency of those oils could overwhelm them. Just be sure to dilute when you do use them!

### **(Slide 16) Frankincense (Topical and 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 during that time period in history. 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** This is a blend of oils. Ingredients: Clove, Lemon, Eucalyptus Radiata, Cinnamon Bark, and Rosemary.

If you are wondering about the funny name, Thieves was named after thieves who during the time of the plague, robbed the dead bodies of their possessions but never got sick. Once they got caught, it was said that they told their secret in order to get a lighter sentence. Turns out they were spice traders who knew to cover their own bodies with the spices in this blend for protection. Gary Young researched this and found these to be super-immune boosting constituents, so he created the Thieves essential oil blend. And now we have an entire line of Thieves-infused products including our famous House Hold Cleaner which comes in a concentrate and can be used on every surface of your home.

Young Living has so many Thieves-infused products, you can even get started with a kit full of Thieves personal care and household products if those products best meet your family's health and wellness goals.

### **(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 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 harsh 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 coat our cell membranes making it difficult for oxygen and nutrients to get into our cells and for toxins to get out. Lucky for you and me, essential oils can help remedy the situation.

### **(Slide 20) Lemon Vitality (Dietary)**

Some essential oils (mainly citrus oils) have the ability to 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 the balloon with a drop of oil)

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

### **(Slide 21) Valor (Topical and Aromatic)**

Prepare your two stories This is a blend of oils. Ingredients: Black Spruce, Camphor wood, Blue Tansy, Frankincense, and Geranium

Two nicknames courage and chiropractor in a bottle. Valor essential oil blend is one of our most popular products and a favorite of our founder D. Gary Young. It has a woody, grounding aroma that is great for massage and other topical and aromatic uses. Use it to greet difficult situations with a positive attitude or to refocus at the end of a challenging day.

### **(Slide 22) Stress Away (Topical and Aromatic)**

Prepare your two stories This is a blend of oils. Ingredients: Copaiba, Lime, Cedarwood, Ocotea, Lavender and Vanilla Extract

### **(Slide 23) Peace and Calming (Topical and Aromatic)**

Prepare your two stories This is a blend of oils. Ingredients: Tangerine, Orange, Ylang Ylang, Patchouli, and Blue Tansy

### **(Slide 24) Thieves Waterless Hand Sanitizer**

This is a quick, convenient, purse-friendly fix for clean hands anywhere—from the classroom, to the airport, to the grocery store, and anywhere else you can imagine. Infused with Thieves an Peppermint essential oils , along with aloe, this sanitizer 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 is sweet, tangy, and infused with citrus essential oils making it a delicious super-fruit drink that tastes like anything but a supplement. 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 consider the NingXia Red starter kit. I'd be happy to discuss this as an option for you during the enrollment period after class.

### **(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 Young Living has a collection of oils called the Everyday Oils Collection. If you want to just purchase a set of 10 oils, that kit is about \$177 retail.

Or a **better** option...if you want to have your own wholesale account and purchase your oils at wholesale prices then you can get the 12 oils we've discussed tonight, PLUS the Start Living Welcome box with the NingXia, Thieves Cleaner and Hand Sanitizer samples, wholesale membership for life PLUS a Desert Mist or Dew Drop Diffuser, that goes for the low price of \$165 (over a \$400 retail value.)

### **(Slide 27) Essential Rewards**

But the BEST way to begin tackling your family's health goals is to begin by ordering your Premium Starter Kit through our 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 product going forward. You also get reduced or even free shipping depending on what option you choose. I mean, who doesn't love saving money on shipping? I often purchase my supplements, NingXia Red, home and personal care products through YL instead of at the stores and then I order my replacement oils for free with my earned points.

Speaking of saving on shipping, YL has a subscription shipping service, much like Amazon Prime, called YLGo! For a low fee, you can get free shipments each year. And the YLGo+ program enables you to get up to 36 free shipments. We can talk more about these options during enrollment.

With Essential Rewards, your monthly order needs to be at least \$50 PV 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 probably less than what you're spending on personal care and household items right now anyway so you will just be replacement buying. There are no fees to sign up for this optional program. You can also change which day you order and the items you want to purchase every single month.



And to make it even better, when you are a loyal member of this program, YL rewards you! During months 1-3 you earn 10% back in points (spend \$100pv earn \$10 in points). Then it doubles in months 4-24 to 20% back. And after 24 months, you will always earn 25% back! So, on a \$300 order, you can earn \$75 back! I don't know of any other program where I can earn that much back each time I order things I need in my home anyway.

And if that isn't generous enough, YL gives you free oils just for being loyal. So at months 3,6,9 and 12 they add an extra oil to your order as a thank you!

If you are like me and want to begin immediately removing as many toxic chemicals as you can from your home, then purchasing your kit through essential rewards during enrollment is truly the **best** option to get you started.

### **(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 through our LWN team in person and online
- One on one follow up and support from me (and the host if applicable)
- Access to some exclusive FB groups (LWN Lifestyle and personal groups)
- After your enrollment, your enroller will also make sure you get a valuable gift toward furthering your education about our products.

Wow you guys, that was a lot of information we covered during this class, wasn't it? (Nod and bob)

Can you see yourself using the oils at home, on your pets, on your kids, on yourself and your spouse? (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 also learn how to research and use your oils? (Nod and bob)

We are just about to wrap up here. But before I forget...

**Option 1:** Take a moment to count up the friends and family that you listed on your notes. How many came up with 5 or more names of people who could also benefit from a Young Living Lifestyle? (keep going and find out who has the highest number so that you can give out your prize.)

**Option 2:** I want to let you know that I have a small gift for each of you, so be sure to check in with me before you leave. (samples, diy bath salts, etc)

And one more thing...when you are loving your products and decide to recommend them to a friend or family member, Young Living will send you a thank

you check for \$50 when they use your member number to sign up for a PSK. Isn't that amazing?! I'm sure many of you are already thinking of friends and loved ones who would benefit, so when you check in with me 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 experiencing amazing benefits from the products and can't help sharing the news with others. **(Tell your short biz story here)**

**(Hold up 4 Year Career)** If this is something you are curious about, I would be happy to loan you a copy of this book to check out how this business works. Ask me for one when you check in with me and we can schedule a time for me to pick it back up so I can hear your feedback.

I want to thank you all for taking time out of your busy schedules to learn more about these transformative products. I know you're going to love what they can do for your lives, just like I have. I'll be over at the table ready to answer your individual questions and help you with the enrollment option that best fits your needs.

**Optional:** Oh, by the way, I happen to have two kits with me. So the first two to enroll will get to take their kits home tonight and not have to wait the 5 or so days for it to be shipped to your home.

**(Slide 30) Last Slide**

Thank you (DO NOT SAY ANYTHING MORE-STOP NTALKING AND DO NOT TAKE QUESTIONS FROM THE FRONT.

**More Notes from LWN:** As guests are talking, one of the leaders engages them in individual conversations starting with, "Tell me what you liked best about what you heard." Then ask more questions to earn about their needs and goals. Then follow up with, "On a scale of 1 to 10, with one being no interest and ten being ready to get started right away, where are you right now? This is a time to answer questions and build relationships one on one. Another great follow-up to whatever they say is, "Tell me more about that." Funnel each person over to the other leader who is waiting at the enrollment area.

The other leader should have moved over to the computer area and work on supporting people in setting up their accounts and answering individual questions. Tell those who are ready to set up their accounts about the free products available at the \$190, \$250 and \$300 levels and that just by adding the Thieves Cleaner and Ningxia Red two pack how they can reach at least the \$190 promo.