

## Young Living Downline Business Building Concepts That Work

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1. Print yourself some business cards with your picture, contact information and Facebook Page.
  2. Hand out your business card to every person you meet. Find ways to talk to them about your Oils Business and leave your card with them. It takes a little practice and determination to learn how to bring your business up in every conversation you start with a stranger but you will be amazed how often they have a friend or family member who wants to talk about their health and wellness and would be interested in having someone tell them about the success we are having with that using essential oils.
  3. Carry some of the main essential oils with you everywhere you go so you can show them to people if they are interested (i.e. peppermint, lemon, R.C. etc) Then for example during cold and flu season if you run into someone struggling with their health and wellness, take out your R.C. and ask if you can put a few drops of it in the palms of their hands and then have them breath it for a few minutes. You will likely have a new customer.
  4. If they show any interest at all YOU GET THEIR PHONE NUMBER so you can follow up. Many people are truly interested but just forget once you are gone.
  5. Get some of the Young Living Oils literature and tiny sample bottle cards to give to those who truly are interested. You can order them from:  
[http://www.abundanthealth4u.com/Business\\_Tools\\_s/170.htm](http://www.abundanthealth4u.com/Business_Tools_s/170.htm)
  6. Study the oils yourself so you feel confident talking about them. "If you are prepared you shall not fear"
  7. Some people have put a sign in the back of their car window so those following them see the company name and your phone number.
  8. People have purchased magnetic signs to put on the side of their cars (but some have had trouble with people stealing them).
  9. Lots of distributors are advertising on Craig's list and eBay. Get familiar with how to do that and get started.
  10. Learn to use social media. There is a lot of training material on GOOGLE if you don't know how. The main ones you need to be active in are Facebook, Twiter and Google+ .Start by crating yourself a Young Living Facebook page and then add new material to it every day... There is a company at Young Living that will do that for you for \$99 a year. They help you set up the page and then add new material to it almost daily. You can contact them at: [support@socialfive.com](mailto:support@socialfive.com). Here are some examples of my social media sites:

On Facebook search for Cordell's Young Living Oils or go directly there at:

<https://www.facebook.com/Cordells-Young-Living-Oils-750337165016749/>

also do a Facebook search for: Cordell's Essential Oils

Facebook page for PTSD: <https://www.facebook.com/helpforptsd/?fref=ts>

My personal Young Living web page: [www.younglivingoils.net](http://www.younglivingoils.net)

My Young Living Created web page: <https://www.youngliving.org/cordellvail>

Find me on Linked IN under: Eugene Cordell Vail

My family web page: [www.cordellvail.com](http://www.cordellvail.com)

My seminar web page: [www.vcaa.com](http://www.vcaa.com)  
My emergency preparedness web page: [www.goldenmailbox.com/ep](http://www.goldenmailbox.com/ep)

11. Once you have a Facebook page you need to advertise it. No one will go there if they don't know about it. Put it on every flyer you hand out. Put it on your business card. Put it in blogs and invite people to go there for more information.
12. Do searches on GOOGLE for MLM marketing ideas. There are a ton of ideas published there for free. For example <http://mlmbarracks.com/network-marketing-tips/>
13. Send some of your Young Living products to bloggers for them to review. When they write the review it is automatic advertising for you. You can get started doing that by going to this web page and use their services to help you: <https://www.tomoson.com/> ( I got this idea from that web page: <http://mlmbarracks.com/network-marketing-tips/> )
14. Get yourself a Young Living Web Page. Call Young living to learn the details on how to get started with that. Again once you have it advertise it on everything you hand out.
15. Join LINKED IN and then join the health groups that are there. As you blog with those people do not try to sell to them, but rather share information about the oils with them. That will do the selling for you.
16. Network with your upline leaders. Don't be afraid to call them and ask them questions and ask for suggestions. Also talk to others who are in MLM businesses and ask them how they are finding distributors for their downline. In most cases you are not competition to them and they are willing to share ideas with you.
17. Many of us are not very good at prospecting (i.e. talking to the clerk at the store) but most of us can do quite well sharing information about the oils if the person comes to you. So think of ways you can get people to ask you about the oils. Here are some things that have been tried successfully:
  - a. Wear some of the pleasant smelling oils when in public so people ask you what it is. Perfect opening then to talk about your business.
  - b. Get a little plastic purse that you carry your wallet and other small personal things in. Then keep some oils in that purse so when you take your wallet out the person you are talking with will see the oils and ask you what they are.
  - c. Rent a booth at the local fair, community event, or other such places where there are booths. That way people will come to you if they are interested. Booths normally cost from \$25 to \$100.
  - d. Go to the farmers market and see if you can set up a table there.
  - e. Join as many blogs as you can and when you are commenting in the blog find a way in your conversation to refer people to your Young Living Facebook page.
18. Join the local Chamber of Commerce and go to their meetings. It is a wonderful place to network with other business people and make new friends outside your normal circle of friends.
19. One of the people in our downline invited some of the people from the chamber of commerce to a meeting at her home to network. Then she called the local news media and ask them if they would do a spot on her business meeting. They did. If you don't ask they cannot say yes.
20. If you want to get in shape and it is in your budget, join the YMCA or a local gym. That is a great place to meet people and if you wear some of the fragrant oils while you are working out people around you will ask about them
21. Go to your public library and offer to give free classes on Essential Oils.
22. One person in our down line went to the local rest homes and offered to give classes on essential oils. Then the staff invited her to come there to share oils with the elderly. There are

many of the oils that will help them sleep better or be calm. When it works well the nurses and family members will ask you what you are using. BE SURE TO ASK PERMISSION BEFORE YOU TOUCH ANYONE THERE OR PUT ANY OIL ON THEM. ALWAYS PUT A TINY DROP OF OIL IN ONE PLACE FIRST TO MAKE SURE THEY WILL NOT HAVE A REACTION TO THE OIL.

23. Someone also went to Assisted Living Care Centers and offered to do a 2 hour massage on residents during the Activity Coordinator's regular time. Fantastic reception! The care facility now pays her to come back every other month for that special event. She now also goes back a couple of days later to do individual foot massages and sell oils to residents and the nurses. This became so popular that she had 7 other care centers call her through word of mouth.
24. The single most prolific way we are finding new people is by networking. Talking to every person you meet or deal with about the oils and asking them if they know anyone who has wellness issues that might be interested in trying alternative medicine. That way you are not selling directly to them. You are asking them if they know anyone else who you could share the oils with. One of our down line has been very successful doing that.
25. When you do sign someone up, stay close to them and share information with them. Meet with them often either in person or by phone. Your business will never be very big without a team under you. They are your key to success so treat them like little gold mines.
26. Have "Footsie Tootsie" parties at your home and invite friends and relatives to come try the oils for free. (See the other handout if you do not know how to conduct one of these parties.)
27. Go to your local civic groups (i.e. Lions, Kiwanis, Women's clubs, etc) and offer to come give a free class on Essential Oils and their benefits to your family.
28. Vendor events in the community is a great way to meet people.
29. Pick a specialty and then focus on that. For example Emergency Preparedness Oils, Oils for Pets, or Emotional oils. It is really important that you focus on one aspect of the essential oils and then become an expert in that area. One of our down line is an expert now on oils for animals. Another is becoming an expert in health wellness and emotional oils and now having a lot success in sharing the oils with Psychologists and therapists.
30. One of our down line offers to barter with other businesses. And of course if you trade oils for whatever it is that they do, that automatically gets them to try the oils and then normally if they like them will become a customer if not a distributor with you.
31. One of our down line offers to barter with other small businesses. She found that women in her neighborhood who sell Pampered Chef, Mary Kay, Tupperware, and Avon are a great source! She invite them to come to her home for a one-on-one. She told them that they had a half hour to share their business, and then she had a half hour to share hers. We then do a dollar for dollar product exchange. Even though no income is gained, we each have an opportunity to try and fall in love with each other's products. The joy comes 3 months later when they reorder!
32. When you sign someone up, BECOME A CLOSE FRIEND TO THEM. That is one of the most important things you can learn in this business. Retention is always the big problem in this type of business. If you become close friends with them and create a team working together you will have much more success as a group than if you work alone.
33. Offer to write an article or series of articles for your local newspaper. The smaller the paper the more likely they will be to welcome the information.
34. One of the members of our down line came up with a unique idea. She created a business networking event which she catered lunch in her home. She invited other people who are self-employed and each person attending got to plug their business to the group. Then they all exchanged business cards with others who were interested in what they do. There were 30 who attended.

35. Someone in our downline started doing DIY (Do It Yourself) Make And Take gifts: Homemade lip gloss, muscle rub, roll-ons, bath salts, facial moisturizers, room spritzers, and cleaning sprays. Fun event! Low key. Young Living publishes lots of formulas on how to make such things using essential oils. Then they can take home what they make but also have experienced using the oils.
36. One person takes advantage of having Garage Sales. She puts out a long church table with a large banner with Young Living on it so people can see it as they drive past. She advertised the Young Living Garage Sale in the local paper. Some people who are already signed up in the company actually stopped by to purchase oils from her because they didn't want the hassle of ordering online.
37. Here is a unique thing that Lisa Chidister\*\* a prospering member of my down line does:  
"I started with the people I already have in my down line. Some women may be struggling with wellness issues. I always offer to massage the oils for free. With many massage therapists offering their services for \$60 to \$100 an hour, I offer to do it for free in my home or their home. I come in with a sincere attitude of, "Let's get this body to full wellness again! These oils are going to bless you!" During that special hour, I have the opportunity to promote "www.oils-testimonials.com." This fabulous resource guides prospects to look at their individual issue. As I am massaging this person's arm, I'll have her read 4 or 5 different testimonials on that website. By the time we have read others' experiences, they are excited to order 10 new oils and supplements. I then say, "That order could be a few hundred dollars. Let me introduce the idea of the Essential Rewards program. Why don't we space this out over the next year and do a little bit each month?" People ask me, "How long are you willing to donate your time for free?" I say, "Forever, and as long as the person needs my help." My generosity comes back a hundred fold. Not only is my friend feeling better, getting a massage, and ordering new products, they also begin thinking about spreading the joy themselves. I have had more referrals during those one hour visits than at any other time. Not only that, it really gives me JOY when I know that I am helping someone feel better."
38. Lisa Chidister\*\*also went to the offices of some Psychiatrists and ask them to try the emotional oils. The doctors did try them on their patients and have been amazed at the results. They have become loyal customers.
39. As you get going in your business you will probably want to subscribe to OILYTOOLS. You can use it on your phone or your desktop computer. You can get it at: <https://oilytools.com/> . It will help you manage your down line and know exactly where you Young Living commission checks are coming from.
40. Get familiar with the compensation plan. Jake Dempsey, a Crown Diamond in Young Living and the author of the OILYTOOLS APP has written one of the best booklets on the compensation plan that was ever published. It is called Driven for Success. There is even a free online self-paced book study you can leverage with your team using the book. You can get copies of the book at <http://imdrivenforsuccess.com> and the online self-paced book study can be found at <http://imdrivenforsuccess.com/book-study> You can contact him about his program at: [founders@starterstep.com](mailto:founders@starterstep.com)

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\*\* Several of these ideas above are things Lisa Chidister and her mother Chris Anderson have done to find new distributors under them.