

11/19/2016

To my fellow Young Living Distributors,

I wanted to share some ideas of ways that I am increasing my Young Living business. As with all of you, we find that what may work for me may not work for you. As I have brainstormed everything that I have tried, I would love to hear from any of you who may have additional ideas! Please, shoot me an email: Lisa.Chidester@yahoo.com.

First of all, download an app called "Overdrive." This is the app that most US public libraries have adopted to loan out digital copies of their book collections. While I want to read business books that will help me learn better, I do not like taking the time to sit and read a book. I used to go to the library each week and check out audio books, but I quickly went through the limited supply located on the shelf. Overdrive allows me to access hundreds of thousands of books in audio book form--AND, I can listen to them from my android or apple smart phone! Instead of watching TV or listening to endless chatter on the radio, I am spending 3 to 5 hours a week getting trained from the best of the best. I keep a pen handy and am constantly jotting down bits of inspiration of how to reach out, make better presentations, overcoming fear, polishing "the closing," online training, etc.

Some of my favorite authors include: Darren Hardy, Jack Canfield, Mark Victor Hansen, Brian Tracy, Wayne Dyer, Anthony Robbins, Zig Ziglar, Dale Carnegie, Earl Knightingale, Dave Ramsey, and Marianne Williamsen. The list goes on and on. Jack Canfield has a series called "Made for Success," that includes hundreds of presenters from seminars all over the globe. People pay big money to go to these, and I have tapped into them from my Overdrive App **for free**. This one habit of turning off the TV and tuning in to these masters has broadened my mind and created an intense excitement to work Young Living. I'm no pro, but I'm well on my way. When stuck, listen to the masters.

I love sharing the oils at my local gym. Each day after my workout, I sit in the hot sauna. I simply put the oils on my feet and neck. If someone comes in, I ask, "Do you mind the scent of my essential oils? I will leave if they are bothering you." Every person has always said, "Wow! They smell great, what are they?" I say, "take off your shoes and let me put some on your feet. I'll tell you all about them." I always carry my business cards with me. One time I passed out 7 cards in the sauna. Sometimes people have seen me, followed me into the sauna, and have automatically taken off their shoes with the hopes that I would massage their feet. It works like a charm!

I often "check out" a quart size baggie with 6 or 7 oils to my friends. If someone is sick in the neighborhood, I'll leave the baggie on the front door with a cute note that says, "I hope you get better soon. Enjoy my oils for the next 4 days. Be sure to give your spouse an amazing back rub. Call me if you need to know how to use them." I don't give them any literature. I simple want them to experience the oils without the pressure of me handing the oils to them. I have signed up several customers with this approach. Once I swing by to pick up the oils, I give them a schedule of classes that I teach once a month in my home. (This class schedule is included at the end.)

Another idea...my school district comes out every quarter with a magazine called "Continuing Education Classes." I am signing up to become an instructor on "How to use Essential Oils." I can make this a 3 hour Saturday event, or break it up into 4 weeks of one-hour classes. This magazine goes out to thousands of families in my hometown, but I'm not paying a dime for advertising!

Parades! Vista Print will print 500 business cards for \$10. During my town's Spring parade, I passed out 350 business cards to most parade watchers. Make sure you sign up with your community before you do this.

Vendor Events. I will collect 80 business cards in one night. I use these business cards to invite them to my networking party. I look for ways to do business with those in my community. If I can use Mary Kay cosmetics from my neighbor instead of purchasing from Wal-Mart, that makes her more inclined to order oils from me.

Always have 3 oils in my purse. I look for ways to put a drop on someone's hand. Headache? Stressed? Worried? Frustrated? Please, put out your hand. Drop, drop, spin in your palm, inhale, enjoy! Oh, you like that? Give me your email address and I will send a copy of the schedule of classes that I teach about the oils. They're wonderful!!

Order the smaller bottles of Lavender Vitality to have on hand as gifts. These bottles cost \$11.75. If I meet a striking person or have noticed a good deed, I will gift a bottle with a loving, encouraging note of how that person is appreciated. This opens up a conversation for a later date to invite them to a class.

Look for ways to cross-promote, donate to community, sports, non-profit, church, and school events, send monthly newsletters, pass out 100 business cards each month, and ask your friends to "Like" your product on Facebook.

In August of 2016, I moved from Minnesota to New Jersey. I don't know a soul. I am currently knocking on every single door in my new neighborhood to introduce myself with a bag of homemade chocolate chip cookies. I say, "Hi! I'm your new neighbor! It's about time I introduced myself! Now, tell me all about you!" I then listen and after half an hour, I mention, "By the way, I teach a class once a month out of my home on how to use essential oils. It is really fun and very low key. I thought it would be a great way to get the neighbors together. Please come and learn. Do not feel obligated to buy anything. Just take a look at the topics on my schedule. If there is a subject that strikes your fancy, then come that particular month. It was so nice to meet you--call me if you ever want to go for a walk."

Try cold calling or walking into businesses! (Yes, I was uncomfortable with this but pushed myself out of my comfort zone.) I have found that not knowing someone can actually work to my advantage. For every 10 business people I visit, I typically get one or two, "Yes, I'd be willing to hear more. Come back on Friday and we'll talk about it." Some of those businesses have ended up putting in hundreds of dollars of oils!

This next idea is for the BOLD and FAITHFUL! Try walking into any church (during the week--not on Sunday). Offer to teach their church an Oils of the Bible Class.

Do you enjoy yoga? Find an instructor who would allow you to assist him/her during a class. Offer to massage an oil on the students' neck during the breathing exercises or corpse pose at the beginning and/or end of the class. Ask to have permission to post one of your class schedules and business cards in the bathroom, and front lobby. Most of all, ask her to give you a verbal mention.

Know a personal fitness trainer? Send them a YouTube video of Adam Green. He is the youngest person to ever become a Royal Crown Diamond and has over 23,000 people in his organization. He started out as a personal fitness trainer but realized how much more money he could earn by working Young Living.

A very special place to share your oils is with an often neglected segment of our population. An elderly care center, assisted living center, or retirement village. I walked into several of these communities and asked to speak with their activity coordinator and head manager. I negotiated my time to massage their feet. Although I was not allowed to sell the oils during that hour, I was allowed to give them my business card if they asked. The unexpected consequence was that all of the nurses walking by asked, "What's this? Will you still be here after my shift? Can you come back another time during the shift change so that we can also get a massage?" That developed into a nurse appreciation hour. Also, visiting family members ordered product for their loved one. This became so popular that I began receiving phone calls from all kinds of elder care centers asking me to come! The word got out during their conventions and corporate events.

Walk into a psychiatrist's office and offer to do a presentation on essential oils. They are accustomed to having drug representatives come in during their lunch hour. I do offer to cater a lunch for their staff. They may not be able to

schedule for a few months in advance--that's okay! Suggest that you will be offering alternatives to drugs for those mothers who may not yet want to put their ADHD child on Ritalin or Antidepressant drugs. Make sure to be WELL PREPARED for this event! Bring Reference books, brochures, samples, and a well-practiced presentation for this educated group. Be careful not to make medical claims.

Chiropractors are another great audience. Many of them are open to alternative homeopathy ideas over conventional medicine. Offer to teach a presentation to their clients.

Visit a hospital and volunteer to go around a floor to give foot massages. Work with the nurses and staff to make sure you use approved oils. Establish a rapport with the staff. Offer to do a nurse appreciation day. Hold signups for times when a nurse can come in during her break for a much-needed foot massage. Offer to do a presentation if the hospital offers once a month wellness classes.

Want to sell your oils without ever saying a word? Purchase a purse or bag with windows like this Luci bag.



Anytime I go to the store, I always place my entire bag on top of the checkout counter to pull out my wallet. This is a GREAT ADVERTISEMENT! If I go to a school meeting, that bag is on top of a table or in a highly noticeable place. Those who are curious approach me. It is the perfect way to give out a class schedule and business card. *REMEMBER* It's always about the "next event" or the "next time let's get together."

Another silent way to promote yourself as the "oil lady/man?" Use an email and cell phone digital signature. That means that every single time you send an email or text, your name " _____ " Young Living Essential Oil Distributor" pops up. As the months and years go by, you will establish yourself amongst your family and friends as the person who can order oils for you.

Another silent advertisement? On my Face Book page, it now allows me a one sentence way to describe myself. My mantra states, " Busy mom of 4! Young Living Essential Oils and boogie boarding on beautiful NJ beaches!" That is right up there in my profile.

Phone book? Yes, get an account online with Yellow Pages.com or Yelp.com or Google, etc. Plug in 20 different key words to describe your account. Use words like "massage oil, raindrop therapy, essential oil, health, fitness, etc." When people put in those search words, your name may appear.

Host FOOTSIE TOOTSIE parties! My mother, Chris Anderson, built 80% of her business using this method. It is extremely powerful. Why? Oils are should NOT be TALKED about. Oils should be **EXPERIENCED!** What better way than to have 6 to 8 oils massaged into your feet followed by hot towels? Make sure to put drops in their hand to let them inhale while being massaged. A fantastic training link for this concert is located on this website: <http://www.younglivingoils.net/>

Join a local business networking group. Scout around. Some groups are more organized and better attended than others. These can cost around \$450 a year to join and there is a strict attendance policy.

This is a copy of the classes I teach. Every time I come up with a new concept, I simply add a class. Eventually, I will teach these twice a month.

Young Living Essential Oils Educational Classes 2016-2017

All Classes are located at the home of Lisa Chidester

15 Candle Ct., Shamong, NJ 08088

RSVP Required: Lisa Chidester's cell, 763-233-1704

Lisa.Chidester@yahoo.com . Get ready to learn and have a blast! Can't make a class or don't want to wait? Call and schedule a personal appointment.



Essential Oils Are My Passion

Date	Day	Theme	Time	Description of Classes	Cost
December 3, 2016	Saturday	Oils of the Bible	2 P.M.	Why was Frankincense brought to the Christ Child? Come smell and learn about 12 Oils of the Bible and their therapeutic properties. Optional: Bring your Bible to read references.	Small Donation
January 7, 2017	Saturday	Weight Loss	2 P.M.	Come learn how the Paleo/Ketogenic Diet and Young Living Essential Oil products can support you in your weight loss goals! I will give a whole program approach (I've had GREAT SUCCESS with this!) 60 day, product guarantee on the Young Living Slique Product Line!	Small Donation
February 11, 2017	Saturday	Light the Fire!	2 P.M.	Essential Oils for HIM! and for HER! Learn how to reconnect and Light the Fire! Also, DIY fun stuff to make and take: bath balm, sugar scrubs, room fragrance, peppermint oil truffles! Oils for <i>HIM</i> and oils for <i>HER</i> !	\$3 per item
March 7, 2017	Tuesday	I Need Energy! and Better Sleep!	7 P.M.	Need a kick in your step without using caffeine? How about deeper sleep without OTC or prescription sleep aides?	Small Donation
April 4 At Noon	Tuesday	Raindrop Therapy (Find this online if you'd like to understand more before you come	12 P.M. To 2 P.M.	This back and foot massage technique will be taught using 8 Essential Oils. Come with a partner that you are comfortable trading places with to learn this technique. Bring a mat and a padded blanket. This will be done in the privacy of my basement. This class is limited to the first 6 people who RSVP. I am	\$24 (Many oils will be used)

				not a licensed massage therapist, but I will show you what I know.	
May 13	Saturday	Intro 101/PART 1 How to Use Essential Oils	3 P.M.	101 Ways to Use Essential Oils! Receive handouts of ideas. Massage, internal use, toiletries, cleaning products, Feet/Spine, Inhalation, aromatherapy, bug spray, single vs. blends, potency of medicinal grade vs. low grade.	Small Donation
May 13	Saturday	Intro 102/Part 2 How to Earn Money Sharing Young Living Essential Oils	4 P.M.	Stay an extra hour this day if you would like to understand the earning potential of Young Living Essential Oils as a Full or Part time job!	
June 2 FRIDAY FUN! Stay late!	FRIDAY NIGHT!!	Girl's Night Out!	7 P.M. Until... ?????	Come get a Massage with hot towels! Make homemade lip balms, natural deodorant, hair treatments, etc.! Bring your daughter, sister, mom, and best friend! Door prizes and Raffle! Gift if you bring a friend!	\$5 cover charge, \$3-\$5 per DIY item. Free massage
July 18	Tuesday	Infused Cooking!	2 P.M.	Flat-belly flavored water, infused oils, appetizer spreads, soups, spaghetti, desserts, etc. Handouts of recipe ideas!	Small Donation
August 1	Tuesday	Babies and Toddlers	10 A.M.	Homemade sun block w/out chemicals, teething, colic, crying, brain development, emotionally connecting, soothing, sleeping.	Small Donation
September 2	Saturday	How to BEAT Cold/Flu season!	7 P.M.	Alternative care instead of the flu shot. Learn how to prevent and/or shorten colds and flu!	Small Donation
October 7	Saturday	Cleaning the Eco-Friendly Way	2 P.M.	B.Y.O.S. Bring Your Own Sprayers. Come fill up natural cleaning solutions of Essential Oils to disinfect your home without damaging the environment or your septic system.	\$2 per bottle
November 7	Tuesday	A Season of Thanksgiving	7 P.M.	Holidays are filled with sweet and bittersweet feelings. Learn about emotional oils and how they support anxiety, addiction, depression, PTSD. Bring hope back and find JOY! De-stress! Let-go! Laugh again!	Small Donation
December 2	Saturday	Oils of the Bible	2 P.M.	Why was Frankincense brought to the Christ Child? Come smell and learn about 12 Oils of the Bible and their therapeutic properties.	Small Donation
January 7	Saturday	Working Out with the Oils!	2 P.M.	HEALTHY AND FIT!! Come learn how Young Living Products can help in these areas: Weight Management, Energy and Stamina, Targeted Support, Healthy Snacking, Multivitamins, Nutrition, Joint and Mobility, System Solutions, Liquid Wellness	\$12 to cover many samples of FANTASTIC PRODUCTS!!
February 10	FRIDAY	Couples ONLY date night!!	7 P.M.	Massage oils for HIM and for Her! Come LIGHT the FIRE with your romantic partner! Cheese & Crackers, Ningxia Red, and Essential Oil Mint-infused Chocolate truffles. Come smell and massage on your partners feet and hands oils for her: YlangYlang, Dragon Time, Clary Sage. And for Him: the	\$16 a couple

				famous Chutran, Blue Sruce, and Mister. Have fun and laugh!	
March 4	Saturday	Gluten Free?	2 P.M.	<i>Living the Gluten Free Lifestyle?</i> Come learn about the health benefits of a gluten free lifestyle. Sample Einkhorn wheat (non GMO wheat seed products!) Taste test pasta, granola, protein bars. Take home recipes.	\$3

One of the precious gems I have learned from listening to countless business and motivational books is that no one really cares about my company. They care about their own product or life. I find that when I approach people, I never initially mention Young Living. I visit with them for a long time and really get to know about them. Once a solid connection is made, they are wide open to hear what I have to say. I took this one step further by planning a small business networking event.

Rather than sending out a flyer saying, "Come to my YL Oils class," I sent out an invitation stating, "Come to my Small Business Networking Party!" Here is a copy of that invitation that was sent out on the highest quality Wedding-type paper which included a self-addressed stamped, return RSVP envelop:

Small Business Networking Event!

Come give your small business a plug! This is an opportunity when you are encouraged to solicit your business product, company, or service. 30 slots are available to the first 30 responders. All persons will be given exactly 3 minutes to plug his/her business (there will be a timer to make it fair). Now is the time to order business cards, brochures, and samples of your product. Bring a portfolio of your work. Make sure you have a polished presentation that will cover everything within those 3 minutes. Please do not come late or leave early as a courtesy to everyone making a presentation (10 to 11:45 A.M. is the critical time period).

Date: Tuesday, April 14, 2015

Location: 10593 Noble Cir N, Brooklyn Park, MN 55443

The Home of Lisa Chidester

Located within the same city block of Champlin Park High School

Cost: \$15.00 per guest (including catered lunch from QFanatic Barbeque)

Returned RSVP Response cards and check must be returned to Lisa Chidester by Tuesday, March 31 to the above address.

Contact: Lisa.Chidester@yahoo.com, 763-233-1704 cell

Itinerary:

9:00 to 10:00 AM: Set up any inventory in my garage (BYOT Bring your own table). Also, ***come early to place 30 business cards/samples/flyers in Lisa's 30 paper gift bags that each owner will walk home with.***

10:00 to 11:45 AM: 3-minute presentations--make sure to mention your best business idea!

11:45 to 12:15 PM: Catered Lunch, network, and make appointments.

12:15 PM : On your way out, check out others' products or samples (you may want to bring some cash! :-)

Response Card

___ I will be attending and giving a 3 minute presentation at the Small Business Networking Party on Tuesday, April 14, 2014. The name of my business/service is _____ .

___ I will be in attendance to listen to other presenters.

___ I will not be able to attend this event; however I do recommend a business owner who could benefit from this event:

(Name of person or company and phone number)

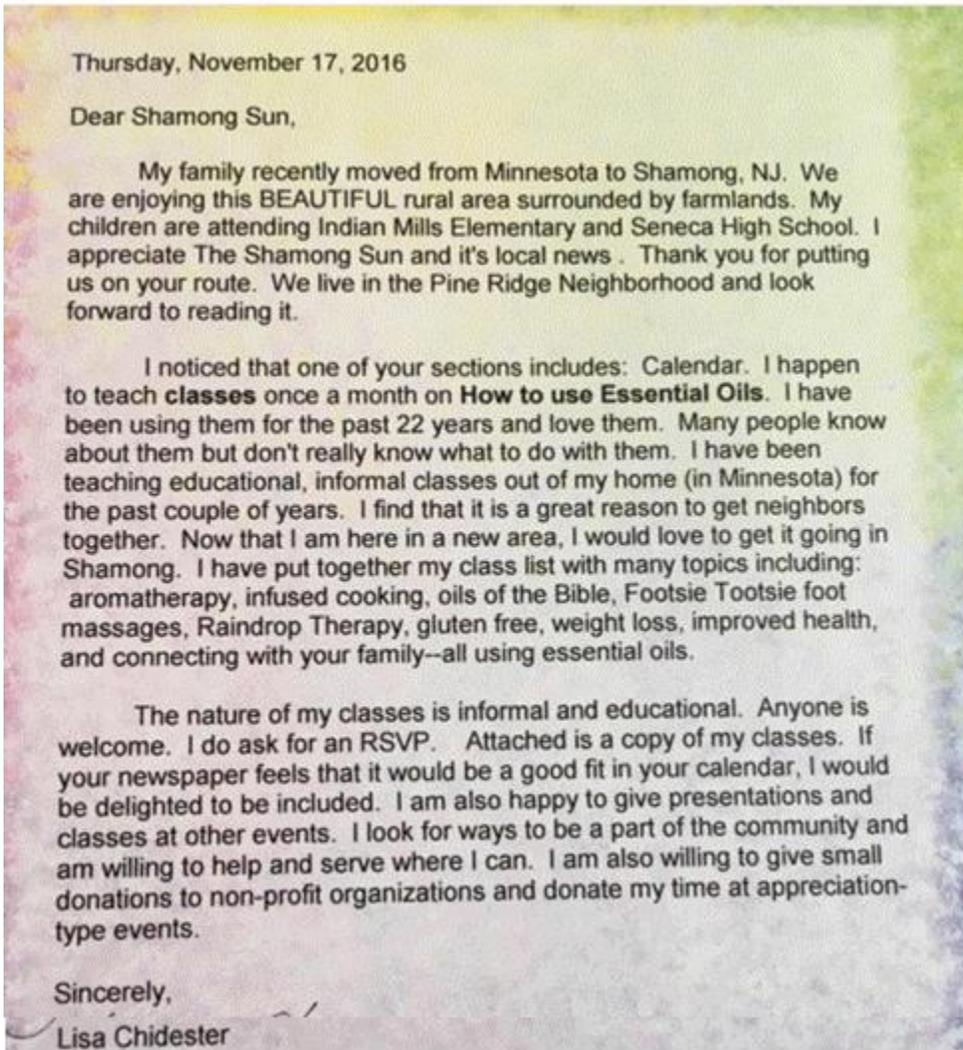
_____ .

Included is my \$15 check to cover lunch, information, and samples to reserve my spot.

I have done this event twice before. Instead of getting 3 or 4 people to show up, I get 25 to 30 people to come. I say just enough to pique people's interest in the oils, and create an atmosphere of "let's all help each other." Throughout the presentations, I make sure to verbally compliment each presenter (Susan gives great massages! Mark is an honest and skilled mechanic! Darcy is a great networker! Jeff runs an amazing Farmer's Market!) By the time everyone is finished presenting, there is an atmosphere of excitement, hope, new ideas, and encouragement from a whole new set of business owners. I tell the group, "Let's be realistic, we can't all purchase 30 items from all 30 people today. We can make a point to contact each other in the next few weeks and months. Also, let's look for ways to barter.

This Networking event becomes a springboard for the next year. I make sure to go back and contact every single person throughout the year. If I am purchasing \$100 worth of oils each month, I may not go through that many oils. I can take some of my inventory to these business owners and look for a barter. This initial arrangement exposes them to my product until they enjoy and understand how to use them. It also gives me an opportunity to invite them to future YL classes.

LETTER WRITTEN TO LOCAL NEWSPAPER ABOUT THE CLASSES



There you have it! This is what I've been trying. Anyone is welcome to call me. I'd love to hear what YOU are doing! Let's help each other!

Lisa Chidester

Lisa.Chidester@yahoo.com

Face book Page: Lisa (Anderson) Chidester of Shamong, NJ

~~~~~

[Click here to go back to main training web page](#)