

The Two Year Learning Curve

By Lisa Chidester

How do I increase my business? How do I find new clients? How can I get my new, fledgling business get off the ground? These are questions that I continually ask myself. Chris Anderson told me, "There is a two-year learning curve in network marketing. What works for you may not work for someone else. Just keep trying new things until you figure out your special niche. Just keep going and going until you figure it out. Be patient. It will come."

With those sage words in mind, I have tried all kinds of fun things this past year:

* I held a business networking event in my home. I invited 30 random people who have their own business to come to my home to network with us. I told them they would have a chance to plug their business to the other guests. I also let them know we would be having a free lunch. I had 30 people respond. Each one gave all the others their business card. Just for fun I invited the local newspaper reporter who covers business. I simply called and invited them to come and cover the event. I guess it was a slow news day because they came! Several of those business people became my friends and wanted to know more about essential oil.

* Vendor event in the community. Great place to get leads. Lots of work and set up. The ones that seem to be the most successful are health fairs and emergency preparedness fairs. Normally a booth only costs about \$25. We have also set up booths at County Fairs, State Fairs, Latino community events, and church bazars.

* Do It Yourself Make And Take gifts (DIY): I got the formulas from Young Living on how to make homemade lip gloss, muscle rub, roll-ons, bath salts, facial moisturizers, room spritzers, and cleaning sprays. Then I invited several of my friends to come over and try it out. I charged them a small fee to pay for the supplies. We all had a good time. It was a fun event! It was a low key way to introduce my friends to essential oils without them feeling like it was a sales meeting.

* I sent out invitations to several of my friends inviting them to come to my home for a Footsie-Tootsie Massages using hot towels wrapped around their feet. I had a really good turnout from those I invited. This is by far the best way I have found to introduce the essential oils to my friends without them feeling like I am trying to sell them something. It lets them actually experience the oils rather than me just telling them about them. Here is a short outline of how I did the party:

Introduction and Purpose for foot rubs:

- Relaxation
- The feet have the largest pores in the body and can receive the oils NEET or undiluted
- If you notice any sore areas as I rub, we can check the corresponding vita flex point on your hands to see if it is an organ that might need attention
- Wonderful way to administer medicines to children through the feet. They don't have to swallow the pill

First oil: **Valor**

- This is a blend
- It has Rosewood –anti-infectious-anti-bacterial-anti-fungal-antispasmodic
- Blue Tansy-helps cleanse the liver and lymphatic system
- Frankincense-which is called the holy anointing oil in the Middle East. It is anti-cancerous and mood enhancing...helps with depression
- Spruce-opens and releases emotional blocks. It brings balance to emotions

Second oil: **Lavender**

- Stops burns from going deeper to a 3rd and 4th degree burn
- Antiseptic, anti-fungal, anti-tumoral, anti-inflammatory
- Helps with blood pressure and cholesterol
- Great for skin conditions-perineal repair, acne, eczema, psoriasis, scarring...girl with 500 stitches in face....Chris Anderson's experience---girl went through back window of car and out the front window. She hit it in a bike race going 40 MPH. She had over 500 stitches in her face and the surgeries were waiting to have the healing take place to start the plastic surgery. I gave her Frankincense and lavender for scarring. Within 3 weeks her scars started to diminish and the surgeries in Los Angeles were stunned, absolutely stunned at the results. The scars were soft and lighter and many diminished. She did have the surgery but with makeup, she looks pretty normal. Lavender diminishes scarring or literally heals the wound and there is no scarring!
- Very calming

Third oil: **Peace and Calming**

- Truly gives a calming feeling to the body. Massage on feet or just inhale it. It is great for over active children. It helps reduce depression, anxiety and insomnia
- It is a blend and has in it: blue tansy, Patchouli, Tangerine, Orange and Ylang Ylang

Fourth oil: **Frankincense**

- Oil they gave the Christ Child. It is also known as "oil from Lebanon" Is considered the holy anointing oil
- Anti-tumoral, immune-stimulant, anti-depressant, muscle relaxing
- Used for cancer, respiratory infections, inflammation, depression. It is immune stimulating
- It contains sesquiterpenes which stimulate the limbic system of the brain. It also stimulates the hypothalamus, pineal and pituitary glands. The hypothalamus is the master gland of the human body, producing many vital hormones including thyroid and growth hormone

Fifth oil: **Peppermint**

- Driving oil that drives all oils further in

- For bad breath. It is purifying and stimulating
- Great for rheumatoid arthritis,
- Respiratory infections such as pneumonia
- Viral infections
- Headaches....place on toes and temples and back of neck for relief of a headache
- Give them one drop of oil in hands and tell everyone to rub their hands fast together (palms) and then cup their hands over nose and breathe in the peppermint

Rub each foot (3 to 5 minutes for each foot) with these oils above. The last oil to apply is peppermint. Take the towels and put the two feet together and wrap the first towel around the two feet. Do not wrap individually. Then take the second towel and put over the first. Work quickly to retain the heat in the towels. Then take a white garbage bag and put over the two towels. Then take a dry towel and wrap around the bag. Let them sit with this on for about 20 minutes or until the towels start to go lukewarm. Then have them remove the towels before they get cold.

* Assisted Living Care Centers (I offered to do a 2 hour massage on 16 residents during the Activity Coordinator's regular time. Fantastic reception! The care facility now pays us to come back every other month for that special event. We then come back a couple of days later to do individual foot massages and sell oils to residents and the nurses. This is becoming so popular that I have had 7 care centers call me through word of mouth

*When I meet someone who has their own business, I offer to barter essential oils with what they sell in their businesses. I have found that women in my neighborhood who sell Pampered Chef, Mary Kay, Tupperware, and Avon are a great source! I invite them to come to my home for a one-on-one. You have a half hour to share your business, and I have a half hour to share mine. I 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!

*There is a sauna at the gym I go to. No matter who is sitting next to me, I say, "Do you mind if I use my essential oils while we are in the sauna together? Oh, thank you. I'll also put some on your feet if you would like. Here, put your feet on my towel. I'll give you a foot/hand massage. Which oil would you like?" I give out 1 to 6 business cards every single morning. Also, I have learned to time my workouts when a large group of people are leaving the water aerobics class and head straight to the sauna. Even if I don't go into the sauna, I will also put oils on my legs in the changing area. It smells so good that people want to know what I'm doing.

* Whenever I have a garage sale, I always put out a long banquet table with a large Young Living banner with essential oil information on it. In the advertisement I put in the local paper I make note of the fact there will be essential oils on display. I have had several people who are already signed up in the company actually stop by to purchase oils from me because they didn't want the hassle of ordering online.

* Funny story..... a gentleman from my church congregation stopped by my garage sale. I noticed that he had a really bad cold. I pulled up a metal chair and told him to take off his shoes and put his feet on my lap. He said "NO WAY." I said, "YES WAY. I'll have you breathing within 20 minutes. I lathered

every menthol oil in my bag, gave him a Ningxia Red and a Nitro to drink. Like clockwork, he looked at me incredulously and said, "This is the first time in 2 weeks I can breathe and have felt this great!!" At that moment, my husband pulled up into the driveway and saw me putting oils on the congregant's feet. He embarrassingly walked passed us and whispered, "Hello Russ." Russ embarrassingly responded quietly, "Hello, Noal." Nothing else was said. I still chuckle.

* I found an amazing, large "Luci bag" that I use for my purse. The bag is clear so it showcases my oils EVERYWHERE I go. When I am in a store, I will plop up my bag on top of any countertop to pull out my wallet to pay for a purchase. People are naturally curious and excited when they see the oils in my bag. I don't say a word. They just ask about them because want to know about my oils. If someone is in line behind me, I will pull out my favorite oil and put a drop in their hand and have them rub their hands together then smell the oil. Then I give them a business card. I find that an easy way to start a conversation with people!

*To help build my business I try to stay in contact with the people in my down line Young Living Team. When I talk to them, I always find they know a friend or family member who may be struggling with lupus, arthritis, tendonitis, back spasms, or depression. I always offer to massage the oils on their feet 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 working 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?"

*I offer to give friends free foot massages. 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.

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