

# Gaining The Edge

By Chris Anderson



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Today's Life Changes We All Face in sharing Young Living

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# Marketing Essential Oils Has Changed.

## Even Walmart sells Essential Oils!



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# How Can We Gain An Edge Over Everyone Else?



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# Have You Been Trying To **SELL** them something?

## How is that working out?



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Stop Saying **SELLING**

Stop Thinking **SELLING**

Never say that word again!



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**Stop Trying To Find People.  
Start Sharing Your Passion!**

**Walmart Can't Do That!**



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It Is So Much Easier To Just  
**Share** Your Passion  
For What You Are Doing!



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We Are Not Trying To **SELL**  
them something!

We are only **Sharing**  
our Passion For What  
We Are Doing  
With Them!





# Why Would They Listen To You?



People Don't Buy

**What** You Do.

They Buy

**Why** You Do It!



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If They Show Interest,

Then.....

Ask If They Would  
Like To Learn More.



# Then Use The Hour Glass Approach

## Ask If They Have 10 Minutes.



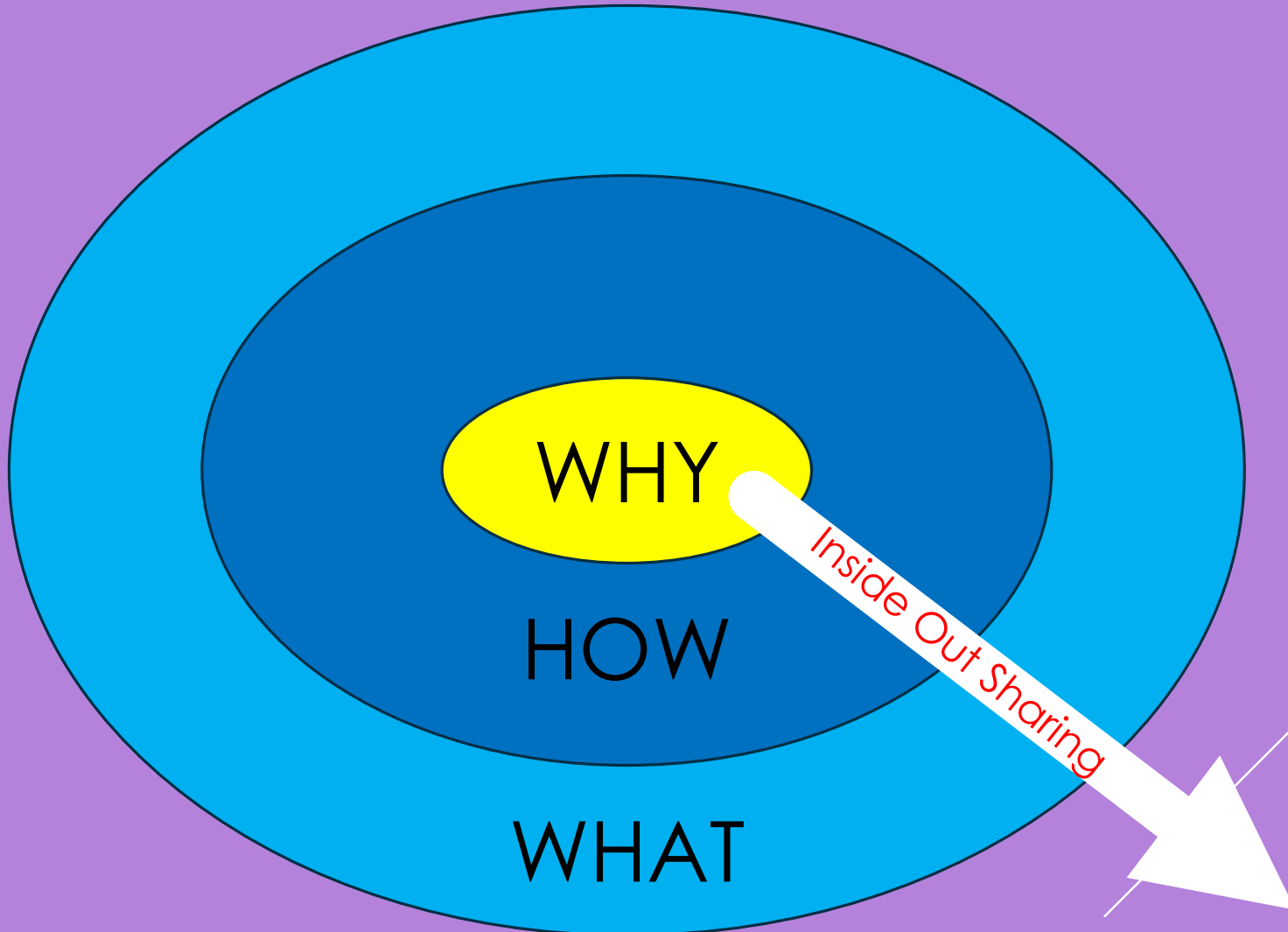
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**You Will Have To Decide  
What To Tell Them According  
To Their Interests,**

**But Remember The  
Inside Out Apple  
Computer Approach.**

# Simon Sinek's Golden Circle

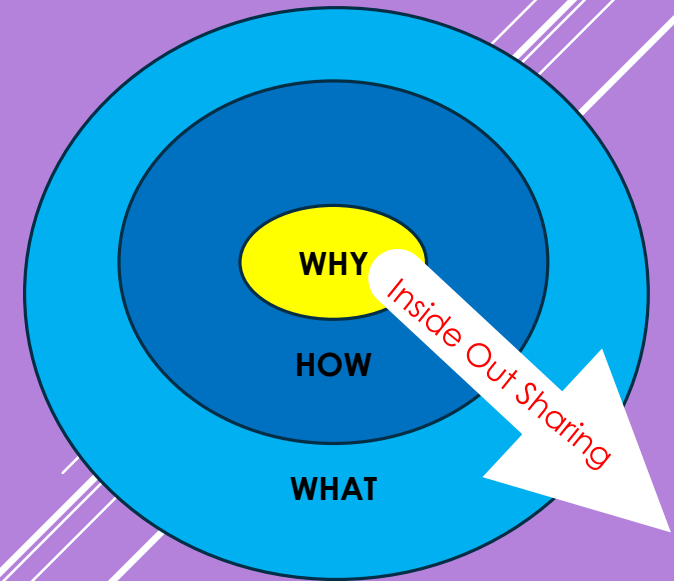


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Apple Does Not Tell People In  
Their Advertising **WHAT** A  
Great Product They Have.  
Or **HOW** It Is Better!

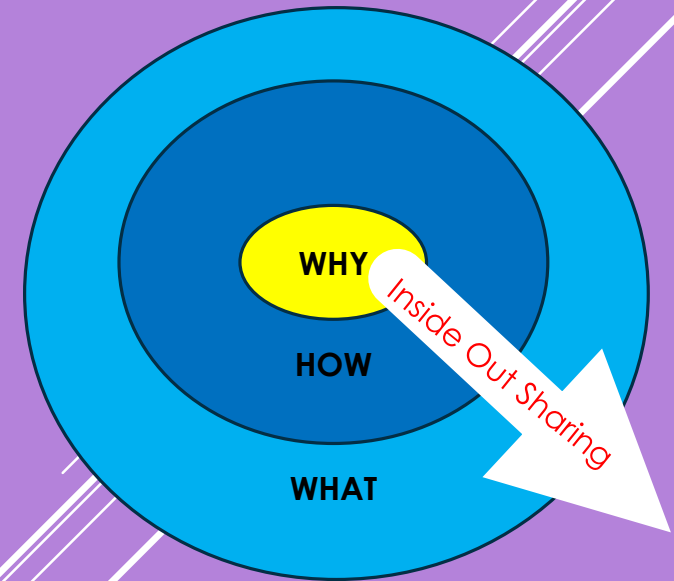
They Tell You **WHY**  
They Want To  
Make Your Life Better!



Facts About Our Products  
Is **WHAT!**

Facts About The Business  
Plan Is **HOW!**

Your Passion is  
**WHY!**





# After they agree to join your Young Living Team, then you can talk about **WHAT** and **How!**

1. Agree to help them hold meetings
2. Commit to \$100 a month
3. Join Essential Rewards
4. Find 5 friends
5. Build a 5x5 matrix

Once You Have Shared Your  
Passion With Them,

**GET THEIR NAME AND  
PHONE NUMBER!**

**Otherwise You Have Mistaken  
Activity For Accomplishment.**

**THEY NORMALLY  
WILL NOT CALL YOU!**

# My Business Card Front And Back



# Follow up Is The Key To Success In This Business!

# Basic Requirement:

To Enlarge Our Influence Base With Our Friends

Create A Team And

Carry Them To The 5 X 5 End Goal!

You Will Be Their Angel, Because  
You Will Help Them Become Financially Free.

# Questions?