

# Grow Something!



Be the first person to text or email the 7-letter code —n in one of the articles, and win a prospecting hat!  
 Txt 610-703-3579

April 2019, Vol. I Issue 2

## Lifestyle: Doin' My Business!

By Marilyn Sinex

I love to talk oils, with my downline, my upline, and even crossline. I see them at several of our meetings and workshops every week. I like sharing the oils with prospects in our weekly Intro to Young Living seminar.

The nice thing about “talking oils” is that you never run out of things

to talk about. There are always new oils you haven't tried, new testimonials from people experiencing positive changes in their health, new deals from Young Living, events, workshops, and the war stories about trying to share them with NOPs (non-oily people) are epic.

Lifestyle (continued on page 2)

## The Book Shelf



### Pathway to Success Planner

- Track your goals, prospects, appointments, hours, finances, inventory, and much more with this 55-page, quick-start business planner.
- Make your mentoring sessions more helpful with exact numbers on new partners, Essential Rewards, and details of your monthly progress for the quarter.
- Ensure that essential oils are always on hand in the amount needed.
- Track your mix of prospecting, personal development, and contacting hours so adjustments to reach goals can be more precise.
- Bonus Goal planning and telephone scripts are included to guide you to setting your first appointments.

This planner is based on the best tips of several top multi-level-marketing gurus and will put you on the Pathway to Success!

[Click Here](#) to get your copy!



The flowers are blooming, the sun is shining, and spring is here! Now that your days are filled with warmer breezes, walks outside, and renewed energy, you'll need essential oils to match. Place your qualifying order and get Goldenrod for open-window, light-filled evenings and Dream Catcher™ to tackle any milestone when you wake up! You'll also receive Lemon and Tangerine for bursts of citrus goodness around the house, in your car, or at the office. Want to know what other springtime necessities you can get with your April order?

### EXPLORE THIS MONTH'S PRODUCTS

#### 400 PV Retail Value: \$198.35

- 5 ml Goldenrod
  - Relive springtime adventures with Goldenrod! Add a few drops of this grassy, sweet-smelling oil to your diffuser at night and you'll slip into soothing dreams of simpler times.
  - Radiant look? Yes please! Mix this spring-scented oil with your face wash and your skin will look fresher and firmer in no time!
- 5 ml Dream Catcher
  - Chase creativity with Dream Catcher. Plug in your diffuser and add this blend for surprising citrus scents and decadent floral notes that will inspire you the way a gorgeous garden does.
  - Whether you're climbing an actual mountain or a metaphorical one, breathe in the aroma of this light and bright blend for a quick burst of motivation as you run after your hopes and dreams.
- 4-pack Lavender Calming Bath Bombs
  - Seek renewal this spring! Feed two birds with one stone by relaxing in a Lavender-scented bath that also treats your skin to ultra-hydrating ingredients.
  - Now that the sun is up almost all day, you're enjoying more adventures! Soothe and soften the wear and tear on your skin with a soak in a bath that's as fresh as it is floral.
- 15 ml Tangerine
  - Let's roll down the windows! Soak cotton balls with this tangy scent and stash them in your car vents so the smell of tangerines will forever recall bliss-filled road trips.
  - Find daily gratitude with Tangerine! Rub this zesty-smelling oil, mixed with V-6™ on your temples each night as you give thanks for the sun, the moon, and all the stars.\*
- 15 ml Lemon
  - Your house can smell like it's nestled in a lemon grove! Diffuse this oil for a crisp, luscious aroma that beats back odors that have no place in the home.
  - Spring cleaning that actually smells like spring? We've got you covered. Add Lemon to your plant-based cleaning products for a living space that smells as good as it looks!
- 5 ml Vetiver
  - Summer's just around the corner! Use the exotic aroma of Vetiver to wrap up finals, big projects, and major deadlines so you can head on vacation worry free!
  - While you're jumping in and out of pools, lakes, and oceans, you'll want to go makeup free! Put your best face forward and use Vetiver as a part of your skin care routine.
- Bonus Essential Rewards: 5 ml Clary Sage
  - Get stunning hair that even mermaids will envy! Add Clary Sage to your shampoo for hair that looks as healthy as the sun is bright.
  - Combine this herbaceous and slightly honey-scented oil with V-6™ Vegetable Oil Complex and massage into your shoulders after a stressful day.
- Bonus Essential Rewards: 10 Essential Rewards points
  - Use these 10 Essential Rewards points to get sunny-weather favorites like Lavender Lip Balm and Lemon Vitality™ essential oil.
  - Note: Points can take up to three days to be credited to accounts.

#### 300 PV Retail Value: \$165.78

- 5 ml Dream Catcher
- 4-pack Lavender Calming Bath Bombs
- 15 ml Tangerine
- 15 ml Lemon
- 5 ml Vetiver
- Bonus Essential Rewards: 5 ml Clary Sage
- Bonus Essential Rewards: 10 Essential Rewards points

#### 250 PV Retail Value: \$89.47

- 15 ml Tangerine
- 15 ml Lemon
- 5 ml Vetiver
- Bonus Essential Rewards: 5 ml Clary Sage
- Bonus Essential Rewards: 10 Essential Rewards points

#### 190 PV Retail Value: \$52.63

- 5 ml Vetiver
- Bonus Essential Rewards: 5 ml Clary Sage
- Bonus Essential Rewards: 10 Essential Rewards points

#### 100 PV

- Bonus Essential Rewards: 10 Essential Rewards points



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

\*Avoid direct sunlight or UV rays for up to 12 hours after applying product.

# Prospecting for the Business Builder

By M. Sinex

*There are two key activities in living the Young Living Lifestyle as a business builder: 1) prospecting, and 2) mentoring. Both activities include teaching and sharing. Both activities must be done consistently, frequently, and skillfully to keep new prospects in the pipeline and create a thriving Young Living business. In this issue I will discuss prospecting. Mentoring will be covered in the May issue.*

## Prospecting is building trust.

For people to consider essential oils and the Young Living lifestyle when we share them, they must trust us. They must believe our commitment to a healthy lifestyle. To trust us, they must see us living that lifestyle. That is why cold calling and traditional advertising methods are only marginally successful when prospecting.

Prospecting is building relationships with qualified people, and is key to sharing essential oils. Qualified people are those who seek to find a life of health, wellness, and abundance. Prospecting is a process of becoming involved in the larger communities and engaging members of those communities in a personal way to qualify, and build trust while demonstrating through our own lifestyle, the happiness in living a life of health, wellness, and abundance.

To understand the process, think about those you would trust to share a product that will cost you money and time. Would you trust the guy/gal on the other end

of an unsolicited phone call? Would you believe a person who knocks on your door promising to change your life for the better? The truth is that successful prospecting builds trust while sharing through demonstration of the lifestyle and use of YL products.

There are many ways to build trust. First is by proof. Trust will be earned if you are able to prove what you are saying through experts, reports, research, etc. Second is by listening to others and helping them achieve their hopes and dreams. A third way is by being trustworthy; sharing information that is accurate and helpful while demonstrating your commitment to the lifestyle of health, wellness, and abundance.



Proof can be shared in meetings, events, and workshops where you demonstrate the products, show the lifestyle, share testimonials, and present research and expert opinion. These are a good way to build trust, but it is also an activity for qualified prospects who are told in advance that the oils will be on the agenda. Some

**(continued page 4)**

## Lifestyle (continued from page 1)

It's always easy and fun to share them with other oily people, but the same thing happens to me as happens to many of you when confronted with a NOP (non-oily person). It immediately gets hard and almost scary.

Many would say that this is fear of rejection - fear that the NOP will think you're in a cult because they don't understand the excitement of being in control of your health, wellness, and abundance. They haven't shared in the friendships and the activities of our oily groups, so there's no way they can understand the excitement.

For some of us the oils are so much fun, it's almost a guilty pleasure. Talking about it with NOPs, who have not experienced it, is like trying to explain an addiction to chocolates or the TV... It feels like confession. We may fear being judged.

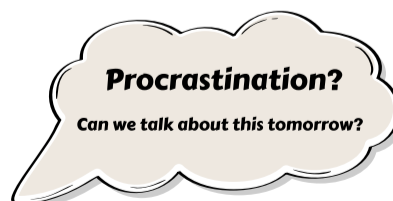
Jeb Blount, in his book *Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling*, attributes the fear to a different cause: fear of being impolite; of changing the

conversation; of interrupting another person's life. "it is awkward and difficult to interrupt someone's day. You can't control the response. That unknown leaves us vulnerable and causes fear."

This is the paralysis that happens when we decide to be a business builder and are faced with the necessity to contact NOPs to share our excitement about the oils. According to Blount, this is where the three Ps come in: procrastination, perfectionism, and paralysis from analysis.

### Procrastination.

While we all experience procrastination, few of us understand



its causes and cures. We mistake symptoms for causes when we say we are procrastinating because we want everything to be perfect, or we

analyze each opportunity with possible negative outcomes that will not be as acute if we do it later.

Procrastination is simply an individual characteristic which puts off unpleasant tasks until later. It is an issue which must be overcome separately from the excuses of perfectionism and paralysis from analysis.

### Perfectionism.

We have all seen the person who continually puts off doing a task, waiting to match every scenario with the most appropriate and educated response. This is perfectionism. It is often diagnosed as procrastination, but it is a separate issue which requires us to control our desire for perfection and risk being human in order to accomplish an objective. You will not influence every prospect you contact, but if you don't contact any, you won't influence even one.



### Paralysis from Analysis.

Finally, there is the analyzer, who can't make a call till they are sure the prospect will be home, not

**(continued on page 3)**

## Lifestyle (continued from page 2)

busy, and open to the interruption of a sales call. They must research to know that they are not involved in anything that might conflict with a Young Living lifestyle, or have been turned off by multi-level marketing in the past. A common worry is if they have the money to participate.



When I step outside my oily friends and decide to share with NOPs to build my business, I notice my hesitation, and a desire to find some silver bullet, or magic tool to relieve my feelings of trepidation, but it helps to be told by sales experts like Jeb Blount, that there are none -- so, stop looking and start prospecting.

### My Suit of Armor.

I do use tools that create a suit of armor against the annoyance you inevitably face when you interrupt someone's life to share the oils when they are not expecting you.

First, I wear a uniform. It was my Young Living shirt, but now I simply wear my prospecting hat, which says, "Ask me about essential oils." The self-consciousness created from the adornment reminds me of my task, and sometimes, even has a playful bystander ask the question, "What are essential oils."

Second, I have a business card that highlights the URLs where the prospecting videos can be found, each with a QR code that can be read by a smart-phone app to bring up the video or website without having to hand enter the address. I give those to anyone who shares personal stories, thoughts, or ideas with me as I am talking to those around me.

Third, I take some persuasive literature to give me credibility in the face of objections. When you can share a pamphlet to address immediate objections, you have the proof that their objection is unfounded. I have pamphlets on the business analytics of multilevel marketing (a common objection is that it is a Ponzi scheme which is totally false) and pamphlets on the science and history of the essential oils, quoting peer-reviewed

research. I rarely give them out, but when a cocky NOP confronts me, it makes me feel good to have them.

I remember once when my husband, who is the worst salesperson alive, tried cold-calling a facilities manager for Day-Timer. The guard told him that the manager did not accept walk-ins (he never responded to telephone solicitation either). My husband pulled out a copy of a cartoon he carried around with him and



asked the guard to give the cartoon and a pamphlet on our office furniture to the manger.

The cartoon had a medieval king turning down a machine gun salesman saying to his squire, "I don't have time to talk to a salesman right now. I am in the middle of a war!" (The code to win the hat is oilyhat). It was a great way to say he was missing an opportunity.

Adorned and armed, I go into my communities and begin to work on building relationships, developing trust, and after, those are done (usually after a few cold contacts), attempting to get a commitment to meet for coffee.

Every time a person shares personal stories or concerns, I give them one of my cards and say I would love to meet with them later when we aren't so busy and hear their story. I ask for contact information (minimally a name) and thank them for sharing and expressing again, my real desire to hear their story. If they only gave me a name, I will usually attempt to run into them again (if they are an employee at a place I stop, or at a club or other regular appointment)

or look on social media (LinkedIn, or Facebook) to see if there is further information there.

It is a good thing to ask if they are on LinkedIn or Facebook so they may expect a friend or connection request. Remember, till now it is about their story, not the oils. I do set a meeting for coffee or lunch with the total goal of trying to learn about them. Sharing will come once the trust has been built, or they ask about

my hat or card.

There are also prospecting events that I use to warm up prospects I meet. Trade/industry shows, speeches, educational programs that I give in the community, or Meet-up style groups that bring together people of common interest are all great ways to quickly gain trust and open the prospect to sharing the oils. All of these are great ways to add warm contacts to the pipeline which will be qualified and approached in coming encounters.

Talking about the oils is a lot of fun, mostly because of the relationships I build as I share. I value my oily friends and look forward to getting to know my prospects better, even though I do face some fears each time I meet them to share the oils. Getting to know them, and earning their trust, however, makes the task easier and, in a different way, the fear enjoyable ... kind of like a great big roller coaster. But, that is a story for a different time.



# Prospecting (continued from page 2)

trust must already be present for such an invitation to be accepted.

These events are called direct opportunities. There are also indirect opportunities, and the quickest way to lose trust is to confuse the two.

## Indirect Opportunities

Indirect opportunities are meetings, events, and activities, set up for a different purpose, with an unstated plan by one party to introduce their product. An example would be a church member who sponsors a Bible study in their home, and shares the Biblical oils without telling participants in advance.

It is common for multilevel marketers to turn entertainment activities into a forum for battering NOP (non oily people) with product claims and lifestyle information. The negative feelings created by these ambushes are self-defeating, and will breach the trust with your contacts. Indirect opportunities must be designed to motivate prospects to ask about the product. Once they do, you should create a future, direct-opportunity appointment and drop it. Remember, until they are qualified (in the pipeline), your goal is to build trust.

## Direct Opportunities

Direct opportunities are the meetings, events, and activities, where organizers directly address the oils as part of an announced purpose. Prospects know they are meeting to learn more about the product and expect to be asked for a commitment.

The Natural Essence Living (NEL) team is using videos as the vehicles to share Young Living with qualified prospects through the direct approach. NEL distributors use direct invitations to view information-packed videos to establish consistency, and insure accurate information is used to share Young Living. After the prospect has viewed the corporate videos, they are asked if they would attend a live PowerPoint introduction to the Young Living lifestyle. Then a second appointment is set.

Invitations to social events (indirect opportunities) are simple, while most feel the invitations to a direct-marketing event are not as simple. The fear of interrupting others with product information directly, is enough to send distributors in search of less effective

indirect methods, even though both require an invitation.

Rather than a personal invitation on the phone to an event, many take the easy road and invite prospects to attend a social gathering in the hopes of "getting them to sign up." Their veiled purpose is to get the prospect to friendly turf where they can be bombarded with the oily lifestyle. Invitations to these indirect events are usually made by impersonal emails, text messages or advertisement on social media. Invitations are delivered in ways that minimize the risk of being present to witness rejection, but also where the opportunity for the prospect to ask questions is absent.

## Gain Trust Through Support and Caring

Another way to build trust in a relationship is by supporting and caring for the people you meet. Rather than approach them with your desire to share the oils, first listen to their desire to talk out a problem or share something that they feel is important. Once a person has shared a personal story, thought, idea, or hope, and feels they have been heard, they will be more open to listen to what you would like to share.



Building relationships this way proves that you truly are interested in other's well-being rather than just "selling another kit." It should be easy to stay focused on the welfare of the prospect since that is the main purpose of sharing the oils and the Young Living Lifestyle.

It will take more than one encounter to build trust with a person and for them to accept an invitation to a direct presentation, but even if it is on the second or third encounter, the invitation to learn about essential oils will eventually fall on the ears of someone who trusts that you believe what you share.



To believe what you share about the oils may take proof, but to agree to attend an event with you and listen will only take trust. If you are trustworthy, and honest, they will be a more willing and open listener.

## Be the Expert.

Another way to gain the trust of prospects is to become the expert. This can be done through volunteering to do a speech or presentation in a community-group event. Many local lead and philanthropic groups search for volunteers to fill time slots with an interesting speech or activity.

Writing blogs, articles, and books are other ways to gain trust. Many times, people will accept the writer

**(continued on page 5)**

# Prospecting (continued from page 4)

of an article, blog or book as an expert in the field. They may not agree with what you say, but if the subject interests them they will be willing to hear more. An invite by a an expert to a direct marketing event may be accepted more readily.

## Prospecting is Part Science and Part Art.

Prospecting is part science and part art, but it is not luck. Since it is dealing with people, there can never be guarantees, and you will face rejection, so many distributors believe that success in prospecting is luck. "You must run into the right people, in the right circumstances." Jeb Blount, author and sales training expert, however, disagrees. He says the most important thing to remember is that practice is the key to being more successful at prospecting. He wrote in *Fanatical Prospecting*, "It is far more important that you prospect consistently than that you prospect using the best technique (p. 34)."

Consistent prospecting creates relationships and situations where prospects just seem to drop in your lap. Rather than luck however, these are primarily the result of building a strong base of relationships and gaining the trust of many people in many communities over a period of time.

A favorite quote of Jeb Blount is Arnold Palmer's, "The more I practice, the luckier I get (p. 34)." Palmer's quote is strongly applicable to prospecting and sharing the Young Living lifestyle. I encourage you to read and study books, articles, and research by sales professionals about prospecting. There are many theories, methods,



and even superstitions about how to aggressively build a solid pipeline of prospects. None of them, however, include waiting for the prospects to find you on social media. Don't end up waiting for qualified prospects to cold-call you. Meet people, build trust, and invite. It is the only way to success.

Resources:

*Blount, Jeb, 2015, Fanatical Prospecting: The Ultimate Guide for Starting Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, E-mail, and Cold Calling. Wiley, Hoboken, New Jersey. Amazon.*

*Robbins, Sarah, 2013, Rock Your Network Marketing Business: How to Become a Network Marketing ROCK STAR. Amazon, Kindle.*

*Worre, Eric, 2013, Go Pro: 7 Steps to Becoming a Network Marketing Professional, Amazon, Kindle.*

## The Business:

# Multilevel Marketing Good Choice for Startup Young Living Founder

The founder of Young Living, D. Gary Young, probably considered several marketing plans when he was developing the vision of Young Living Essential Oils. He could have hired a marketing company and begun a brand-building campaign, but he was faced with a big problem: there was no market for essential oils and it would have been too expensive to create a market.

The US culture, until very recently, had lost its practitioners of aromatherapy. With the rise of allopathic medicine in the mid 1800's, practitioners began to leave alternative therapies for the new, trend of prescribing an unending barrage of new, synthetic, pharmaceuticals. Homeopathy, traditional Chinese Medicine (TCM), herbal treatment, essential oil aromatherapy, and other holistic therapies were branded quackery. Physicians and scientists convinced themselves and the US market, that their grandiose research papers and shiny

new tools were truly creating what God had missed in healing for our physical bodies.

The system of higher learning in the universities became the narcissistic gateway to new treatments and drugs which empowered them as creators. Add the element of profit to this mix, and we reached the point where money and marketing now drive the entire system of medicine.

The US scientific and medical communities have totally discredited the practice of medicine in the 5000 plus years that preceded their introduction. Unfortunately, essential oil therapies were marginalized, and their history of effective healing forgotten. They were even outlawed as medicine by the growing

pharmaceutical industry through the government. Practitioners were lost along with the collective knowledge of the consumers.



# Business (continued from page 5)

D. Gary Young was a pioneer who dared to ask why the healing power of God's own creation was lost to those He created. Young's research into holistic approaches, including essential oils, focused on how to revive time-tested, natural approaches to healing and health. Essential oils became his primary interest. By the time he began his research it was an uphill battle. While essential oils were still used in other countries, in the US they had, disappeared. Economic interests who could not patent the natural substances to guarantee profits so the entire field of research was erased from academeia. The vision to bring it back as a viable option to the consuming public became a daunting task of reeducation through marketing.



Products that must first create a market by educating people are too costly to launch through traditional marketing and brand-building methods. Multilevel marketing, which was introduced in the 1980's, was just right for the task. Multilevel marketers disseminate product knowledge to consumers on a pay-as-you-go, word-of-mouth basis. Their compensation system rewards marketers based on the number of people they educate. Multilevel marketing makes developing a market for a vision possible, matching costs to the revenues generated, It reduces the capitalization required for a successful marketing campaign. Despite the claims of opponents, multilevel marketing is simply a form of marketing using word-of-mouth, which is bolstered by a production-based compensation system.

Many so-called experts poo-poo multilevel marketing, claiming it is a Ponzi scheme because distributors on the top, recruit their own distributors who only get a portion of the commission that those

on the higher levels get. Welcome to the marketing industry, where firms hire outside design and advertising agencies to prepare the market materials at a lower commission rate than they receive at the top. The worker on the bottom of a conventional marketing firm is lucky to be paid minimum wage with no chance of a bonus or merit-based pay.

The Ponzi argument is "fake news" at best. Charles Ponzi was arrested and jailed in the 1920's for operating an investment scam which had nothing to do with marketing. It was simply an investment scam where investors were tricked into investing large sums of money for the promise of an extraordinary profit. Ponzi never invested the money, but instead used the investments of later investors to cover the withdraws and some interest for the earlier investors so they would not realize the scheme. He stole much of the money invested, again using the later investors to cover the missing funds.

Network marketing is simply a business tool to share information on a line of products by word-of-mouth, with compensation based on performance.

Any marketer can achieve the highest ranks based solely on their performance in sharing and recruiting others to share the product line.

D. Gary Young probably chose the multilevel marketing model because it would have been too costly to reintroduce health consumers to essential oils and educate the potential market. Today multilevel marketing is the reason that Young's vision continues to grow, as the network of members has become global.

To find abundance in the Young Living lifestyle, you must find consumers to educate and distributors to mentor in order to share the Young Living Lifestyle. The goal is not sales. That is the purpose of the on-line order and fulfillment departments at corporate. Our goal as distributors is to spread the vision of D. Gary Young, and the opportunity for health, wellness, and abundance, throughout the world.

## Events, Sharing, and Socializing

**April 10**

Intro to Young Living  
NEL Office 7-9 p.m.

[Click Here to Schedule](#)

**zoom**

**April 17**

Natural Essence Meetup  
Wellness Center Jasper  
Mountain 6:30-8:30 p.m.

**April 24**

Intro to Young Living  
NEL Office 7-9 p.m.

[Click Here to Schedule 3/18](#)

**zoom**

**April 30**

Healing Oils of the Bible  
First class of 8 monthly  
NEL Office 7-8 p.m.

[Click Here to Schedule 4/30](#)

**zoom**

**April 15**

Oils & Pets  
NEL Office 7-8 p.m.

[Click Here to Schedule 4/15](#)

**zoom**

**April 18**

Intro to Young Living  
NEL Office 7-9 p.m.

[Click Here to Schedule 3/14](#)

**zoom**

**April 25**

Business Builder Sharing  
A Good Foundation  
NEL Office 7-8 p.m.

[Click Here to Schedule](#)

**zoom**

**May 1**

Intro to Young Living  
NEL Office 7-9 p.m.

[Click Here to Schedule](#)

**zoom**

# Last Month's Events, Sharing, and Socializing.



## Achievements

### New Members In March

Shelly Age  
Tina Brown  
Debbie Rice  
Robert Rindos  
Myrna Young  
Nicole Cuerard-Shanz  
Felicia Jordan Reynolds  
James Jost  
Harry R. Sinex  
Jaime Walker

### Rank-Ups in March

#### To Star

Shelly Age

Welcome new partners and congratulations to all.



#### Get Your

#### Prospecting Hat!

Designed by Marilyn, the prospecting hat will focus you on prospecting. One size fits all, embroidered, cotton will be a discussion starter as you prospect.

[Click Here](#)

**Grow Something!** is a monthly, interactive publication of the Natural Essence Living group of Young Living Independent Distributors and may not reflect the opinion or policies of Young Living. **Product claims have not been evaluated by the FDA and are not intended to diagnose, treat, prescribe or cure any illness or injury.**

Editor in Chief: Marilyn Sinex  
Design and Production: A-G Media

All original material is protected by © 2019 A-G Media and may be reproduced by request through email to [mark@a-gmedia.com](mailto:mark@a-gmedia.com) (just want to know where used. Thanks.)

Natural Essence Living team members, and other Young Living Distributors may submit information for publication on the calendar or articles to [mark@a-gmedia.com](mailto:mark@a-gmedia.com). We reserve the right to edit or refuse any content for editorial or subject reasons. Our office is located at:

Marilyn Sinex  
5748 Vera Cruz Rd  
Emmaus, PA 18049  
Phone: 610-703-3579  
Email: [marilyn@naturalessenceliving.com](mailto:marilyn@naturalessenceliving.com)