

101 Intro to Oils

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COMMON SCENTS

Verbiage for Class Invitation:

Although the Premium Starter Bundle (aka Dr. Mom Bundle) is super practical and can be used for everything from the sniffles and scraped knees to a better night's sleep and emotional support, there are also a TON of flat-out fun ways to use essential oils!

I love showing people how to make mineral-rich, moisturizing bath shots, room & pillow sprays, therapy dough, perfumes, boo boo sprays, wellness rollers, throat sprays, and more!

But the best part is that even the fun ways support our overall health efforts at the same time! In fact, when you're on a crusade to detox your life, I would say essential oils are crucial! That's why Young Living has infused essential oils into almost every one of our products! Whether we're talking supplements and energy drinks or household products and skin care, you will discover that our highly effective, premium essential oils are the real super-power behind each product!

Introduce Yourself (I'll use my example)

My name is Stacy McDonald—I'm a regular mom and grandma. I'm not a medical professional, so all I'm going to share with you today is some of what I've personally experienced.

I've been using essential oils for over 20 years now, but when I first started using oils, I was using mediocre oils—more like “perfume-grade” oils which we'll talk about in a minute. I just wanted a more natural way to clean my house and to make my own perfume. I had no idea the difference in a pure high grade essential oil. And once I discovered the difference, I was blown away! And THIS is the level of oil we'll be discussing today. The good stuff! (*Give personal testimony (or “aha” moment).*)

So, let's start by talking about what an essential oil is exactly! You may have heard essential oils referred to as “nature's living energy—or the “life blood” of the plant.” That's because an oil is “essential” in the sense that it carries the distinctive essence and scent of the plant that it came from—it's aromatic.

Volatile Oils: The tiny molecules in essential oils leap into the air (that's why you smell them across the room. They're also small enough to penetrate skin and get into blood stream.

Fatty Oils: Olive, vegetable, and seed oils. Not volatile. Large molecules that sit on top of skin, but don't penetrate. Good for lubrication and to be used as a carrier oil for essential oils.

Each essential oil comes from the various different parts of aromatic plants, flowers, and trees. It depends on the oil. Some oils are found in the roots, others in the leaves, and others come from the flower or buds of a plant. We even get oils from the bark or sap of trees (frankincense, myrrh, etc.).



Demonstration:

(Pass fresh herb leaves around the room (basil, mint, rosemary etc.), so that each person has one in their hands. Then ask them to tear it in half and smell.)

Now rub the leaf in your hands. Smells pretty awesome, doesn't it? That's the essential oil from the plant – God hides it inside. I want to stress something really important about our oils—that amazing scent on your hands is the only thing in your bottle of Young Living essential oils! No synthetic fragrances, no chemical extenders, no pesticides, no solvents! Just exactly what God gave us at Creation.

COMMON SCENTS

Most essential oil companies can't say that! Most oils on the market are also going to contain fillers and traces of solvents and other harmful chemicals. Some may even have cheap, synthetic fragrances added!

This is a huge deal because we use our oils in cooking; we use them on our babies and on delicate areas of our skin; and we even take some of these oils in gel capsules for our health! So we need to know how pure they are!

But you know what's NOT in those other brands—what their little bottles are missing? Many of the powerful constituents that make our oils actually work!

So before we discuss ways to use using essential oils in this class, I need you to understand why all essential oils are not created equal! I only recommend Young Living oils because they are the only oils on the market that I would trust to use in my body or on my kids.

So for fun, we're going to categorize the typical oils on the market into 3 categories: Food grade, perfume grade, and Premium (that's us).

Food Grade (or what I call “junk food oils”)

- These are oil produced for the food industry – for flavoring. Just like low quality foods, cheap oils produced for the food industry may still contain traces of pesticides and fertilizers.
- If you're distilling plants with pesticides and chemical fertilizers on it, what do you think is getting concentrated into that little bottle along with the oil?
- Even oils labeled “organic” may be clean, but that doesn't mean they're worth what you're paying if they aren't distilled with efficacy in mind. Because as long as it still tastes or smells okay, they don't care—they're going to distill the cheapest way possible.
- Many crucial, beneficial constituents may be destroyed because of pressure or heat that is too high or not brought out at all because pressure was too low. This actually makes financial sense—I mean if it's only produced to flavor foods or beverages – why would they care about bringing out or protecting the constituents? It's not what it's for.
- It's expensive, time consuming, and takes expertise to properly distill essential oils without destroying or compromising their quality. One wrong move and the oil is basically ruined! It may smell or taste nice, but it won't work! You want oils that work!

Perfume Grade

- This level of essential oil is probably the most common, and the most dangerous. These oils often contain synthetic, toxic chemicals and fragrances. They're regulated only by the cosmetic industry, not food, so not only pesticides and fertilizers, but possibly chemical extenders, and solvents. Many are also diluted with with cheap carrier oils, and may hardly contain any essential oil at all.
- Companies distilling at this level usually use chemicals like hexane to gain a higher yield of oil per harvest. Solvents like this, even when just applied to the skin and not ingested, enter the blood stream, and can be toxic—some even have cancer risks.

COMMON SCENTS

It makes sense that companies get away with this when you think about the fact they are selling to a culture that's totally used to toxic fragrances all the time—addicted to it even.

Think name brand room sprays, perfumes, candles, body sprays, and plug-in air fresheners. They're also used in cleaning products, fabric softeners, and dryer sheets. So synthetic fragrances aren't a big deal to them.

Superior Grade (the stuff that works!):

- But Young Living is different. I've said for years that Young Living is the only brand that I trust enough to use on my children or dare to take internally! And you have to be careful with what you put on your skin or inhale too! It all gets into your blood stream.
- I trust Young Living oils because I've been to their farms, I've watched and had opportunity to participate in the farming and distillation process, and I know how absolutely obsessive Gary Young was over quality—and his family and his team are carrying on that legacy! And I'm not just talking purity, but also efficacy and overall quality!
- Never been touched by pesticides or chemical fertilizers.
- Watered with clean, pure water. No herbicides - Hand weeded.
- Harvested at their peak and distilled at exactly the right temperature, pressure, and for the exact amount time necessary to produce a superior oil.
- Plus they go through rigorous testing to make sure we're getting the highest quality constituents possible!
- This takes EXPERTISE that very, very few people in the world have or care about.

Application

Topical: Before applying an essential oil for the first time, you can test it on a small area of your skin. I've been using essential oils on myself and my kids for a long time, and I would say most oils can be applied undiluted (we call that applying an oil "neat." But everyone is different; and some people have sensitive skin, so when in doubt, dilute with a carrier oil!

Also, some oils are considered "spicy oils" (cinnamon, clove, oregano, lemongrass), so when applying to children, elderly, or "sensitive" skin, be careful, but don't be anxious. They won't hurt you! When in doubt rub on bottoms of feet first.

Again, certain oils (especially "spicy" ones) may need varying amounts of dilution. But if it's too spicy, just apply a little fatty oil directly to skin after the fact (example: using milk to cut the heat of Jalapeno).

Within 22 minutes, oil molecules reach every cell in the body. So even applying to the bottoms of feet can help!

Internally: I sometimes take a drop right in my mouth! I love the taste of many oils. You can put a drop or two in your water or in spoonful of honey! I even cook with oils! (give examples)

There are many oils I use as supplements for many things (like peppermint or Digize in a capsule after a "disagreeable" meal. I've even made DIY suppositories!

Aromatically: This is what "aromatherapy" is all about. Diffuse, rub in hands and inhale or use in DIY sprays (I have recipes for you!). Because of the limbic system, oils impact emotions in powerful ways, so they're great for brain training (See the book, Truth Drops, for more on this - stacycdonald.com).

COMMON SCENTS

Fatty Oils

- Use to dilute essential oils (don't use water!)
- Large molecules (good for moisturizing, but they don't penetrate skin like essential oils)

Safety Tips

- Don't use essential oils in your eyes, ears, or nose
- Dilute spicy oils
- Citrus oils are photosensitive, so don't expose skin to direct sunlight after applying citrus oils

What if you get oils in your eyes?

- Don't panic - it will hurt, but it won't hurt you! Flush with milk and then rinse with water afterward. You can use a fatty oil like olive oil, but who wants that in their eye? Milk is easier!

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IMPORTANT: The oils in this presentation only refer to Young Living Essential Oils. Again, lower quality oils may be adulterated with chemicals, and could cause chemical burns or other injury!

One thing I want to stress as we talk about ways to support our health. We all know the dangers of illegal drugs, but did you know that an estimated 106,000 hospitalized patients die each year from properly prescribed drugs? 106,000 people! (Journal of the American Medical Association)

And that doesn't even count the more than two million people who suffer serious side (that includes OTC drugs). Drugs may help control or cover up symptoms, but true healing requires restoration.

Amputating a gangrene leg is not the same thing as "healing" the body. It may be necessary to save a life in an emergency, but you're still going to be missing a leg when it's all over.

Rather than suppress the immune system or mask symptoms, natural methods of dealing with your health can support and stimulate the immune system, and help the body to actually heal itself—because actual longevity and restoration is the goal!

Starter Kit Oils

Pass oils around the room as you talk about common uses for the essential oils in the Premium Starter Bundle (Use "Dr. Mom's Cheat Sheet")

- Desert Mist Ultrasonic Diffuser
- Lavender essential oil, 5ml
- Peppermint Vitality essential oil, 5 ml
- Citrus Fresh™ Vitality essential oil blend, 5 ml
- Frankincense essential oil, 5 ml
- Raven™ essential oil blend, 5 ml
- Stress Away™ essential oil blend, 5 ml
- PanAway® essential oil blend, 5 ml
- Valor® essential oil blend, 5 ml
- Lemon Vitality™ essential oil, 5 ml
- DiGize® Vitality essential oil blend, 5 ml
- Thieves® Vitality essential oil blend, 5 ml
- Peace & Calming® essential oil blend, 5 ml
- 2 AromaGlide™ Roller Fitments
- Thieves® Spray
- 10 Thieves Waterless Hand Sanitizer Sachets
- 2 NingXia Red® Singles

Closing

Closing has gotten a bad rap. Because most people have seen, or been the victim of, deceptive manipulation tactics, they tend to be terrified of being lumped into this category. So they're embarrassed to ask for the sale, and they become paralyzed when they get to the most important part of their presentation - the close.

But it's a matter of perception. It's all about the narrative in your head. In reality, a good close is empowering to your audience. It's helping them to be assertive and do what they already want to do - and that is to feel healthy and whole. Your job is simply to give them permission to do it!

Relax and EXPECT to enroll your audience! Don't choose a "no" answer for them by not being assertive and offering the sale!

Typically, the biggest reason we don't close is because we're afraid of what people will think of us. "Will they think I'm salesy?" "Will they not *like* me?" We all want to be liked. But do you love them more than you want to be liked?

If you truly believe our oils work, and you know that people need them, and you love people, then introduce them to what you know they NEED! That's love! Teach and care about them more than you care about what they may think of you!

We've been given a gift. We are entrusted to nurture tender seedlings! Make them strong! Then teach them to do the same thing!

There are certainly different kinds of "closes" depending upon your audience and the setting. A one-on-one close (my preference) will be different than a group close at the end of a presentation. Typically, the most solid close is done after the event in one-on-one conversations where you can better ascertain the specific needs of individuals.

That being said, you can end your presentation in a way that prepares people for recognizing their own need. The following example is verbiage that could be used at the end of a class with a typical group of women looking for healthier options for their families (the way I got started).



My favorite close:

As you can see, essential oils aren't drugs! Drugs work against your body to force it to do things it's not inclined to do on its own. That's one reason we have side effects. Essential oils work WITH our body to support its efforts to do what it's already designed to do - and that is to heal.

Drugs are just man-made copy cats of an intricate masterpiece that God designed at Creation for the service of man. I got into oils because I didn't want my family dependent upon pharmaceutical companies and monthly trips to the doctor. I wanted to support my body in its natural design to become and stay healthy. But most of all, I wanted that for my kids. I'm wondering how many of you are my kind of people. Is that what you want too?

I have a few kits in the back of the room for those of you who are ready to take control of your own health. And I'm (or we are) here to support you and teach you everything you need to know.

COMMON SCENTS

Now before we finish up, I want to make sure you get all the perks possible! The kit I recommend is going to be your best deal (\$439.42 value) for only \$165.

If you spend 100 min. pv you unlock a 24% discount for the whole year – and as long as you keep ordering, you'll continue getting that discounted price.

Or if you put any single item on Loyalty Rewards (Loyalty Rewards), no matter the price, you'll get 24% off for that month.

And there's even more savings you can get. So let's talk for a minute about YL's subscription program, LR.

Loyalty Rewards

Place a loyalty order of 50+ PV and earn points every month for free products! There's NO fee to join, NO obligation to continue, and you get to choose whatever you want to order every month! Aka FREE oils and products!

For the first year, you'll earn a loyalty gift at months **2, 3, 6, 9, and 12**—and every 12 months after year one. And the longer you place 50+ PV loyalty orders, the more loyalty points you earn each month.

- **2nd consecutive month** on LR for 50 pv you'll earn a FREE diffuser
- **1–3** Consecutive Months – 10%
- **4–24** Consecutive Months – 20%
- **25+** Consecutive Months – 25%

Plus, I have a special coupon code for you today that gets you an extra 10% off if you're brand new! SHAREYL

Opportunity (keep is simple)

Note: Always give income disclosure link when sharing the opportunity:
(<https://www.youngliving.com/us/en/income-disclosure>)

And, if you refer a friend, you can earn either products or cash! Super easy! Customers can earn a 25% product credit for referring friends and Brand Partners can earn 50% and more! So, if you want, just check the little Brand Partner box and you can refer a friend with the same kit you just bought and get almost half of that back in a commission check next month!

Of course, they can order whatever they want, but why not start them off right with a kit?

Note: You can redeem up to 375 points each month for free products. Look for products with a blue flag next to the price.

Share any fun giveaways or resources you have to offer.