

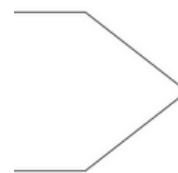
HOW WE TEACH

- **Get Their Attention** - by sharing an origin story - what happened that made us stop and pay attention, how the experience changed us, why we feel it's so important to share with others.
- **Identify their top health concerns** - to create personal urgency to finding a solution.
We have them write them down on a [Custom Enrollment form](#)→
- **Poke Their Pain** - We focus on why people look for alternatives to modern medicine and doctors.
 - We talk about all the dangerous side effects and risks of addictions in pharmaceuticals.
 - We talk about how frustrating it is to be a mother with sick kids being turned away from a doctor with no answers.
 - We talk about how impossible it is to trust the products in stores are safe, pure, non-toxic and no one has time to research every product/company out there – we need trusted sources.
 - We talk about having affordable options
 - We talk about being your own advocate for your health and wellness
- **Choose a focus & suggest products to start with** -
 - Foundational health habits - Vitamins, MetaPWR, gut health,
 - Proactive medical care
 - Emotional wellness
- **Create an experience during the class** - oil infused foods, applying and smelling oils, sampling MetaPWR, etc.
- **Personalize the close** - Keeping the individual's top health concerns in mind, we offer personalized recommendation options. We book a Wellness Consult at the time of enrollment and follow up on the 3 questions we ask at the end of the class: Use? Host? Build? (see [How to Close: The Enrollment Conversation document](#) →)



HOW TO FOLLOW-UP

- **Always have a scheduled next appointment in the first 90 days** -
 - Immediately after enrollment - confirmation text & welcome email to confirm WC
 - 7-10 days after enrollment - hold Wellness Consult that you set up at the time of enrollment
 - 1 week after WC - check in and troubleshoot - set up 2nd Wellness Consult for 1 month
 - 1 month after enrollment - 2nd Wellness Consult - schedule 2nd month check in
 - 2 months after enrollment - Check-in and ask to host -
 - 3 months after enrollment - 90 day check-in, evaluate progress and make recommendations
- **Customer Tracking System** - individual folders to track interactions and what follow-up steps have been taken. We teach this in paper form to be duplicatable but some have converted the system to a digital format
- **Offer a variety of on-going support** -
 - Customer appreciation events - Gift Making Workshops 2x a year



Invite to other foundational classes & continuing education classes

- Live Customer Experiences - Spa classes, Themed Stations, Seasonal make & take workshops, etc
- Studies & Challenges - allowing customers to experience different products with education and individual support
- Monthly Continuing Education classes and Opportunity events online
- ***Treat your team as your most important customers -***
 - Inviting them all to the on-going support opportunities above without any expectations - serve without a call to action creates trust and genuine relationships
 - ***Create opportunities for connection and belonging*** - team gatherings that focus on the journey NOT on accomplishments. Not everyone relates to rockstars but everyone relates to the journey. We do this by having gatherings such as watch parties, rent houses to stay in together at conventions, and holiday parties.
 - ***Invite them to immersive business experiences*** that address reasons people stop doing the business (lack of belief in products, opportunity and self, lost vision or why, immediate needs are not being met like money, skills, belonging, purpose).
 - Experience doTERRA
 - Team Retreats - plan the agenda to give tools to address those quitting reasons

HOW TO CONTACT

- ***Choose a style that is natural to you*** - text, call, in person, DM
- ***2 YESes Invitation*** -
 - Ask if they are open to learning - share your short story, what type of event/class you are doing and ask if they would be open to learning more - can you send them details?
 - Send invitation - date options, times and registration link (if applicable).
 - Follow-up text - Did you see my last text? What do you think, can I write you down as coming?
 - Offer personalized option if needed

HOW TO GET PEOPLE TO SHOW UP

- ***Begin building a relationship of trust before the event/class*** - demonstrate that you are here to educate and serve above all else even before you meet your guests at a class. We do this through strategic outreach leading up to an event/class we call 5 touches.

Touch #1 - Are you open - extend an invite or plant a seed by sharing a story

Touch #2 - 1 week before the event - establish a conversation thread with your potential customer who has accepted an invite. Some examples might be:

- Send an product experience kit & text them a heads up to look for it
- Sent an introduction text and invite them to extend the invitation to others

Touch #3 - 2 days before the event - reach out to ask about their top health concerns to tailor your presentation to be most valuable to them.

Touch #4 - Day of - a few hours before the event - text each guest expressing excitement and giving them a key piece of information, such as the address, parking instructions, or Zoom link.

Touch #5 - Personalized recommendations and close