

## STEP 1: *Identify*

Once you have enjoyed greater physical, financial and emotional wellness with Young Living, you'll naturally want others to experience the same results. Many Young Living members share with others out of sheer enthusiasm for what the products have done for them!

You don't need to worry about knowing everything related to Young Living to get started. The true power of this system is you. Simply share your experiences and love for the products. By simply sharing from your heart you will rapidly gain experience and, over time, you will naturally improve your ability to communicate with others.

For most, achieving success can be as simple as identifying successful Young Living leaders and then doing exactly what they do. This is how the Share for Success System was developed. It incorporates the step-by-step process, skills, and behaviors of many successful Young Living leaders, and as you start to master these skills you, too, will experience success.

The first step towards success is "identify," meaning identify clear reasons and expectations for your involvement with Young Living. This step is divided into three areas:

1. Identify your **Purpose**
2. Identify your **Plan**
3. Identify your **People**



### PEPPERMINT

*Peppermint (Mentha piperita) has a strong, clean, invigorating aroma. Peppermint is proven to increase concentration. Rub a few drops of the oil on your hands and your temples to help energize and focus as you Identify.*

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## THE *Essentials:*

*Identify your purpose for sharing Young Living. Identify a reasonable business plan. And then identify the people with whom you will share.*

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*“Virtually everyone who becomes involved with Young Living experiences growth and progress in various areas of their lives as they interact with other like-minded people.”*

-Mary Young,  
Executive Vice President

## IDENTIFY YOUR PURPOSE

People join Young Living for many reasons. Those who thrive identify their reasons for being involved with Young Living and stay focused on their “why.” Your primary “why” may be better health, rewarding relationships, improving yourself, helping others or some other reason. Write down your “why” in your journal or somewhere that you will see it regularly. For most, financial growth is at least a part of the “why.” This section will help you to identify to what extent finances are part of your “why.”

1. Please identify how important each of these are to you according to the scale:

10- Extremely Important  
8- Very Important  
6- Desirable

4- Indifferent  
2- Unimportant  
0- Not Applicable

\_\_\_\_\_ Earning a little extra spending cash

\_\_\_\_\_ Paying off credit card bills

\_\_\_\_\_ Paying for a new car

\_\_\_\_\_ Paying for a child's college education

\_\_\_\_\_ Paying off a home mortgage

\_\_\_\_\_ Replacing a part-time income

\_\_\_\_\_ Replacing a full-time income

\_\_\_\_\_ Saving for retirement

\_\_\_\_\_ Seeking financial independence

\_\_\_\_\_ Other \_\_\_\_\_

2. Based on the results above, are you earning enough?

YES NO

If not, what additional income do you need to make your goals a reality?

\$ \_\_\_\_\_

## IDENTIFY YOUR PLAN

Now that you've identified what you want, the next step is deciding what you are willing to do to get it; it's time to create a plan. Ideally this is best accomplished with the help of your sponsor; however, if no one is available, everything you need to get a start is right here.

Be realistic about the number of hours and types of activities that are required to be successful. Use the following information and the Resource Site (see [CrownDiamondTools.com](http://CrownDiamondTools.com)) to help you get started.

### *Your Business Plan for a Successful Young Living Business*

1. What is your desired monthly income from Young Living?  
\_\_\_\_\_
2. How soon do you want to start realizing this income?  
\_\_\_\_\_
3. How many hours each week can you spend to develop this monthly income?  
\_\_\_\_\_

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The chart below shows approximately how many months it may take to create your desired residual income stream.

	HOURS SHARING YOUNG LIVING PER WEEK		
	5-6	10-12	15-18
Desired Monthly Income Stream*	Estimated Months to Achieve your goal		
\$500	3	2	1
\$1,000	7	4	2
\$2,000	8	5	3
\$3,000	12	7	5
\$5,000	16	10	8

\*This represents the potential of following the 90-Day JumpStart (see page 33). Your results may vary.

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It's important to spend your time doing the right things. As you work, focus on the results of your efforts and follow the pattern outlined in the 90-Day JumpStart plan outlined in this manual. The "Hours Sharing Young Living" number means spending time in the following areas:

1. *Inviting others* to learn about Young Living—a critical component of your success.
2. *Introducing/Sharing* the advantages and benefits of Young Living products and lifestyle through Young Living Home Experiences, Introductions, demonstrations, testimonials, and sharing educational tools—such as brochures, audio, and visual presentations.
3. *Sponsoring* others as Young Living distributors so they can enjoy everything the Young Living lifestyle has to offer.
4. *Following up* with everyone you come in contact with. Develop a system and work at it.
5. *Developing* sharing and inviting skills. Whether through your sponsor or Young Living's Business Development Team, there are ample tools to build your skill level and confidence. But, of course, there is no better training than actual experience.

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This is an example of an effective and balanced use of time when working your Young Living business.

Example: Distributor Working 5 hrs/week

Invitations.....	1	} Hours per Week
Intros/Enrollments.....	1.5	
Sponsoring.....	5	
Follow-up.....	1	
Development.....	1	
<b>Total Hours</b>	<b>5</b>	

Ideally, your sponsor will assist you in implementing the above elements for maximum success. As you progress you'll learn about duplication and other skills that will help you multiply your rewards. For a sample worksheet detailing daily activities that will get you where you want to be, see the Share for Success Resource Site (visit [CrownDiamondTools.com](http://CrownDiamondTools.com)).

## IDENTIFY PEOPLE

Young Living is all about people. We improve lives in meaningful and significant ways. This is our mission:

OUR MISSION

*We honor our stewardship to champion nature's living energy — essential oils — by fostering a community of healing and discovery, while inspiring individuals to wellness, purpose, and abundance.*



### ***Who will you help by sharing Young Living?***

This section will help you identify people to help while subsequent sections will help you to invite them, introduce them to Young Living, sponsor them, and consistently follow up.

For instructional purposes we divide people into three main groups. The most effective Young Living leaders foster activity in all three groups.

*People you know:* Your friends, neighbors, relatives, co-workers, social contacts and business contacts.

*People you don't know yet:* Others you meet through daily interactions or through marketing efforts such as advertisements, outreach opportunities, or industry expos.

*Referrals:* Whether it's someone you know or somebody new, always ask for referrals. Even those who are not interested often know someone who is.

### ***Who do you know?***

Those close to you can be a great place to start sharing. You know their hearts and minds and are probably very excited about how Young Living can improve their lives. Here are some steps that will help you identify these people:

**1. Make a Sharing List.** Include everyone you know. Resist the temptation to remove names from your list because you think they're too busy, make too much money, or will be offended by your asking. And remember to ask for referrals because it's not just who you know, but also who they know. (See Share for Success Resource Site at [CrownDiamondTools.com](http://CrownDiamondTools.com) to use our list-maker tool.)

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*"It's not just who you know, but the people they know as well."*

-Teri Secrest,  
Young Living Diamond  
Distributor

**2. Use the People You Know Memory Jogger List** (see the Share for Success Resource Site at [CrownDiamondTools.com](http://CrownDiamondTools.com)). The purpose of this is to help you identify the people you know and the places or businesses that could remind you of others to share with. As you can see, there are literally hundreds of possibilities.

**3. Decide Whom to Call First.** After you have gone through the above steps, you'll find that you have a long list of contacts. Write down each person's needs and attributes so you will know who to contact first. As you identify others you want to share with, it's helpful to first contact those who may have the greatest health or financial need; maybe someone you've recently talked to about improving health, dissatisfaction with employment, desire for more income, etc. You may also start with friends who have special skills and attributes—those who are entrepreneurial, sociable, self-starting or have a business background.

### *People you don't know yet*

You can help far more people if you are open to the possibilities of reaching out and sharing with everyone around you, including all those wonderful people you don't know yet. Here are some proven and effective ways to start connecting with new people.

- **Speak Up:** Wherever you are and whomever you meet, start talking with people. Become genuinely interested in others and this skill will become second nature.
- **Online Tools:** Get a free [YoungLiving.com](http://YoungLiving.com) Web site, subscribe to the Young Living Connections prospecting site, or other web vehicles that allow you to take advantage of Internet traffic.
- **Interest Cards:** Also called "sizzle cards," place them on car doors, windows, counters, use as business cards, etc.
- **Educational Tools Placement:** Place health brochures, newspapers, or other educational tools in locations where potential contacts pass by or linger, such as health clubs, waiting rooms, the dentist

office, a bookstore, or gas station. Make sure to ask permission to do so, and then pass by regularly to replenish the supply as needed.

- **Target a Market:** Send letters, newspapers or e-mails to a market you know. For instance, if you're a massage therapist, you could send 10 other therapists a letter or e-mail, then follow up.
- **Business/Health Expo:** For the right personality, expos can be a great place to make a lot of contacts in a short amount of time.
- **Meet and Greet:** Mingle and discuss business and interests with others from similar interests or industries.

### *Referrals*

A great opportunity to connect with new people is by asking for referrals. Requesting referrals is an integral part of sharing, and can be as simple as remembering to ask. As we move through the later sections of this manual you'll note that asking others for referrals is part of inviting, introducing, sponsoring, following up—and ultimately duplicating. When asking becomes a standard and natural practice, it can open an endless supply of great people to share with.

Practice a simple script: ask others who they know with whom you can share Young Living.

- Who do you know that is into natural or green & sustainable products?
- Who do you know who wants to improve their health?
- Who do you know who is a great teacher?
- Who do you know who is an entrepreneurial type?
- Who do you know who is unhappy with their job?
- Who do you know who has a great positive attitude?
- Who do you know who is ambitious/motivated?

For a full set of referral scripts, see the Share for Success Resource Site (visit [CrownDiamondTools.com](http://CrownDiamondTools.com)).

## *THE Essentials:*

*Identify a compelling "why" and help others do the same. This is a key for success in Young Living.*