

YOUNG LIVING TRAINING CD #84
‘ESSENTIAL BEGINNINGS
Mary Young

We welcome you to Training CD #84, an exciting interview with Mary Young, Co-Founder and Executive Vice President of Young Living on the growth and future of Young Living, and valuable suggestions on sharing Young Living products. And now here is John McGary to begin our interview.

John McGary - Welcome, Mary Young!

My name is John McGary. I am the current North American Sales Manager here at *Young Living*.

Even though I may be somewhat new to a *Young Living*, I have the honor and the privilege of having someone with me today that's been involved with network marketing for 20 years and had been with *Young Living* from the foundation of the company. She is not only a great mother, a wife, and a force for good in our society, but she is also a great leader and a great example. I have Mary Young, the Co-founder and Executive Vice President of *Young Living* with me today. Mary, thank you so much for taking the time out of your busy schedule to be with us today.

Mary Young

Thank you for having me here. I think this is a lot of fun.

John McGary - Vision for the Future

It is! Mary, we've got a lot of things that I want to cover with you today regarding your vision of the company and also some of the secrets that you have with network marketing and running your own business, but first I just wanted to ask you, "As one of the founders of *Young Living*, you've seen a lot of changes and a lot of growth over your years. Would you please share with us your feeling on the evolution that you've seen here in *Young Living*."

Mary Young - Learning about Essential Oil

You know, John, when I start thinking about essential oils and our beginning, I have to go back to the first time I heard the word "essential oil."

Do you know what, I didn't know what that was—but I was really curious and I have always had the attitude, "Go look at everything. Go listen to what people have to say. Go check out new products—you can always say no, but you might miss out on the very thing you're looking for." So I have always had

I knew how difficult it was to figure out how to start, and that little *Essential Seven* is so easy to understand. I would strongly suggest, even today, with all the fabulous products that we have and all the fabulous new products that we have, that one start with an *Essential Seven* because you can understand that, and once you get into it, once you get the feel for the oils, it's like, "Oh! I can't learn fast enough! I've got to try this, I've got to try that. I've got to have.." and before you know it, your

a curious mind about any and every new thing that's out there when it comes to products in the world of health. I became really curious and I later was invited to a meeting to which I went, and I just listened. I have been one who has said, "People who are looking for truth recognize it when they hear it."

Recognizing Truth

I heard truth. I didn't know a whole lot, but I absolutely heard truth, and I was fascinated about the Biblical foundation of the oils. So many questions that we never ask and are never answered came to my mind, like, "Why *frankincense* and *myrrh* to the Christ Child?" That was really fascinating to me and when you start learning about essential oils, you know why.

And that is really exciting! I just absolutely love that aspect of it.

I think about Gary when he was first introduced to essential oils and how he became fascinated with what he read. Again, looking for truth. Hearing something, reading something that rang "true." You know, we all have our beginnings. You start using one oil; you start using one product, and you get really acquainted with it. Then you add two or three more and then a few more, and now in *Young Living* we have so many products that are so easy to explain.

The *Dentarome Ultra* is one of my most favorite products, and anyone who has not used that product is really missing out, and that is just a simple, consumable product that we use two or three times a day. It's things like that, that help us understand how it all works and how it all comes together.

Start with a Few Products

For someone who is brand new and is having the same experience that I had, I would say, "Just start with a few products. Start with that which has an appeal to you, or try the *Essential Seven*. It was my idea to put an essential seven together.

whole basket is full! It's just like an essential oil buffet, and it's so fun.

Then when you go to the meetings, when you go to conventions, you have this fabulous time talking to people about their experiences with old products, new products, oils, supplements—everything under the sun

—and it's really fun. Last year we came out with a new ART product. My goodness! That is a spectacular product for everybody.

I remember when I went to the dentist, I was so excited to share about the dental hygiene products that we had, and he looked at me and he said, “I want to know what you put on your face—that’s what I want!” We have laughed and laughed about that because it just tells you men are just as interested in skin care as women, and I think it’s important that everyone have the opportunity. So that would be my suggestion to people who are just starting.

Gary’s Passion for New Products

I know Gary gets all excited because he can’t wait to create new products, and he’s discovering all these new oils in Ecuador and he’s got everybody in the office panting and running, because how are we ever going to keep up with him, and what’s he going to make out of this, and how’s he going to put all of this together? He has so many ideas, and we have to say, “Slow down! Slow down—wait for all the rest of us to catch up!” Yet, we’re all laughing because we know it’s just his passion and his excitement for all these new discoveries, and we are the ones who benefit from all of this. So, when I think about essential oils I go back to that very beginning and I look to where we are now, and it’s just as exciting now as it was then! So I would strongly suggest that you just start with the little one. Start with just a little bit and let it grow to where you can grasp it, and then it just becomes so fun, and you won’t feel overwhelmed anymore.

John

What would you say is the single most powerful aspect of *Young Living*?

Mary - Dedicated to the Best

One is the absolute dedication to having the best, being the best, the integrity of the oils. Gary’s absolute total commitment to providing the very best for all of us using these products, not only because he wants to have the best, but he wants everyone

I always thought that it was the people at the top taking the money from the little people at the bottom. I was one of those little people, and I didn’t like it, but I loved the products. So I was just going to help people with the products that I was committed to, and I wouldn’t have anything to do with the network marketing part of it.

Checks Started Coming In...

But you know what happened—those little checks started to come in the mail and I had a real financial

else to have the best, and he wants everyone to be healthy and happy and financially well. It’s a magnificent attribute on his part and he won’t sacrifice anything for the integrity and the quality and the top quality of our products. I just admire him so much.

Probably, the second most powerful aspect of *Young Living* is the dedication of those who are a part of *Young Living*. It’s not only the dedication of those in the office who make the operation work from the inside, but it’s the dedication of the leaders, not only those who have been with *Young Living* for many years, but those who are brand new because it’s everybody’s excitement, perhaps from a different angle that’s creating the growth of *Young Living* and the excitement that everyone feels. It’s wonderful to see everybody in action from all different aspects.

John - Network Marketing Secrets

It surely is. There is a lot of excitement and a lot of growth and a lot of changes that have taken place and we continue to move forward and continue to move in the right direction.

Mary, we’ve talked a lot about *Young Living* and a lot about the company and the aspects of the company. Now, many people know that you were a very success-ful network marketer before joining Gary as a Co-founder of *Young Living*. What was your secret to your success in doing network marketing?

Mary - My Story

I almost laugh. And there are many people who know my story, but I was in another herb business, and I have grown up in the health world my whole life, and I just love to help people and love to see people learn more and improve their lives. When I was introduced to the world of network marketing, I had the attitude of probably thousands of people out there.

need—my whole family had a financial need—and I was teaching singing at the time, and if you have a student who doesn’t come, you don’t make any money, so it’s a real grind to make money that way, as for most people out there. Well, I didn’t understand the concept of network marketing, but I did understand the concept of the check that was coming, and the first check I received was only \$5, but the next check that came was \$100, and I thought, “Oh, my goodness! There’s something to

this! Maybe I should sit down and do a little bit of reading and see what this business is all about!”

I did this and I have to say I was quite impressed. So then I started analyzing the people who I had introduced to these products and analyzing this itsy, bitsy organization that I had, and I thought, “If I do this and this and this, this organization will grow.”

Growing My Organization

My goal always (without any thought anywhere else) was to help those in my organization be successful, and it didn’t matter to me what I had to do, and it didn’t matter to me where they were in my organization—if they were first level, if they were fourth level or fifth level. Perhaps that was my naive way of just wanting to see everybody have success. For me, it wasn’t fun unless everybody was making money. When I went to conventions I always had so many people there, but I wanted to see them be successful. I wanted to hear their stories, I wanted to hear how much their checks were, and when their organizations were growing, then I felt like I was achieving what I wanted to.

Sometimes there were people who didn’t really know much about the business or didn’t really want to know much about the business, and I took them on as a special challenge, and I worked with them and talked with them and showed them. You know, everybody has to pay their bills—everybody—and money is the medium of exchange in our world. When they saw how they could make that exchange, rather than thinking about it as a network marketing where the top people were making so much money and the bottom people (or the new people) weren’t making any, once you get away from that thought process, you can get away from the whole attitude of network marketing thinking. And network marketing is still (in my opinion) the only real, true way the average person can make a better than average income.

Greatest Secret of Success

I think that if someone is being successful and is excited about a product sold through a direct marketing organization, that they have the responsibility to at least explain that to the people to whom they are introducing the products. You never know who has a need; you never know who will catch on. They can always say no. You don’t do it out of desperation. You don’t do it because you want them to buy products so your check will be bigger. You do it because you want them to be successful, because you want them to have the

benefit of a greater income, a better lifestyle. And when you do that, they feel that from you, and people respond.

That was my success. I loved the people in my organization and I wanted them to be successful, and I had a very, very strong, powerful, successful deep organization with many, many leaders, and my attitude was (and I’ve said it many times), “If I dropped dead that day it wouldn’t have made any difference to my organization. It would have kept growing just the same because I had so many people who were so independent.”

Teach Them How to “Fish”

That’s another part of the success. You don’t want people calling you for everything; you don’t want to do everything for everybody. You want to teach them how to teach their people, how to teach their people become successful. And do you know what happens? They start looking down into their organization instead of up to you!

When you do that, then you become only financially independent, but time independent. But it’s fabulous when you are financially independent and you also have the time to go and to the other things that you’d like to do. Just to sit down and read a good book is a thrill for me.

John - Future Plans for YL

We can tell that you have the right attitude and the right knowledge and you know how to build your business. You know that it’s people. You involve people and you work with people and you care about people, and you will have a successful network marketing company if you have that attitude.

Mary, we have talked a lot about the company and about where the company has been and about things that have happened in the past, things that have made us where we are at today. Now here’s the question: Where do we go from here? Where is *Young Living* going in the future?

Mary - International Expansion Ahead

I don’t see any end to it. I just see it getting bigger and bigger and bigger. We were in a meeting just yesterday talking about the international expansion and laying a greater foundation in the United States to support the U.S. growth, as well as the growth outside of the United States. All of that has to be done, and no one can really project how far it’s going to go. I just get excited watching it! I just get excited seeing the numbers go up every month in

the different countries where we're already working and where the products are being given to so many people, and the world of essential oils is being exposed to the world.

If we were just about money, maybe I could say that we're going to be bigger than, say AmWay, IBM, or one of the other giants in this economy, but we are about helping people improve their lifestyles and improve their financial well-being, improve their health and just having a better life all around.

Passionate About Freedom

Gary and I are very, very passionate about being free. We're passionate about having the freedom to be able to do the things that we want to do, to be able to take care of ourselves in the manner that we see fit, to take care of our children, to raise our children the way we think is the best. That really is what we are about. Essential oils are about freedom because when we use the things that God has given us for our health and well-being, then it can only be something positive in our lives.

When people can get away from the things that aren't good, when they become educated about the food products out there that are destroying our health, and they choose to change, then we have been doing our job. We just want people to have knowledge, to learn about how they can become stronger and healthier—that really is what we are all about, and that is something that can spread throughout the whole world.

We have to be strong; we have to be careful, and we have to be healthy, and we need good products, we need wholesome products, we need to be eating out of our gardens, and we need to have an understanding for what we should be doing, and we need to have an understanding of why we have these essential oils.

The Oils Come from God

They come from the plants that God has put on the face of the earth for the use of man. What more can I say than to admonish people to think of that when they are out there building their businesses and teaching people about essential oils! It's a great and glorious mission to be a part of and I am thrilled for the knowledge that I have. I'm thrilled that it's constantly ongoing, and I am so grateful that Gary is a man who never wants to stop, who always is searching for new things, new answers and new ways to help people in the world. That's what I think *Young Living* is all about, and that's why I

think that there will never be an end to the growth of *Young Living*.

John - Plan Now for Convention

I definitely agree. I see things are definitely moving forward. The growth is amazing. We've never had better months and better years than we are currently having, and that momentum is continuing every month, and every day, things are always moving in the right direction.

I just want to put in a comment about the convention that's coming up on September 27th through

the 30th. It's going to be an amazing event. We are going to have the largest expo of essential oils ever in the history of the world. We are going to hear firsthand about new products and new tools that we'll be launching at Convention. And of course, we are going to be treated to hear about Gary and about the new breakthroughs and discoveries that you and Gary are having down in Ecuador. That's something in the near future that people can look forward to, and people can really get behind. This will be an event for everyone to attend, so Mary, I just to thank you for the time that you've spent with us today. I know that your schedule is busy traveling to other countries and all over the world sharing your message.

I just want to say that it has truly been an honor to be with you today.

Mary - So Much to Learn!

I appreciate that and I would also like to say some-thing about Convention. In my years of network marketing, convention was where you really had the opportunity to learn SO much about the products. When Gary and I walked into the ballroom last year we were just in awe at the fabulous job the office staff had done in marketing and everyone involved. This year they say it's going to be even better, so I can't wait! I am so excited about what's happening and about all the new things that Gary is bringing back from Ecuador. I would want to be right there firsthand to hear it first time. I would invite everyone to do everything they possible could to be in attendance and join with us there.

John

Thank you very much, Mary.

Narrator

Thank you, Mary and John, and thank you for being with us on Training CD #84.