

Congratulations on making your commitment to Education Infusion! If you truly commit to educating yourself and your team, you have the opportunity to create a foundation or strengthen your current one, which will propel you into the success you desire with Young Living.

"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader."

John Quincy Adams

When people ask us how our business grew and how we progressed from rank-to-rank in Young Living, we responded with "education and duplication." In the words of Dr. Troy Amdahl and Dr. Dave Braun (The Oola Guys), "It's simple, but it's not easy."

As you begin this journey, our primary advice is to keep the main thing the main thing. Free yourself from distractions, past limitations, and previous failures. It's time to enlarge the vision you once had of your success. We are with you on this journey and look forward to the day when you engage your leaders in the same manner.

God bless you!



Jonathan and Laura Hopkins

Education Infusion Purpose and Guidelines

Purpose

To help business builders learn and implement the duplicable process that Jonathan and Laura used to grow their organization, creating a strong and sustainable foundation of education and relationship building

*“Don’t dig up in
doubt what you
planted in faith.”
Elisabeth Elliot*

The intended outcome is to increase the number of people educating and building relationships. The byproduct of this will increase:

- the number of active members in your organization
- the number of members on Essential Rewards
- the amount of follow up through personal contacts (phone calls, handwritten notes, etc.)
- the number of rank advancements

Guidelines

- Maintain an Essential Rewards order of 100 PV or higher each month
- Track, record, and turn in progress monthly
- Like and follow product and healthy living education on 7 Oily Days FaceBook page or through DropBox
- Use the spreadsheet (Education Infusion Points 2017.xls)

Points Awarded for:

- Personally Enrolled members on your first three levels (50 points each)*
- Personally Enrolled members who enroll in Essential Rewards (50 points each)*
- ER membership increase (10 points for every 1%)*
- Rank advancement (100 points)*
- Rank advancement for Personally Enrolled members (50 points)*
- Teach or co-teach a class. Take a photo and post it on social media. (50 points each)+

- Conduct a one-on-one with a future member. (50 points each)+
- Three follow ups with a Personally Enrolled member (25 points)+
- One follow up with a potential member (25 points)+

*From June 1 to September 30, 2017

+From July 1 to September 30, 2017

*“When you have exhausted all possibilities, remember this: you haven’t.”
Thomas Edison*

What is a class?

- Instruction for 45 minutes to an hour
- Basic or advanced teaching
- Must always include, but not limited to:
 - Explanation of what an essential oil is
 - The YL Seed to Seal process
 - An opportunity for new members to enroll
 - Mention of the optional, generous compensation plan
- Long distance classes via Skype, iChat, and FaceTime classes are eligible. Preferable to have someone on the other end with samples of oils or products
- Not just education, but about interaction and opportunity to build relationships
- See “Class Descriptions” and p. 108 and “Meetings That Duplicate” on page 75 of Road to Royal: Roadmap to Success

Teacher’s responsibilities

- Prepare for the class (see section below)
- Provide handouts if applicable
- Bring oil and product samples
- Have order forms or computer/device with Wifi access to enroll members immediately
- Preferably have at least one Premium Starter Kit for new member to take home
- Ensure enrollership of a new member goes to the person who invited the new member to a meeting. Explain the Fast Start and Rising Star Bonuses to the enroller.

How do I prepare to teach a class?

- Attend a class
- Watch KISSED (Keep It Super Simple for Easy Duplication) with Crown Diamond Sera Johnson: <https://www.youtube.com/watch?v=wDAmsLUsmrQ&app=desktop>
- Watch or listen to Laura Hopkins' recorded classes at Thrivensity.com under Education and Leadership
- Follow product and healthy living education on 7 Oily Days on Facebook
- Print off class notes and handouts if applicable from DropBox. For access to DropBox email info@thrivensity.com.

*"Nothing will work
unless you do."
Maya Angelou*

What is follow up?

Although you will not earn points for follow up in Education Infusion, this is a crucial, tangible aspect of enrolling new members and maintaining new enrollments.

- Phone calls (also known as care calls), handwritten notes, texts, and online messaging are examples of personal contact.
- Emails, mass texts, and social media posts are not personal contact.
- Personalized follow up is more effective and appreciated, so know your audience. (Postcards and personal invitations to classes besides electronic invitations.)
- If your follow up goes unanswered, you need to contact a person at least three times. Different methods may be required.
- If someone does not respond to multiple attempts at repeated follow up, put them on your calendar for next month and go find a new person to enroll.
- Engage members on Essential Rewards and ask if they want to get their products paid for each month. Then schedule to teach a class for them.

“Whether you think you can or you think you can’t, you’re right.”
Henry Ford

Who is eligible?

All non-Diamond members are eligible to participate. There are two separate categories of winners.

- Star, Senior Star, and Executive
- Silver, Gold, and Platinum

Prizes¹

First place winners will have their choice of one of the following. Then, second place chooses from remaining options. Third place will receive the final option.

- Travel voucher of \$300 and lodging for Inside Young Living (corporate headquarters meetings along with warehouse, call center, and Mona farm tour) from November 29-30 in Utah (Valued at \$540)
- Registration and lodging for YL Beauty School at Zermatt Resort from December 1-2 (Valued at \$437)
- Registration and \$300 travel voucher for 2018 YL convention June 13-16 (Valued at \$449)

EUROPE ONLY:

- Registration and lodging for Raindrop Training with Gary Young in Croatia March 2018 (Valued at \$500+)
- Travel voucher of \$300 and registration for Harvest in France 2018 (Valued at \$500+)
- 2018 European Beauty School registration and \$200 travel voucher (Valued at \$500+)

Those who finish in 4th to 10th place will receive a 30-minute consultation with Jonathan or Laura and a bottle of Abundance, which combines oils such as Orange and Ginger, which were used by ancient cultures to attract prosperity and magnify joy and peace.

¹ Vouchers will only be awarded for those who attend the respective events.

Those who finish in 11th through 20th places will receive a bottle of Awaken, which is expertly formulated to help you become aware of limitless potential.

“Success comes from knowing that you did your best to become the best that you are capable of becoming.”

John Wooden

Long-Term Growth

True success is a long-term measurement. To maintain a consistency and help leaders build and duplicate, there will be additional phases of Education Infusion.

Phase II will be from October to December 2017

Everyone who participated and grew their business in Phase 1 is eligible to participate in Phase II. Prizes and parameters will be announced in September 2017.

Phase III will be from January to March 2018

Everyone who participated and grew their business in Phases 1 and II is eligible to participate in Phase III. Prizes and parameters will be announced in December 2017.

Commitment to Education Infusion

I, _____, have read and understand Education Infusion Purpose and Guidelines.

I am committed to educating my current and future team members.

Signed

Date