

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 PHASE II 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

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
- personal rank advancements and the number of rank advancements in your organization

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
- Watch Jonathan and Laura's FIRST MONDAY webinars either live or on replay

Points Awarded for:

Upranks in Qualifying Legs

Re-ranks in Qualifying Legs

Rising Star Qualifiers (Distributors to Executives)

Upranks in Non-Qualifying Legs (Silvers to Platinums)

Re-ranks in Non-Qualifying Legs (Silvers to Platinums)

*"Don't dig up in
doubt what you
planted in faith."
Elisabeth Elliot*

Definition of uprank: When a member achieves a rank advancement (highest paid rank) during a commission period for the **first time**.

Definition of re-rank: When a member achieves a rank advancement (highest paid rank) during a commission period, **but not for the first time**. This is month-to-month comparison: September to October, and October to November, and November to December.

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

To find upranks and reranks, go to My Organization in the Virtual Office and click Advanced on the top right. In the dropdown menu, choose Rank Advancement. In this report you can see members who are new ranks or re-ranks each month.

UPRANKS IN QUALIFYING LEGS (highest paid rank is baseline)

- 2500 points: Personal upranks
- 1000 points: first level
- 300 points: second level
- 100 points: third level
- 50 points: fourth level
- 20 points: fifth level

RE-RANKS IN QUALIFYING LEGS (Team re-ranks on first five levels)

- Personal: 1250 points
- 500 points: first level
- 150 points: second level
- 50 points: third level
- 25 points: fourth level
- 10 points: fifth level

*“Not doing more
than the average is
what keeps the
average down.”*

William M. Winans

RISING STAR QUALIFIERS receive 1000 points for every share each month. (Distributors to Executives). Even if you are no longer earning the Rising Star Bonus from Young Living as a Distributor to Executive, you still will receive points for these shares.

UPRANKS in NON-QUALIFYING LEGS (Silvers and above)

- 2000 points: first level
- 600 points: second level
- 200 points: third level
- 100 points: fourth level
- 40 points: fifth level

RE-RANKS IN NON-QUALIFYING LEGS (Team re-ranks on first five levels for Silvers and above))

- 1000 points: first level
- 300 points: second level
- 100 points: third level
- 50 points: fourth level
- 20 points: fifth level

How do I do this?

- Classes or one-on-ones
- Basic or advanced teaching
- Enroll new and current members on Essential Rewards
- Follow-up and communication with all members

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.

*“Nothing will work
unless you do.”
Maya Angelou*

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

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.

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

John Wooden

Who is eligible?

All non-Diamond members are eligible to participate. There are seven separate categories of winners based on your rank in September 2017: Distributors, Stars, Senior Stars, Executives, Silvers, Golds, and Platinums.

Prizes

First-place in each category will receive

- Free registration to INFUSE 2017
- Hotel room

- \$250 travel voucher
- Aroma Freedom Technique session with Laura Hopkins

Runner-ups in each category

- Free registration to INFUSE 2017
- Aroma Freedom Technique session with Laura Hopkins

“There is no shortcut to achievement. Life requires thorough preparation.”
George Washington

Everyone who participates in Phase II will have the opportunity to attend INFUSE 2017. Those who are participating will also benefit automatically from Young Living’s Race to the Finish from October 1 to December 31, 2017.

Those who were YL members by September 2017, but did not participate in Education Infusion Phase I may participate in Education Infusion for the opportunity to attend INFUSE 2017, but cannot win prizes for Phase II. These members will be eligible to participate in Education Infusion Phase III (January to March 2018) and earn prizes.

Compiling Points

Participants must complete the Education Infusion commitment on the last page of this document, sign it, and send a scan or photo to info @thrivensity.com. You will be added to the email group, the team DropBox, and Education Infusion on Facebook.

Long-Term Growth

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

Phase III will be from January to March 2018

Everyone who participated and grew their business in Phase II is eligible to participate in Phase III. Details of Phase III will be disclosed 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