

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 III 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

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

## Who is eligible?

All non-Diamond members who participated in Education Infusion Phase I and/or Phase II are eligible to participate. There are four separate categories of winners based on a member's highest achieved rank as of December 31, 2017:

- Distributors and Stars
- Senior Stars
- Executives
- Silvers

## Points Awarded for:

### Distributors, Stars, Senior Stars, and Executives

- Overall Group Volume (OGV) increase from month-to-month. The point value is the increase amount (or the negative amount if it decreases).
- 300 points – Legs between 300 and 499 OGV
- 500 points – Legs between 500 and 999 OGV
- 1000 points – Legs at or above 1000 OGV
- 250 points for each personally enrolled member\*
- 1000 points for personal uprank<sup>§</sup>

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

### Silvers

- Overall Group Volume (OGV) increase from month-to-month. The point value is the increase amount (or the negative amount if it decreases).
- Personal Group Volume (PGV) increase from month-to-month. The point value is DOUBLE the increase amount (or the negative amount if it decreases).
- 300 points – Legs between 300 and 499 OGV
- 500 points – Legs between 500 and 999 OGV
- 1000 points – Legs between 1000 and 1999 OGV
- 2000 points – Legs between 2000 and 2999 OGV
- 3000 points – Legs between 3000 and 3999 OGV
- 4000 points – Legs at or above 4000 OGV
- 250 points for each personally enrolled member\*
- 1000 points for personal uprank<sup>§</sup>

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\* You must be the enroller for the new member, but are not required to be the sponsor.

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

## Prizes

### First place in each category will receive:

- Two tickets for MasterMind in Orlando, Florida, (\$1000+) from October 11-14, 2018.
- \$250 travel voucher
- An hour-long consultation with Jonathan and/or Laura

### Second place in each category will receive:

- Two private online leadership team sessions.
- A new Premium Starter Kit (Everyday Oils, Thieves, or Savvy)
- An hour-long consultation with Jonathan and/or Laura

Everyone who participates in Phase III AND submits data for each month will receive a 30-minute consultation with Jonathan and Laura

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

## Compiling Points

To participate in Education Infusion Phase III, a member must have completed Phase I or Phase II and the commitment on the last page of this document. Members who joined YL since June 2017 are eligible to participate in Phase III if they sign and scan the commitment to info @thrivensity.com. A photo is acceptable to be email as well.

All participants will be added to the email group, the team DropBox, and Education Infusion on Facebook.

Data collection will be done via Google Forms and deadlines will be after YL commissions are completed the first week of each month.

## Long-Term Growth

True success is a long-term measurement. To maintain a consistency and help leaders build and duplicate, the three phases of Education Infusion combined requirements that participants need to

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

## How do I share?

- 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.

## 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](mailto:info@thrivensity.com)

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

## 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.

## 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