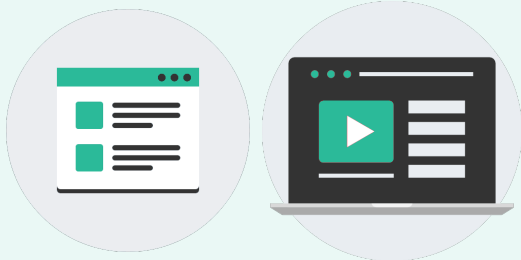


Leads are the *lifeblood* of your Young Living business. If you aren't generating and nurturing new leads constantly, your business will inevitably stall—or worse, never even truly take off. This roadmap outlines the four phases leads must progress through to get from stranger to *business bestie*, and how the components of the GO for Gold System work together to pull this off, *at scale*.



PHASE 1: LEAD GENERATION

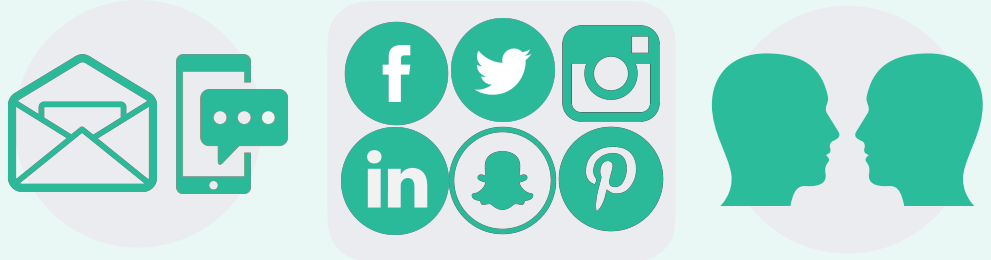
Content Marketing



Blog Content

Video Content

Syndication & Social Connection



List Syndication

Social Syndication + Connection

Warm Market + Referrals

PHASE 2: LEAD QUALIFICATION + NURTURE



Lead Magnet Funnel



Lead Group



1:1 Conversation

PHASE 3: LEAD CONVERSION



1:1 Call or Meeting

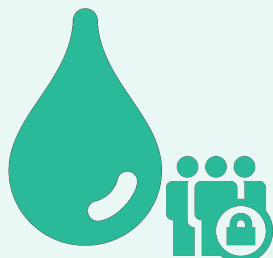
Conversation Cheat Sheet + Convert the Conversation

Enroll New Member

PHASE 4: SERVE + EDUCATE + EMPOWER + LEAD



Specialty Group



Member Group



Challenge Group



Builder Group

CONTENT MARKETING

Serve your bat signal tribe with informative + empowering information



Blog Content

Create lead-generating content that works for you long after you've put the work in. Using topics from your **Map Your Message** document + outlined in your **G4G Content Calendar**, create brief, informative blog posts on your *GetOiling* blog that help your reader. Your blog posts should have a clear *call to action* and a *link to your landing page (funnel)* or to your *lead group*. A video (below) can also be embedded on blogs.

Video is a fantastic way to get found + get leads quickly and send new visitors to your blog and to your funnel. Create short (ideally 5m or less) videos that relate to your blog post topic. Upload your video to your YouTube channel and *include the corresponding GetOiling blog post link* in the video description, then embed the video on that blog post. Be sure to always include a clear call to action to your viewer!



Video Content

CONTENT SYNDICATION

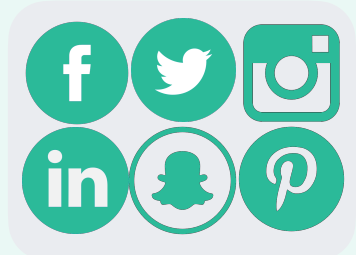
Get found online by strategically sharing your bat signal content to generate & nurture leads



List Syndication

*One of the main goals of this strategy is to build a large, responsive email & text list full of people who share your values and look forward to reading & watching your content. **These leads will opt into your funnel, but aren't always ready to take next steps.*** Be sure to always share your new content with your subscribers so you stay top of mind, built trust, and move people toward 1:1 conversations with you!

Another goal of this strategy is to *brand ourselves* & generate a large, responsive following across social media platforms. The best way to show up credibly, generate curiosity, trust and action is to **be of service to your tribe first**. We do this by showing up consistently & sharing (syndicating) helpful information: *our blog & video content!* Using your *G4G Content Calendar*, plan & post regularly to share your *GetOiling* blog posts so you can be found from all over the web.



Social Syndication

SOCIAL CONNECTION

Engage with your tribe to connect them with your content + move them toward qualification



Social Connection

This is one you may already be familiar with: connecting & communicating on your social profiles, in groups, on threads & in direct messages. This is where you connect directly with others, establish friendships and social context. **The most important and impactful thing you can do at this phase is to show up, get people talking about themselves... and then listen closely.** People will tell you what they need from you! The next time you're in a convo on social media, think of how you can share your content to help someone solve a problem they're talking about.

While this strategy is largely focused on *intentionally attracting & building community with your bat signal tribe* from anywhere in the world—we can't overlook who you know! As you grow your content and your ability to communicate **value-first**, you'll start to notice many opportunities to connect *how you help your bat signal tribe* with influencers in your network. When your network knows & understands the unique value you deliver, you can start experiencing an abundance of new opportunities to connect & grow.



Warm Market + Referrals

LEAD MAGNET FUNNEL

Attract the people you want in your tribe & convert them to qualified leads on autopilot

Your Funnel is where people land who have *found* your content & social posts, *loved* what you had to say, **and now want to learn more from you.**

They'll first see your *landing page*, which offers your *lead magnet*. Once they enter their name & contact info on that landing page, they are your lead! They will receive the lead magnet right away & then receive a *drip campaign* of messages from you... **but don't let that stop you from reaching out directly.**

Messages in your funnel can direct leads toward your lead group, *and should always provide a direct call to action to set up a 1:1 conversation with you.*



LEAD GROUP

Turn mildly curious into highly interested with a thriving community that's designed to build itself

Your Lead Group is an open group *on Facebook (or in a GetOiling Vault)*. It is designed to be a big community for your Bat Signal tribe—one that *engages, supports, informs, entertains and connects likeminded people toward the outcomes and lifestyle they mutually seek*. Ideally, this is a dilute version of your Specialty Group. Your members will stay in this group & use it to recruit more of the tribe!

The purpose of this group is to warm up leads toward joining your *Specialty Group, Challenges and ultimately your YL team*. You want people in this group to want to be part of what's happening over in the Specialty & Challenge groups!

You'll populate this group with your blog & video content, provide step-by-step how-to's, curiosity & engagement posts, LiVE meetups & interaction and sneak peeks of what's happening over in the specialty group! *Keep it active!*



1:1 CONVERSATION

Establish interest & connection with your leads to determine their best next steps

This is the first and most powerful step toward converting your leads into **new members**. Once someone has become a *qualified lead* (by opting into your funnel and/or joining your lead group), **your goal is to go deeper in conversation.**

Most leads don't convert until they've been in contact with you many times, though—so remember to touch base with your qualified leads often using your G4G New Leads Follow Up Plan in your GetOiling Contact Manager!

Remember: *these are people who don't have the relationship you do with YL, with oils and oily lifestyle—and they won't **until they see what's in it for them.***

Endeavor to always meet them where they are so you can be of highest service. ***The best way to do this: Ask great questions and listen.***



1:1 CALL OR MEETING



When it's time to share YL, it's important you do it right. This means setting an appointment with your qualified lead to sit down 1:1 (or 2:1) at a set date & time so you can walk them through everything they need to know to say YES to YL. *You'll know what they need to know based on prior conversation!*

You'll have this conversation in person, via phone, or via a Zoom video call from inside your GetOiling account.

CONVERSATION FLOW



Be sure to use your tools!

Convert the Conversation + Conversation Cheat Sheet are *indispensable* guides to help you make sure you're *asking the right questions & leading a buying conversation* instead of "pitching" or "selling" your lead on Young Living. Keep a copy of these two nearby or on your phone to help you stay on track while you're on your 1:1 call or meeting with your prospect!

ENROLL NEW MEMBER



You did it! ...but you're not done quite yet.

Right now, uncover your new member's specific goals.

Do they have a wellness goal? What's the first milestone?

Do they want to earn free product? What will be their next step?

Do they want to build a business with YL products? What's the goal?

Be sure to set a specific accountability appointment to follow up on their next steps, so your member is always engaged and moving ahead toward a goal you've helped them set around wellness & abundance!

CONNECT TO RESOURCES

PRIMARY GROUPS

Add all new members to these groups. Your main focus should be the specialty group—which should be all your own. Leverage team & 3rd party resources for oily education.

SPECIALTY GROUP

Serve, educate, empower & grow your Bat Signal Tribe

The HOME for your bat signal tribe online

This is the in-depth, unfiltered, value-packed space to serve, educate, empower & grow your tribe

In-depth, results-oriented content for your bat signal:

- Specialized education
- support & accountability
- blog & video content
- outside experts
- LIVE meetups & interaction



Private Group
Members Only
in GetOiling Vault
Your Bat Signal Only

MEMBER GROUP

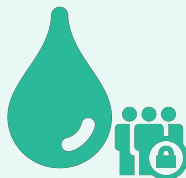
Educate your members on all things Young Living + Oily Life

All things YL + Oily Education

This is where members can get in-depth info on YL, product lines, product usage, recipes, and updates from corporate

YL + Oily Education

- YL Basics
- ER + PSK info
- Oily Education
- PV Promos
- Recipes
- Oily resources



Private Group
Members Only
in GetOiling Vault
can use existing upline group

SECONDARY GROUPS

Members (existing and new) can be added to these groups based on specific interest & criteria. Automate as much as you can for these, so you can keep your focus on growth!

CHALLENGE GROUP

Help your members get results by building oily habits with group accountability

Help your bat signal tribe get a result they want by building YL product habits

People will want to join for the *outcomes*. They'll need to become a member + buy the challenge product(s) to participate

In-depth, results-oriented content for your bat signal:

- Your Coaching Program
- support & accountability
- blog & video content
- outside experts
- LIVE meetups & interaction



Private Group
Members Only
in GetOiling Vault
Used periodically
Must buy challenge product

BUILDER GROUP

Educate your builders on all things YL business + connect with business resources

All things YL Business

This is where members can get in-depth info on how to share, duplicate and lead with a Young Living Business

YL + Biz Education

- Compliance links
- Sharing resources
- Comp plan
- G4G + GetOiling



Private Group
Members Only
in GetOiling Vault
can use existing upline group