

YOUNG LIVING BRAND PARTNER GUIDE

Milestone 1

- Find your referral link
- Getting paid basics
- Earn your first \$100!




SHARE
YOUNG
LIVING.

get rewarded.



Ashlee Mayer
thecrunchymoose.com

The Crunchy Community Essential Oils



You don't have to be
great to start, but you
have to start to be great.

- Zig Ziglar



In milestone 1, you'll learn

- how to find & use your referral link
- get your discount code
- the difference between account credits & getting paid
- how to earn your first \$100!





Howdy! I'm glad you are here!

Hi! I'm Ashlee. I'm your upline Gold leader. I've been with YL since 2014.

- I believe that Young Living has the best products and business model ever!
- I know that you can achieve your goals (big or small) and earn as much income as you want with Young Living when you follow this framework and participate in the action steps.
- I believe in sustainable business practices. I have built my business working part time hours consistently throughout my YL career. I don't believe in hustle, overworking, or neglecting your family for your business. I believe you can do this part time alongside your life, current career, and bring this along with you in your daily routines.

My YL Brand Partnership Journey

When I first started in 2014, I had two goals:

1. I wanted to earn my investment back for my initial starter kit. At the time, starter kits were \$150 and we earned \$50 when we sold a starter kit. I achieved that in my first month by selling 3 kits.
2. My next goal was to earn enough to send my son to a mommy day out daycare program. It was \$195 / month for 2 days a week, 3 hours per day. I achieved that within a few months.

Since then, my goals have grown to creating a sustainable, growing business by guiding people with YL products, sharing my transformations with the products & business, & walking others through this Brand Partner Guide.

No matter what your goal is, there is a place for you as a YL BP & this guide will help you achieve it.



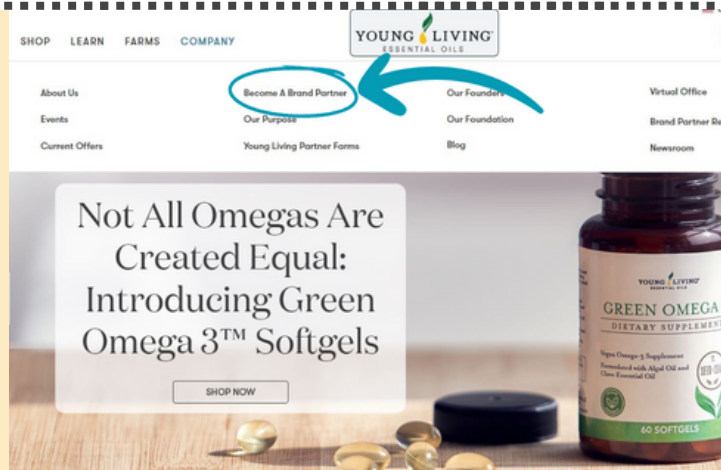
Contact Ashlee

- ashlee@thecrunchymoos.com
- Personal FB profile: facebook.com/ashleejm/
- YL FB Group: facebook.com/groups/thecrunchymoosyl
- YL with The Crunchy Moose App / Vault: thecrunchymoos.com/get-the-app



FIND YOUR REFERRAL LINK

You have the option to use your YL referral link to earn account credits or commissions. A lot of companies operate this way now because they understand the power of personal referrals.



Get your link & discount code

START HERE

1. Click the little person on the top right after logging into YoungLiving.com.
2. Click 'Share YL'.

22.88 MY REWARDS

Loyalty Order
Order History
My Rewards
Wishlist
Account Credits
Account Details
Address Book
Payment Methods
Share YL
Virtual Office

SIGN OUT

SHARE YOUNG LIVING

Your Personal Referral Link

<https://www.youngliving.com/us/en/referral/1411918>

COPY LINK

NEXT...

Simply click 'Copy Link' and then paste it into a text or email to a friend. When they purchase through this link, they become your customer!

- Log into your YL account
- Go to "My Account"
- Click "SHAREYL"
- Copy/paste that referral link and share it with your friends/family
- They save 10% off orders of 50+pv with discount code "SHAREYL"*

Try This:

Hey! I have a discount code for you when you use my referral link!

*discount code for new customers with a 50+pv order

SHAREYL
discount code

ACCOUNT CREDITS VS CASH



Customer

ACCOUNT CREDITS

Refer a friend, and get rewarded with 25% of your new customer's PV in account credits.

Spend your account credits like a gift card on the Young Living website!

- Refer-a-friend program
- Your friend uses your referral link & your SHAREYL discount code
- You earn 25% of the PV on your first order as an account credit within 1 week of their order
- Upgrade to Brand Partner at any time to earn cash payouts

Brand Partner



CASH

Essentials Kit (only \$1.00 + shipping) to become a Brand Partner.

Refer a friend, and get rewarded with 50% of your new customer's PV in CASH for their first month!

- Upgrade your account to be a Brand Partner
- Your friend uses your referral link & your SHAREYL discount code
- You earn 50% of the PV on your first order via direct deposit on the 18th of the following month
- Earn 8% of the PV of the your customer's future orders via direct deposit
- Only BPs can earn cash commissions

PV = Personal Volume

Each item has a price & PV. For most products, 1PV = \$1. Items like diffusers, bundles, & sale items have a discounted PV value.. Commissions are based on PV, not \$ amounts.



DIRECT DEPOSIT FOR BRAND PARTNERS

If you are a Brand Partner, be sure to set up direct deposit so you receive your commissions. If you are a customer receiving account credits, you don't need to do anything. Your credits will be added to your account the week after someone uses your referral link.

SETTING UP *Direct Deposit*



LOG INTO YOUR VIRTUAL OFFICE

- 1 CLICK MY ACCOUNT > MY PROFILE
- 2 CLICK SET UP DIRECT DEPOSIT
- 3 ENTER YOUR BANK INFORMATION
- 4 AGREE TO THE TERMS & SAVE

YOUR INFO & THE LINK TO CHANGE
IT ARE NOW IN YOUR PROFILE

Direct Deposit
Your Bank Name
☒ If checked, you will receive commission payments via Direct Deposit into your financial institution.
Account #: *****1234
[Change Direct Deposit Information](#)



BP BENEFITS

who gets what?

WHEN A **BRAND PARTNER**
HAS A **CUSTOMER**
THAT REFERS A NEW **CUSTOMER**

- The Brand Partner gets a 25% fast start bonus.
- Referring customer gets 25% paid out in product credits to spend like a gift card.
- New customer gets 10% off when they spend 50+PV and use the code SHAREYL.



Sharing is Rewarding!

Your friend gets incredible healthy products!

50%

You earn 50% of your friend's PV for the first month!
Earn 25% for months 2 & 3

When you upgrade to BP, you get all these added benefits:

Paid cash via direct deposit

Qualify to earn bonus prizes

Qualify for additional bonuses

Unlimited income potential

Tax advantages by deducting business expenses

You don't have to invest in inventory

Qualify for rank advancement
all expenses paid trips

Share your referral link as often & however you want!



HOW TO SHARE YOUR REFERRAL LINK

*You get to decide how & how often you share your link!
Here are some ideas:*

- Posting on social media
 - Go live with a DIY
 - Save stories in a highlight and point people back to it
 - Post a selfie with your favorite product or your diffuser with your link
- Giving people your link when they say you or your house smells amazing
- Add your link to your bio or link tree
- Including your referral link in emails to customers / clients in your companion business (massage therapists, nutritionist, esthetician, chiropractor, healthcare, vet, child care, blogging, doula, yoga instructor, etc.)
- Vendor events
- Teaching in person classes
- Blog posts with your link embedded
- Text or call your friends and family and tell them your success stories with your Young Living products
- Share samples
- Offer a sign up incentive for using your link (up to \$25 in value)

*JUST LIKE WE TELL OUR FRIENDS ABOUT
OUR FAVORITE NEW RESTAURANT OR
MOVIE, WE TELL THEM ABOUT OUR LATEST
FAVORITE YOUNG LIVING PRODUCTS. DID
YOU USE SOMETHING AND LOVE IT?
TELL SOMEBODY!*

*WE AREN'T AWKWARD OR
PUSHY, BUT HELPFUL & KIND.*

*OUR GOAL IS TO POINT PEOPLE
TOWARD SOLUTIONS THAT WORK
FOR THEM. IT'S THAT SIMPLE.*



CUSTOMER VOLUME REQUIREMENTS FOR BP

LET'S CHAT ABOUT CV

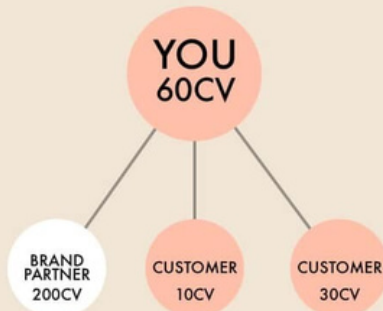
cv = customer volume

CUSTOMER VOLUME IS MADE UP OF YOUR PURCHASES + YOUR FRONT LINE CUSTOMERS' PURCHASES.

your customer volume:

+ BRAND PARTNERS ARE REQUIRED TO MEET THE 100CV MINIMUM EACH MONTH

+ YOU ARE NO LONGER REQUIRED TO MEET THIS MINIMUM ON YOUR OWN



HERE, YOUR 60CV + YOUR CUSTOMERS' 40CV REACHES YOUR 100CV MINIMUM.

As a BP, you have a customer volume (CV) requirements to qualify to earn commissions. Your CV needs to be 100pv for the month to qualify for commissions.

For now, your CV includes your orders plus your customers orders. So if your customer orders 100pv in a month, your CV requirement is fulfilled! If 2 of your customers order 50pv in a month, your CV requirement is fulfilled!

As your business grows, the CV requirement is removed and you are personally required to order 100pv. That doesn't kick in until you achieve the rank of Silver (that's over \$10,000 in volume per month so you won't need to worry about that now in milestone 1).

Customers earning account credits do not have a CV requirement.

DOES IT APPLY TO ME?

customer volume

YES

ASSOCIATE THROUGH EXECUTIVE RANKS CAN COMBINE THEIR PERSONAL PV+ THEIR FRONTLINE CUSTOMERS' PV OR 100 CV

NO

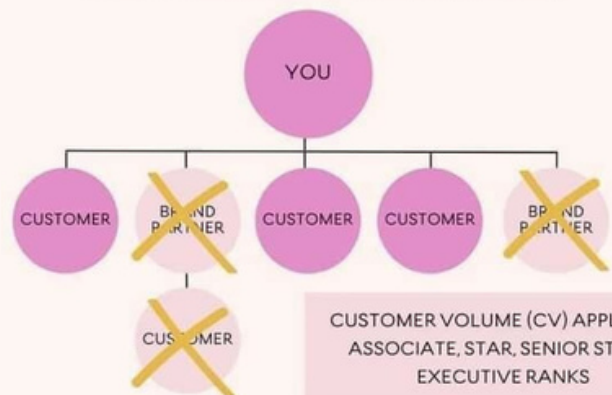
SILVER+
SILVER+ RANKS NEED PERSONAL 100PV+ MONTHLY PURCHASE

FRANK + MINT

WHAT IS IT?

customer volume

THE PV OF YOUR PERSONAL MONTHLY PURCHASES + THE PV OF YOUR FRONTLINE CUSTOMER PURCHASES



FRANK + MINT



WELCOME YOUR NEW CUSTOMER

LOYALTY *rewards*

WHEN YOU PLACE MONTHLY 50+PV
LOYALTY ORDERS, YOU EARN...

10%

BACK IN
REWARDS
POINTS
MONTHS 1-3

20%

BACK IN
REWARDS
POINTS
MONTHS 4-24

25%

BACK IN
REWARDS
POINTS
MONTHS 25+



LOOK FOR PRODUCTS WITH A BLUE FLAG NEXT
TO THE PRICE TO IDENTIFY WHICH PRODUCTS
CAN BE PURCHASED WITH LOYALTY POINTS!

FREE

diffuser

WHEN YOU PLACE YOUR 2ND
50PV LOYALTY REWARDS ORDER

*You have a
new customer!
Awesome!
Now what??*

- Add your new customer to our facebook group:
facebook.com/groups/thecrunchymooselyl
- Tell them about Loyalty Rewards! They get points back on their LR orders, qualify for monthly gifts with purchases, and get a free diffuser on their 2nd LR order!
- You can gift your customer a welcome gift up to \$25 in value. DIY items like roller bottles or Theives Cleaner bottles, your favorite book or resource, or a bottle of your favorite Citrus oil are perfect.
- Account credits for customers will be added the following week. Direct deposits for BPs will be paid on the 18th of the following month.
- Share your referral link again!



INCOME DISCLOSURE STATEMENT



Young Living 2023 U.S. Income Disclosure Statement

As a direct sales company selling essential oils, supplements, and other lifestyle products, Young Living offers opportunities for our independent Brand Partners to earn sales commissions from selling Young Living products and to build their own business. Brand Partners may earn sales commissions and bonuses as outlined in the Young Living Sales Compensation Plan. As Brand Partners sell more products and move up the ranks within the Sales Compensation Plan, they become eligible for additional sales income opportunities.

RANK	PERCENTAGE OF ALL BRAND PARTNERS ¹	ANNUAL INCOME ²				MONTHS TO ACHIEVE THIS RANK ¹		
		Lowest	Highest	Average	Median	Lowest	Average	Highest
ASSOCIATE	64.1%	\$0	\$599	\$22	\$0	N/A	N/A	N/A
STAR	25.0%	\$0	\$2,723	\$293	\$233	1	11	193
SENIOR STAR	6.9%	\$0	\$64,608	\$1,427	\$1,220	1	17	195
EXECUTIVE	2.8%	\$178	\$88,897	\$3,583	\$3,026	1	22	200
SILVER	0.9%	\$1,033	\$182,232	\$17,860	\$13,375	1	28	188
GOLD	0.2%	\$5,108	\$297,330	\$56,192	\$45,614	1	34	185
PLATINUM	0.1%	\$14,841	\$878,596	\$158,792	\$117,957	2	41	170
DIAMOND	< 0.1%	\$78,995	\$1,923,241	\$349,448	\$286,617	10	48	157
CROWN DIAMOND	< 0.1%	\$364,950	\$1,875,628	\$834,336	\$731,225	17	48	112
ROYAL CROWN DIAMOND	< 0.1%	\$690,193	\$2,802,046	\$1,527,942	\$1,262,921	18	52	107
ALL BRAND PARTNERS	100%	\$0	\$2,802,046	\$881	\$23	N/A	N/A	N/A

The income statistics in this statement are for income earned by all U.S. Brand Partners who had a Brand Partner account for any part of Calendar Year 2022. Note that the income paid to U.S. Brand Partners summarized in this disclosure represents potential gross income and does not include costs or expenses incurred by a Brand Partner in the operation or promotion of their business, which can vary widely and might include product purchases, advertising or promotional expenses, product samples, training, rent, travel, telephone and internet costs, and/or any other miscellaneous expenses. These figures should not be considered as guarantees or projections of any actual income or profits. Brand Partner success will depend on individual diligence, work, effort, sales skill, and market conditions. Young Living does not guarantee any income or rank success.

This Statement provides truthful comprehensive information regarding income and costs for Young Living U.S. Brand Partners. A copy of this Statement must be presented to prospective Brand Partners any time Brand Partner compensation is presented and/or discussed or whenever an earnings claim or representation is made, to include individual meetings and any statements regarding typical Brand Partner earnings, non-typical earnings, compensation ranges, Brand Partner income testimonials, Brand Partner lifestyle claims, and/or any hypothetical claims.

- 1 Brand Partner ranks may change. These percentages are based on individual Brand Partners' highest achieved ranks earned during the calendar year. Brand Partners are defined as any U.S. account categorized as a Brand Partner during the year. Brand Partners who do not make at least one product purchase in the prior 12 months have their Brand Partner account converted into a Customer account, per the Agreement.
- 2 These incomes are categorized based on the highest achieved rank individual Brand Partners earned throughout the entire year and may contain income earned at a lower rank.

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“
The secret to getting
ahead is getting started.

– Mark Twain

”
Your 1st \$100!

If you are a customer & 4 of your friends use your referral link & order 100pv, you just earned your 1st \$100!

If you are a brand partner & 4 of your friends use your referral link & order 100pv, you just earned your 1st \$200!

After you earn your 1st paycheck, continue on to the Milestone 2 workbook to keep earning!

Got questions?? Contact me or your enroller so we can help you earn your 1st \$100 and beyond!

– Ashlee

Have fun sharing &
earning!!