

YOUNG LIVING BRAND PARTNER GUIDE

Milestone 3

- Earn a consistent, monthly check that is growing
- Step into “the business” & build a sustainable foundation
- Learn more about the compensation plan



SHARE
YOUNG
LIVING.

get rewarded.



Ashlee Mayer

thecrunchymoose.com

Young Living with The Crunchy Moose

“If you believe it will work out,
you will see opportunities. If
you believe it won't, you'll see
obstacles.

– Wayne Dyer”

In milestones 1 & 2, you started sharing your link & earning a consistent paycheck!

Congrats! Wouldn't it be amazing if you got a raise every month?!?! You get to decide how often & how you share your link so you get to decide how much you earn!



In milestone 3, you see the potential you have with YL & you are ready to start working towards a Silver, Gold, & Platinum income. If you want a part time income to supplement your budget, it's available! If you want a full time income to replace an income source, it's available!

YL is not a get rich quick scheme. It's a legitimate business - -thank goodness! To earn a consistent paycheck, you need to do consistent work. A good expectation is about 6 months of consistent work to start earning a reliable & consistent paycheck. The average time to achieve Silver is 28 months.

If you haven't completed milestones 1 & 2 go back and complete those before you continue.





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/thecrunchymoosetyl
- YL with The Crunchy Moose App / Vault: thecrunchymoos.com/get-the-app



MILESTONE 3

CHECKLIST



Download & print your milestone 3 worksheet here:
thecrunchymoose.com/milestone3worksheet



Young Living Checklist: Milestone 3

- Remember:**
- 1 Calm your butt down! ;-)
 - 2 This isn't a get rich quick scheme. This is a legitimate business.
 - 3 Your efforts will compound over time.

CREATING CLASSES

- Log into your VO and review compliance
- Print & fill out 3 copies of the Create-A-Class Worksheet
- Watch the "How to Create a Class" Video in Leslie's Brand Partner Academy
- Share your classes! Post them, record them, email them, share them, you decide!



Plan for Future Customers

Plan for Current Customers

Plan for Brand Partners

LISTEN TO:

The Kristen Boss Podcast:

- ☐ #20: Why You Don't Like Selling
- ☐ #26: The Truth About Value
- ☐ #137: Time Inventory

VALUE VAULT IDEAS

- _____
- _____
- _____
- _____

- Bookmark oil-testimonials.com
- Check out the comp plan in your VO
- I understand strategic placement

My Fav
Activities:

- 1
- 2
- 3



STEP INTO THE BIZ

In milestones 1 & 2, you were a casual brand partner. You shared your link when there was a sale, someone asked you about YL, or you needed \$. In milestone 3, you're ready for a mindset upgrade. You might have some thoughts about that. Let's chat about it!

I'm not an expert

Me either! I use products & talk about them. I don't talk about the science or the chemistry behind them.

- I fill my diffuser, have results, & talk about it.
- I make a DIY recipe, have results, & talk about it.
- I take a supplement, have results, & talk about it.

Think about the last product you purchased. Did you research the science, ingredients, where & how it was made, the chemistry of it? Probably not!

You wanted to know does it work, can I do it, & will it work for me? That's what your customers & future customers want to know, too! Your stories, testimonies, & transformations answer that!

I don't like sales

Selling gets a bad rap! Selling is all around us. Your fav influencer is selling their fav products. Your hairdresser is selling their recommended shampoo. Moms are selling their toddler to eat their vegetables. The best selling happens when:

- You help someone get what they want - like a solution to a problem they have.
- The customer feels seen, understood, confident in their purchase decision, & served.

This is network marketing. Marketing & selling is what we do! You don't have to be a "salesperson" but you do have to share your testimonies, recommend products, share your referral link, & welcome your new customers.

Not enough time

I want you to have realistic expectations. This is a legitimate business model & it takes legitimate work. The work is simple but it does need to get done.

Think about how long it takes you to post a reel on IG. Remember, a class can be posting a reel about your transformation. If you do that consistently for an extended period of time, you will see results.

Just like working out. If you do sit ups for 5 min. once, you're not gonna see a lot of results. If you do sit ups for 5 min. a day for a yr, you will see some results. If you do sit ups for 20 min. a day for a yr, you'll see even more results. Your YL income will follow the same effort vs. results correlation.

Not enough friends

Not an influencer? Not outgoing? Don't have a huge friend circle? Not a problem!

I know this because I know a lot of very successful BPs & they are regular people with regular social lives & regular social media accounts.

As you are growing, learning, & sharing, your network will grow. Did you know that every influencer started with 0 followers??

I didn't start with a big blog & a big network. I've been doing this since 2014 & it grew as I added value & continued to share my testimonies

Mindset: Not sure about all of this? That's ok! All YL BPs have had the same exact thoughts! Thoughts like I'm not an expert, I don't know enough people, I don't have time. It's not a problem unless you allow it cause you to quit before you start! We've all had these thoughts. I promise!



TAX BENEFITS

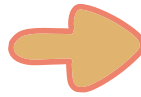
I am not a tax professional and cannot answer your tax questions. Seek tax advice from your accountant or tax professional.

One of the many benefits of having a home business is the tax benefits. As soon as you upgrade to be a YL BP, you can take advantage of the tax benefits. All of your business expenses are tax deductible.

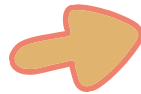
Keep this in mind as you are building your YL business. If you want to enroll in a training program, it's deductible! If you create an email list & there are fees, it's deductible! Giving out samples? It's deductible!

You are required to claim your YL income & you will receive a 1099 from YL as an independent contractor on years where your income is above \$600.

Some tax deductible expenses:



Home office expenses. Talk to your accountant about claiming a home office.



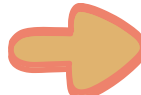
Business travel expenses like to the YL yearly convention



Professional coaching like The Brand Partner Academy & other programs; Educational materials like books



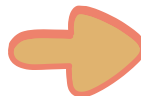
Supplies & refreshments for classes & events



A portion of your YL purchases. Talk to your accountant. Samples, trying new products, etc are deductible.



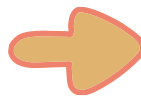
Shipping costs to mail happy mail, samples, new customer gifts, etc.



Marketing expenses including website, email, & printing expenses



Registration fees for events like vendor events



Office supplies including ink, paper, computers, printers, etc.



Tax professional & accounting fees



COMPENSATION PLAN

For Milestone 3, we will focus on Silver through Platinum ranks.

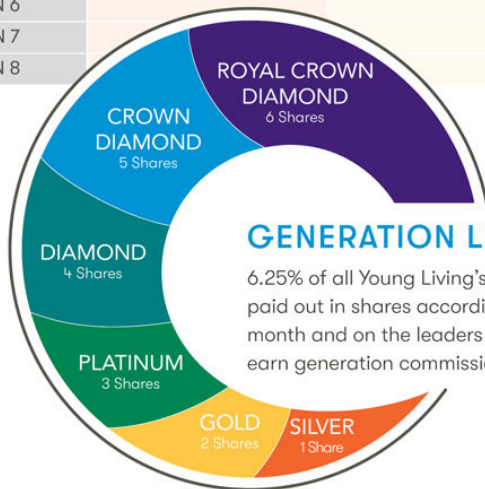
BUILDING YOUR BUSINESS

Building on your foundation, you can now focus on helping others create their success.

QUALIFICATIONS	SILVER	GOLD	PLATINUM
PERSONAL VOLUME (PV)	100	100	100
OGV	10,000	35,000	100,000
PGV	1,000	1,000	1,000
LEG @ OGV	2 @ 4,000	3 @ 6,000	4 @ 8,000

COMPENSATION	UNILEVEL COMMISSION PERCENTAGES		
LEVEL 1	8%	8%	8%
LEVEL 2	5%	5%	5%
LEVEL 3	4%	4%	4%
LEVEL 4	4%	4%	4%
LEVEL 5	4%	4%	4%

GENERATION COMMISSION PERCENTAGES			
PERSONAL GENERATION	2.5%	2.5%	2.5%
GENERATION 2	3%	3%	3%
GENERATION 3	3%	3%	3%
GENERATION 4		3%	3%
GENERATION 5			3%
GENERATION 6			
GENERATION 7			
GENERATION 8			



Average Annual Income

ASSOCIATE	\$22
STAR	\$293
SENIOR STAR	\$1,427
EXECUTIVE	\$3,583
SILVER	\$17,860
GOLD	\$56,192
PLATINUM	\$158,792
DIAMOND	\$349,448
CROWN DIAMOND	\$834,336
ROYAL CROWN DIAMOND	\$1,527,942

Ways to Earn for Silver+

- 1 Fast Start Bonus
- 2 Premium Starter Kit Bonus
- 3 Unilevel Commissions
- 4 Other Bonuses including Trips & Incentives
- 5 Generational Leadership Bonus

EARNINGS: You still have all the same earning opportunities & bonuses from milestones 1 & 2. Once you achieve Silver, you unlock the Generational Leadership Bonus! The 1st leadership incentive trip is for Silvers!

REQUIREMENTS: Once you are Silver+, you no longer have CV requirements. Silvers+ are required to have 100+ PV (meaning your personal order on your account has to be 100+ PV).



VALUE VAULT

If you are promoting your Brand Partnership consistently, over time your efforts will compound. And it compounds even quicker if you create and utilize a value vault.

What is it?

A value vault is where you store, reuse, & repurpose your content / classes / recipes / testimonies / stories / videos / posts. Value vaults are:

- searchable
- organized
- bingeable
- valuable
- educational
- entertaining

Where is it?

A value vault can be stored as:

- highlights on Instagram
- a Facebook group
- a blog or website
- a YouTube channel
- a podcast
- any social media platform where you can organize your content (ie tagged, pinned, and highlighted posts & videos)
- email series
- you get to decide!

Value Vault Compounding Example:

A podcast starts with 1 episode. Every week a new one is added. After a year, there are 52 episodes. When someone subscribes on week 1, it takes a full year for them to get all the content & possibly that long to make a purchasing decision.

A new person that subscribes on week 52 can binge it all in a few days & make a purchasing decision very quickly. And the purchasing decision can be made without you being active in the process. Your value vault full of the content you already created is doing the work for you!

That's the power of your value vault & the value of compounding.

That power and compounding works wherever your vault is stored! Your social media accounts can be a value vault!



VALUE VAULT

If you are promoting your Brand Partnership consistently, over time your efforts will compound. And it compounds even quicker if you create and utilize a value vault.

How to start

Start with 1 highlight reel, 1 blog post, 1 YouTube video, or 1 social media post. Then add another.

Over time, you have a lot of content that is bingeable, organized, searchable, & valuable. The more content you have, the shorter the time it takes for your customer to make a purchasing decision.

Because you have more content, you attract more people. This is the magic of compounding.

What to include

- your referral link
- your fav YL products
- something that saves them a Google search
- use the create-a-class worksheet to share a testimony / class in your vault
- be authentic! Share what you love, let your personality show
- tell them their next best step -- "click here", "buy here", "follow here", "go here", "do this"

What to Put in Your Value Vault

Everything in your value vault shouldn't be about YL but it all should be valuable, educational, and/or entertaining.

- A mom will include tips on pregnancy, babies, diapers, recipes, etc. & add in her favorite oils & supplements for her kids.
- A fitness coach will include workout tips & add in her fav oils & supplements to use before & after a workout.
- A massage therapist will include massage tips & fav oils to use during a massage.
- Someone that loves dogs will include dog videos, training tips, food tips, & essential oils & supplements for dogs.

It doesn't matter what your hobbies, interests, or career is. You can make a value vault to highlight your wisdom, tips, recipes, & more that will save your viewers a google search, collapse time for them, teach them something, and entertain them!



VALUE VAULT

If you are promoting your Brand Partnership consistently, over time your efforts will compound. And it compounds even quicker if you create and utilize a value vault.

Tips on Using Your Value Vault & Compounding Quicker

- Point people back to your value vault often.
- Include your referral links in your value vault.
- Reuse your old content! If you've been sharing & posting for awhile, you have old posts you can reshare, repost, & add to your value vault. Recycling your content is extremely valuable & wise!
- Give people the option to opt into your email list when they are in your value vault. That way you can email them when there is a sale or promo you want them to know about & when you add new content to your value vault.
- If your value vault is IG highlights, you'll create categories & add your reels. So you might have a "favorite things to keep my kids healthy" where you put a video of how to use a diffuser, how to put essential oils on your kids' feet, & a reel about MightyVites vitamins. When you post a picture of your kid on IG, you can say "check out my highlight on my favorite things to keep this cutie healthy!"
- My value vault is my blog. I focus on DIY health & beauty. I like to market my blog on Pinterest. So a viewer might see my pin, click on it to get to my blog, & then on my blog they will have an option to join my email list. Also, while on the blog, they can browse, search, & binge all my content. In addition, I have referral links in every post.
- Another example: Vendor events are a great way to grow your network & enroll new customers. At the vendor event, you can have interested people join your email list. You can create an email series (your value vault!) where you send them an email a week for a couple months. In the emails, you can point them to highlights on IG or a website if you have one. After the info series is over, they are on your list so you can email them anytime there is a sale, promo, or you have new valuable info to send to them
- When you send an email, add the content to your value vault. And vice versa. When you add content to your vault, email it to your email list.
- In your value vault, include answers to the questions you get asked most. You have questions that people ask you a lot because they see you as an expert on that topic! If you bake a lot, people ask you questions about recipes. If you have kids, people ask you about pregnancy & parenting. If you are gluten free, people ask you for gluten free tips. Add that info to your value vault! Sometimes the things you think are so simple are the most valuable.
- Your value vault should include calls to action. Join this. Buy this. You need this. This brand. This item. Opt in here. They want to know exactly what to do. Unclear instructions causes confusion. Clarity is kindness.



PLAN AHEAD

When we are confused, we get overwhelmed. When we are overwhelmed, we stop working. So let's do some planning to prevent that! Having clarity and a plan in advance will give you peace & confidence as you share & enroll customers!

What do I do when.....

- I get a new customer
 - Tell them "thank you!", add them to our FB group, & you can send them a welcome gift up to \$25 in value if you choose to. Be sure they know about Loyalty Rewards so they get the best value!
- Someone wants info on being a Brand Partner
 - Send them the Milestone 1 guide <https://thecrunchymoose.com/milestone1> & schedule a time to follow up with them. You are their YL BP guide!
- A customer has a complaint
 - Go back to your contact list from Milestone 2. <https://thecrunchymoose.com/milestone2>. YL has amazing customer service & will make it right. If you have trouble, contact me (Ashlee) or your upline Silver & we will do everything we can to make your customer happy.
- I don't know the answers to a customer's questions.
 - Check in your Virtual Office, contact YL, or ask me or your upline Silver. We'll find the answers for you.
- I'm sharing my link but nobody is buying.
 - Be honest with yourself with the effort you're putting in. Are you truly sharing & connecting on social media? Or are you mostly scrolling? Are you adding to your value vault consistently? Remember this is not a get rich quick scheme. You are the marketing department for YL and it takes more than just a couple posts or emails to grow your income. Think about products you buy. Did you buy the 1st time you heard about them? Most of the time, it takes multiple exposures to a product before we make a purchasing decision.
 - Be sure to plug into the coaching resources to improve your skills!



COACHING & TRAINING

Just about every career requires a learnable skill set. Plumbers, programmers, doctors, youtubers, hair stylists, & designers all have to learn how to do their craft & trade.

This is no different!

I plugged into coaching my 1st month with Young Living. I achieved Silver rank 5 months later. I wouldn't have done that without being coachable.

There are tons & tons of books, podcasts, videos, & courses on network marketing. I've read dozens of books, listened to hundreds of hours of podcasts & videos, & been to multiple in person conferences. As long as I am actively doing this business, I will be plugged into some sort of coaching. I list 3 of my current favorites here.

I achieved Gold rank because I have been coachable. And I will get to Platinum the same way!

The best training ever is at the yearly Young Living convention! Put it on your calendar & go every year!

Your milestone 3 checklist has some podcasts & videos to tune into to begin your coaching journey!

My Personal Coaches:



Kristen Boss
kristenboss.com

- Social Selling Coach. Start with her podcast
- She regularly does mini-classes that are usually under \$20 - get on her email list to get notifications.
- When you are ready, join her Social Selling Academy.



Jenna Kutcher
jennakutcher.com

- Business Coach specializing in online marketing
- I listen to her podcast & have taken her email & Pinterest courses



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 PARTNERS¹	ANNUAL INCOME²				MONTHS TO ACHIEVE THIS RANK¹		
		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.

- 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.
- 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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“
Doing a little bit every day
is a lot more important than
doing a lot some day.

– John Maxwell

You're on your way to grow your paycheck!

Being a YL BP has been a fantastic journey for me! Over the last decade, I've had fun months, fruitful months, frustrating months, disappointing months, abundant months, and joyful months. Just like any business, you will have tough times and you will have fantastic times. I created this BP guide to equip you to have as peaceful & joyful experience as possible.

Got questions?? Contact me or your enroller so we can help you earn a consistent, monthly paycheck!

– Ashlee

Have fun sharing &
earning!!