

YOUNG LIVING BRAND PARTNER WORKBOOK



SHARE
YOUNG
LIVING.
get rewarded.



Ashlee Mayer

thecrunchymoose.com

Young Living with The Crunchy Moose

TABLE OF CONTENTS

| | |
|--------------------------------|-----------|
| About Ashlee | <u>3</u> |
| Income Disclosure Statement | <u>4</u> |
| Young Living Stats | <u>5</u> |
| Business Model | <u>6</u> |
| Milestone 1: Your 1st \$100 | <u>7</u> |
| Milestone 2: Earn Consistently | <u>14</u> |
| Milestone 3: Leadership | <u>21</u> |

Be consistent.

The more you use your products, the more results you'll see, and the more amazing stories you'll have to share!

Just listen.

You can totally do this without being awkward, friend. Listen to those around you. People need these products! They are struggling to sleep, feeling sick, looking for healthier skin, lacking energy, dealing with unbelievable stress. Watch for needs you can meet for them. Point them toward solutions. It's that simple!

Share solutions.

Offer a drop to a friend when you're applying your oils. Share a sample. Let them borrow your diffuser. Send them a NingXia Red packet. Think about how a friend shared with you - so simple!

Find this info and more at
thecrunchymoose.com/bpguide



Howdy! I'm glad you are here!

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

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.

- 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.



Contact Ashlee

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



INCOME DISCLOSURE STATEMENT



Young Living 2024 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 ³ | | |
|---------------------|---|----------------------------|-------------|-------------|-------------|--|---------|---------|
| | | Lowest | Highest | Average | Median | Lowest | Average | Highest |
| ASSOCIATE | 68.1% | \$0 | \$3,030 | \$31 | \$5 | N/A | N/A | N/A |
| STAR | 22.2% | \$0 | \$3,229 | \$295 | \$225 | 1 | 11 | 206 |
| SENIOR STAR | 6.3% | \$0 | \$70,434 | \$1,395 | \$1,197 | 1 | 18 | 203 |
| EXECUTIVE | 2.4% | \$58 | \$80,828 | \$3,682 | \$3,097 | 1 | 22 | 207 |
| SILVER | 0.7% | \$817 | \$173,988 | \$18,014 | \$13,228 | 1 | 29 | 197 |
| GOLD | 0.2% | \$8,298 | \$363,645 | \$52,684 | \$41,757 | 1 | 34 | 137 |
| PLATINUM | 0.1% | \$33,212 | \$888,015 | \$159,567 | \$110,921 | 2 | 41 | 154 |
| DIAMOND | < 0.1% | \$89,492 | \$1,640,673 | \$305,994 | \$244,215 | 10 | 44 | 126 |
| CROWN DIAMOND | < 0.1% | \$277,716 | \$1,873,149 | \$744,749 | \$591,171 | 18 | 48 | 99 |
| ROYAL CROWN DIAMOND | < 0.1% | \$645,915 | \$2,439,432 | \$1,391,700 | \$1,481,875 | 18 | 54 | 107 |
| ALL BRAND PARTNERS | 100% | \$0 | \$2,439,432 | \$753 | \$13 | 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 2023. 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.

© Young Living Essential Oils, LC | March 1, 2024

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.

YL is not a get rich quick scheme. It takes consistent work to earn a consistent paycheck. The work is simple -- sharing your testimonies, classes, & links in any format you want to. For most people, if you consistently do that for 6+ months, you will start earning a consistent, monthly paycheck!



Why do we love being brand partners?

- + COMMUNITY
- + FLEXIBILITY
- + NO CAP ON THE INCOME POSSIBILITIES
- + NO SALES QUOTAS OR INVENTORY
- + SET YOUR OWN HOURS
- + HELP OTHERS
- + WILLABLE INCOME
- + PERSONAL GROWTH
- + PRODUCTS WE TRULY LOVE
- + A BILLION DOLLAR COMPANY WITH OVER 25 YEARS OF HISTORY & STABILITY

Best Network Marketing Books:

- Go Pro by Eric Worre
- Rock Your Network Marketing Business by Sarah Robbins
- The Four Year Career by Richard Bliss Brooke
- Boss Up by Lindsay Teague Moreno



92% of businesses fail in the 1st year,
98% of direct sales fail within 6 years

YL was founded in 1993 - 30 years ago

YL's revenue in 2016 was \$1 billion and
\$2.2 billion in 2020

YL has almost 300 essential oils & over
600 products

In 2023, YL was named #14 in top
recession proof companies

YL holds more essential oil production
patents than any other direct selling co.

YL has paid over \$6.3 billion in
commissions since 2003

1 million orders on average per month -
that's over 33,000 orders per day

2 million families bought a YL product
in 2023

The YL Foundation raised over \$7
million in 2021



LET'S CHAT!

This is a different business model than you might be used to. Your thoughts & mindset about this business model is important.

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!

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!

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.

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 or 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 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



Milestone 1

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

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

- Zig Ziglar

Young Living Brand Partner Checklist

ACCOUNT SETUP

- ☐ Upgrade to Brand Partner
- ☐ Set up direct deposit
- ☐ Download the YL Insights, YL Essentials, & Life Steps apps
- ☐ Look around the virtual office
- ☐ Save the customer service phone number to your phone
- ☐ Join the Young Living with The Crunchy Moose and the Gather & Dwell Facebook Groups
- ☐ Review compliance in your Virtual Office
- ☐ Order 100PV monthly to qualify for all commissions

MY LINK

- ☐ My member # is _____
- ☐ Save your personal referral link to a note in your phone
- ☐ Make a wishlist with some of your favorite products
- ☐ Practice making deep links with your favorite products
- ☐ Share your personal link, deep link, and/or wishlist

WELCOME YOUR NEW CUSTOMERS

- | | |
|---|--|
| <input type="checkbox"/> Thank you note | <input type="checkbox"/> Sample Box |
| <input type="checkbox"/> DIY Gift | <input type="checkbox"/> Add to FB Group |
| <input type="checkbox"/> Recipe Card | <input type="checkbox"/> Resource / Book |

These are ideas, choose your favorite!

FIND YOUR REFERRAL LINK

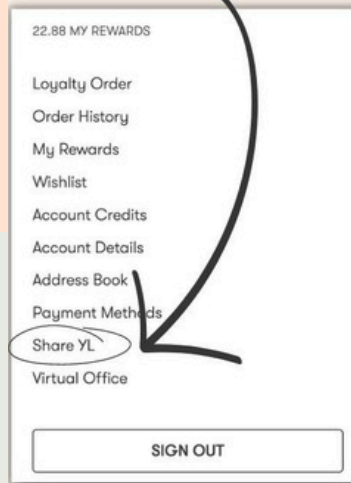
You have 4 ways to share your referral link:

1
EASY

- 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 their 1st order of 50+pv with discount code "SHAREYL"*

START HERE

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



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!

2
EASY

Member Number

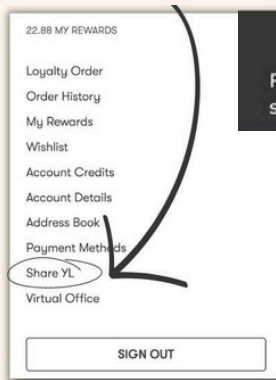
Give your friend your member # to manually enter at checkout.

3
MODERATE

Deep Link - Create a referral link to a specific product

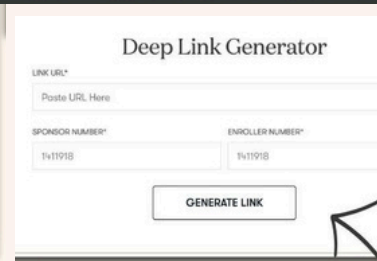
FIRST

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



SECOND

Find the specific product you want to share, and copy the web address or URL.



THIRD

Simply paste the URL in the Deep Link Generator, make sure your member number is showing in the Sponsor and Enroller boxes, and click 'Generate Link'. Copy, paste, and share!

4
ADVANCED

Wish Lists

Create a custom list of your favorite items or custom bundle

- 1 Visit a product page & click the Add to Wishlist button.

ADD TO WISHLIST

- 2 Select a Wishlist for the item or create a new list. You will see a confirmation appear.

ADD TO WISHLIST
MyFavorites
MySaveForLater
Create List...

Added to MyFavorites

- 3 Access your lists from the menu by choosing Wishlists.

Loyalty Order
Order History
My Rewards
Wishlists
Account Credits
Account Details

Method #1 is the quickest & easiest! Simply grab your link & share it!



YOUR DISCOUNT CODE

When you share your referral link, be sure to let your friends know to use your 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

refer a brand new friend to young living

AND WHEN THEY SPEND AT LEAST 50PV, THEY CAN GET 10% OFF WHEN THEY USE THE CODE

SHAREYL

PURCHASE REQUIREMENTS

No order or order less than 100PV?

Earn the Fast Start Bonus & Starter Bundle Bonus!

Place a 100PV order?

Earn the Fast Start Bonus, Starter Bundle Bonus + all other commissions!

Be sure to place a 100pv order monthly to qualify for all commissions.

DIRECT DEPOSIT FOR BRAND PARTNERS

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](#)

If you are a Brand Partner, be sure to set up direct deposit so you receive your commissions.

Payday is on the 18th of the following month. If you have a sale on January 1, you will get paid by February 18.

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.



ACCOUNT CREDITS VS COMMISSIONS

SHARING YOUNG LIVING CHEAT SHEET

Customers:

- Share your referral link with a friend.
- If they're a new customer, they can get 10% off with the code SHAREYL.
- You'll earn 25% back in product credits to spend like a gift card!

Brand Partners:

- Share your referral link with a friend.
- If they're a new customer, they can get 10% off with the code SHAREYL.
- You'll earn 25% on their orders for 3 months plus a \$25 bonus if they order a starter bundle on their 1st order.

UPGRADE TO BRAND PARTNER FOR FREE!

- * Create a NEW account OR go to MY ACCOUNT
- * Click BECOME A BRAND PARTNER
- * Agree to terms & receive an email with link to your business essentials kit, resources, training, virtual office, & everything you need to get started!

- Customers earn product credits.
- Customers earn 25% back in product credits on a new customer's 1st order.
- Brand Partners earn commissions via direct deposit. It's free to upgrade your account to be a Brand Partner.
- Brand Partners earn 25% commissions on the new customer's orders for their first 3 months and 4-8% on all future orders as long as they are an active brand partner.
- In addition, if they order a Premium Starter Bundle on their 1st order, you get an additional \$25 bonus!
- Commission payouts under \$25 are placed on your account as an account credit instead of direct deposit.

To earn your 1st \$100, upgrade to Brand Partner & refer 2 friends who purchase a starter bundle.

You will earn \$50 on both orders for \$100 commission!

(25% fast start and \$25 starter bundle bonuses)

Here's an example of earnings for a customer vs. a brand partner.

In this example, Susan orders a starter bundle on her 1st order & 100pv every month for 3 months.

| | Month 1 | Month 2 | Month 3 | Month 4 |
|---------------|---------------------|---------|---------|---------|
| Customer | \$25 Product Credit | | | |
| Brand Partner | \$50 | \$25 | \$25 | \$8 |

As you can see, you earn a lot more as a brand partner!

It's a free upgrade and has a lot of perks!



TERMS & CONTACT INFO

YL Terms Defined



PV = Personal Volume = the amt your spend on your personal order. Commissions are based on PV amts.



OGV = Organizational Group Volume = total amt of all the orders in your DL



PE = Personally Enrolled = the customers that used your referral link



DL = Downline = all the customers in your organization



Leg = a group of customers in 1 line of your DL; 1 branch or your family tree



BP = Brand Partner = a customer that upgraded to earn commissions



VO = Virtual Office = back office for BPs



PGV = Personal Group Volume = amt of volume outside of your rank qualifying legs



LR = Loyalty Rewards = Monthly subscription box with lots of perks



Enroller = person who enrolls a customer with their link



Sponsor = additional support person

Young Living

Departments



custserv@youngliving.com or 800-371-3515 for general questions, place an order, account information, set up a return, shipping status



productsupport@youngliving.com for questions on products, ingredients, etc.



professional@youngliving.com for how to apply, place an order, and questions on professional accounts



resolutions@youngliving.com for sponsor moves, sale, transfer of an organization, direct deposit, commissions



taxexempt@youngliving.com for name changes, 1099 and SSN questions



conduct@youngliving.com for questions about policies and procedures, policy issues



duplicates@youngliving.com to resolve duplicate account issues

YL has fantastic customer service! As a BP, sometimes you'll need to contact YL to troubleshoot or ask a ? for you or one of your customers. Keep this handy to refer to when needed. There is also a live chat feature on the website.

Facebook Groups:

- [Young Living with The Crunchy Moose](#)
- [Gather & Dwell](#)

YL Apps:

- YL Insights app allows you to monitor & track your YL business, DL, & commissions
- YL Essentials app gives you the latest news from YL
- Life Steps app provides shareable graphics & product information (there is a paid & free version)



HOW TO SHARE YOUR REFERRAL LINK

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

- Post 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 & family with your success stories with your YL products
- Share samples
- Offer a sign up incentive for using your link (up to \$25 in value)

WELCOME YOUR NEW CUSTOMER

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 Thieves Cleaner bottles, your favorite book or resource, or a bottle of your favorite Citrus oils.
- 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!



Milestone 2

- **Earn a consistent, monthly check of \$100+**
- **For Associate through Executive ranks**
- **Learn the compensation plan basics**
- **Get more sharing tips**

“
Success is 20% skill &
80% strategy.

– Jim Rohn

”

COMPENSATION PLAN

For Milestone 2, we will focus on Associate through Executive ranks.

CREATING A FOUNDATION

Young Living's sales compensation plan is designed to help you achieve abundance.

| QUALIFICATIONS | ASSOCIATE | STAR | SENIOR STAR | EXECUTIVE |
|-------------------------------|-----------|------|-------------|-----------|
| CUSTOMER VOLUME (CV) | 100 | 100 | 100 | 100 |
| OGV | | 500 | 2,000 | 4,000 |
| PGV | | | | |
| LEG (VOLUME PER EACH LEG) OGV | | | | 2 @ 1,000 |

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

| | |
|---------------------|-------------|
| ASSOCIATE | \$31 |
| STAR | \$295 |
| SENIOR STAR | \$1,395 |
| EXECUTIVE | \$3,682 |
| SILVER | \$18,014 |
| GOLD | \$52,684 |
| PLATINUM | \$159,567 |
| DIAMOND | \$305,994 |
| CROWN DIAMOND | \$744,749 |
| ROYAL CROWN DIAMOND | \$1,391,700 |

Average Annual Income

5 ways to get paid
(for ranks Associate to Executive)

1 Fast Start Bonus

Fast Start Bonus based on new customer order PV
No maximum on Fast Start Bonus
US and Canada only

| | | | |
|---|------------|------------|------------|
| | Month 1 | Month 2 | Month 3 |
| Help a friend get started + earn | 25% | 25% | 25% |
| When your personally enrolled enrolls, you earn | | 10% | 10% |

2 Premium Starter Kit Bonus

Earn a \$25 bonus when your customer orders a Starter Bundle on their 1st order

4 Rank Achievement Bonus

| RANK | FIRST TIME | SECOND TIME | THIRD TIME |
|-------------|------------|-------------|------------|
| SENIOR STAR | \$100 USD | \$100 USD | \$100 USD |
| EXECUTIVE | \$150 USD | \$150 USD | \$150 USD |
| SILVER | \$200 USD | \$200 USD | \$200 USD |

Earn a rank bonus up to 3 times each time a new rank is achieved. Rank achievement can be non-consecutive.

3 Unilevel Commissions

After the 3 mo. fast start bonus ends, unilevel commissions kick in. You earn 4-8% on your customer's orders, depending on their level.



5 Other Bonuses

YL regularly has time sensitive promos & contests where you can earn additional bonuses. Also, as you move up in ranks, you will qualify for additional bonuses including all expenses paid trips.

Purchase Requirements: Be sure to place a 100pv order monthly to qualify for all commissions.

No order or order less than 100PV?

Earn the Fast Start Bonus & Starter Bundle Bonus!

Place a 100PV order?

Earn the Fast Start Bonus, Starter Bundle Bonus + all other commissions!



CREATE A CLASS

In the words of my coach, Kristen Boss, "Calm your butt down!" ;-)

You're not a professor or an expert. You don't need charts, graphs, sources, or whiteboards.

You're simply telling your stories and adding your referral link.

What is a class?

A class is simply a SHORT presentation of a transformation a customer had because of YL products. When you share your testimony in story form, that's a class!

A class can be:

- a social media post
- a zoom call
- a make & take at your house
- a presentation
- a blog post
- a vendor event display
- an email to your email list
- a text message to your bff

A class includes:

- Your transformation: how you used to feel vs. how you feel now (be compliant! Talk about health, not sickness)
- What YL products you used & how (limit it to under 5 products & most classes will be 1-3 products)
- Your referral link to order (link, deep link, or wish list to products mentioned)
- What benefits they get for using your link (your discount code, a welcome gift, access to a facebook group, added to your email list, etc.)

A class can be this simple! A FB post with a picture of your kid holding lavender with this caption:

"Guess who slept through the night last night??!! Yall, I'm blown away by these oils & I can't believe I waited so long to buy them! Oh I wish I could redo all those sleepless nights! And guess what??!! I have a discount code when you use my referral link. Let me know when you wanna place an order!"

Class Ideas

- Sleep
- Oral care
- Cleaning
- Hormones
- Skin care
- Cleaning
- Oils for men
- NingXia Red
- Hair care
- Oils for men
- Hormones
- A favorite DIY recipe
- Favorite Thieves products
- A class on a starter bundle
- Oils for emotional support
- Your favorite supplements
- What was in your LRr this month
- Announce your brand partnership

Get creative with your class names and taglines.

Instead of "oils for sleep" you could name it "how I got my toddler to bed in under 15 minutes!" Instead of "natural skincare" you could say "spanx for my face!"

The best classes:

- Are valuable, useful, helpful, and entertaining
- Save them a google search
- Collapse time for them so they can accomplish a task quicker because of your tips
- Teach a lesson you learned
- Save them time, money, or energy with what they learned from you
- You can & should reuse your classes & testimonies.

TIP: Search for "class" in the LifeSteps App for ideas! Also find class scripts in the Gather & Dwell Facebook Group.



Young Living Create-a-Class



A class is simply a short presentation of a transformation a customer had using Young Living products. Your testimony in story form.

TRANSFORMATION
/ CLASS TOPIC

1 - 5 YOUNG LIVING
PRODUCTS

1

2

3

4

5

TRANSFORMATION

I used to feel:

Now I feel:

You can expect:

☐ This is a compliant testimony.

PERKS FOR USING MY LINKS

(access to fb group, email list, welcome gift, etc)

CREATED & SAVED REFERRAL LINKS:

- ☐ Personal Referral Link
- ☐ Deep Links
- ☐ Wishlist Name: _____

WHERE WILL I USE THIS CLASS

- ☐ Facebook
- ☐ Email
- ☐ Instagram
- ☐ In person
- ☐ YouTube / Video
- ☐ Text

Other: _____

There is no such thing as a "perfect" class! Think about all the "influencers" on social media that post about products. You've probably even purchased some of them! They follow this format: share their transformation, what product(s) they used, & give you their link!

COMPLIANCE

As Young Living Brand Partners, we cannot diagnose, prescribe, or treat. That's fantastic news! I don't want my customers to call me in the middle of the night wanting me to diagnose & treat their sick child or showing me their rashes & asking me to figure out what it is & what to do about it.

YL reserves the right to put a hold or even cancel your account and paycheck if you violate compliance rules. So pay attention! Here are some general guidelines:

- Don't compare YL products to drugs. Don't say "instead of taking xyz drug, take Thieves" or "Raven is better than xyz drug."
- No claims including claiming cures or prevention. Don't say "Frankincense cures xyz" or "Lavender prevents xyz."
- No prescribing or giving treatment plans or protocols.
- Don't use disease, virus, bacteria, or diagnoses and YL products together in the same thought.
- YL is a health & wellness company. In general, don't talk about sickness when talking about YL. Stick to talking about health. Meaning, don't say an oil kept you from getting the latest virus. Say an oil supported your respiratory system.
- Don't share 3rd party tools that aren't compliant. You may not have said it, but when you share it, it's now your responsibility.

For more information on compliance, log into your Virtual Office. Go to Member Resources, Policies & Procedures.



YOUNG LIVING
ESSENTIAL OILS

Social media can be a powerful tool to promote and discuss Young Living products. If you share with your HEART, you will be sharing appropriate claims, helpful uses, and the joys of essential oils!

HOW ENSURE ALWAYS REMEMBER TELL

- is the product labeled?
- your claim is appropriate.
- use the product as intended.
- to do your research.
- your story compliantly.

YOUNG LIVING
ESSENTIAL OILS

HOW TO SHARE COMPLIANTLY IN 3 EASY STEPS

1. Use the suggested product claims found at YoungLiving.com by searching for the product you want to share about.
2. Review the product's description, suggested uses, and features and benefits on the website. These are compliant with Young Living's Policies and Procedures, so you can use any information you find there.
3. Copy the information you want to share from the website and paste it into your social media, your website, or other digital spaces where you promote Young Living products.

Try this!

"I add a drop of Thieves Vitality™ to a cup of warm water and drink it in the morning for general wellness support."*

"I keep Deep Relief™ Roll-On in my gym bag, so I can apply it after a workout for a cooling sensation."

"I take Peppermint Vitality™ in a vegetable capsule to support healthy gut function."*

"I add Frankincense to my moisturizer to promote the appearance of healthy-looking skin and to reduce the appearance of uneven skin tones."



STRATEGIC PLACEMENT

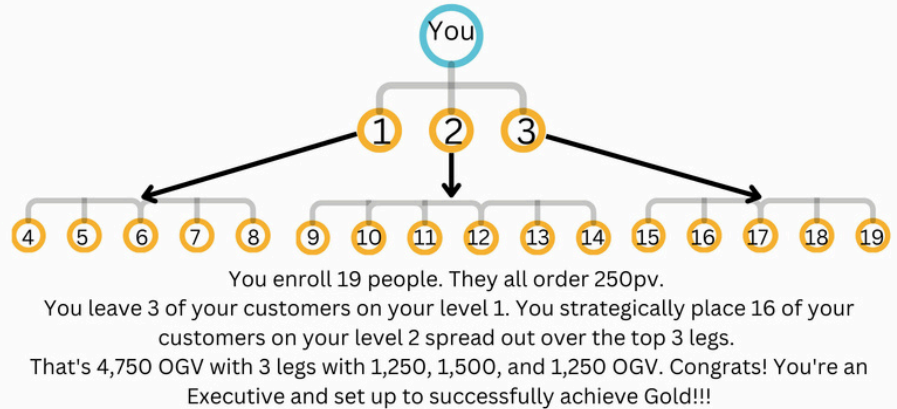
You have the ability to change a customer's sponsor within 30 days of them opening their account. This is often done to place friends or family together in a team or to fortify team structure for rank eligibility. Take a look at this visual to see how strategic placement can alter your organization.

You are changing the sponsor only. You will remain the enroller and as the enroller you will keep all fast start & enroller bonuses.

Example 1



Example 2



This is a very simplified example but it illustrates how you can utilize strategic placement to structure your organization to rank up.

- In the first example, you have 19 customers all on your level 1. Congrats! You are a Senior Star!
- In the second example, you strategically place your customers so you have 3 customers on your level 1 and 16 customers on your level 2. Congrats! You are an Executive and your legs are set up to achieve Gold!

You can also utilize strategic placement to group customers together. So you can put all of your family together in one leg, your mom friends together in a leg, your coworkers together in a leg, your church members together in a leg, etc.

How to do a sponsor change / strategic placement

- Log into your VO
- Go to My Organization
- Go to 30 Day New Member Placement
- Choose Sponsor Only so you remain the Enroller. This means you will still get all the fast start & enroller bonuses.
- Fill out the form.



TAX BENEFITS

Some tax deductible expenses:

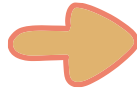
I am not a tax professional and cannot answer your tax questions.

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!

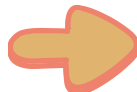
You are required to claim your YL income & you will receive a 1099 from YL as an independent contractor on years where your income is above \$600.



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



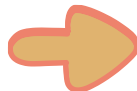
Supplies & refreshments for classes & events



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



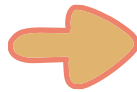
Shipping costs to mail happy mail, samples, new customer gifts, etc.



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



Milestone 3

- **Earn a consistent, monthly check that is growing**
- **For Silver and above ranks**
- **Step into leadership & build a sustainable foundation**
- **Learn more about the compensation plan**

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

– Wayne Dyer”

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 | \$31 |
| | STAR | \$295 |
| | SENIOR STAR | \$1,395 |
| | EXECUTIVE | \$3,682 |
| | SILVER | \$18,014 |
| | GOLD | \$52,684 |
| | PLATINUM | \$159,567 |
| | DIAMOND | \$305,994 |
| | CROWN DIAMOND | \$744,749 |
| | ROYAL CROWN DIAMOND | \$1,391,700 |

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! Also, the 1st leadership incentive trip is for Silvers!

REQUIREMENTS: Brand Partners are required to place a 100pv order monthly to qualify for all commissions.



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.



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 this Brand Partner guide & 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 1. 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 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!

**Be sure to check the
Gather & Dwell Facebook
group often for Brand
Partner updates!**



Have fun sharing &
earning!!