



the business you never knew you always loved

YOUNG LIVING ESSENTIAL OILS AND MASSAGE

Massage Therapists are the perfect people to share Young Living Essential Oils (YLEO) and can be a fabulous addition to your revenue stream. Here are a few ways to implement the the oils easily to what you already do.

- Roll-ons: One of the simplest ways to increase your own revenue is via the roll-ons. Young Living has a collection of roll-ons you can use to offer clients before they begin their service. Allow them to choose between: Stress Away, Breathe Again, Deep Relief and Valor.
 - While the Valor roll on is out of stock and may be discontinued, you can make your own with a bottle of Valor and a roller fitment on top. (Men, in particular, really love this one.) Roll it on their neck before you begin.
 - Each account is limited to one Deep Relief a month so if someone loves the Deep Relief, let them know their own personal account is the way to go.
 - (In a Salon that used the oils, they found tips increased \$3-\$5 per person whenever roll ons were used AND 25% of the clients purchased the roll on on their way out of the store [once the salon began carrying retail bottles.])
- Cool Azul Sports Gel is lovely to add to massages.
- Offer specialty massages and use Young Living's massage oils line. You can easily charge a premium for using these oils.
- Diffusers:
 - Keep a diffuser going all day with a gentle aroma. Or let each client choose what they want. Sharing what their selection is and letting them choose from 2-3 oils will give you an opportunity to share what the oils can do and to let them get a whiff of them.
 - Diffuser Purification at night to clear the air.
- POP: Carry Point of Purchase, or retail, items in your room.
 - While traditional mark up for them with other retail products is 100%, mark them up 50%. It will help you make your monthly purchase

minimum, help you earn a bit of money and give your clients a chance to test them out more.

- AND when people learn they can get their own wholesale account and save so *much money* off of what you are selling it for, they will be much more likely to jump at it.
- Items to offer:
 - roll ons (of course!)
 - Cool Azul Sports Gel
 - lotions
 - massage oil
 - EO best sellers: Lavender, Thieves, Purification, Lemon
 - If they want a diffuser, encourage them to get a wholesale account since it is such a great deal!
- Lemon water: Offer your client a glass of water with lemon oil in it. This is one of the least expensive things to offer to people that helped people feel they were having a spa experience.
- Display a kit with a sign: Let people know about their own wholesale account and display a kit in the front room with a sign about an account and how to take the next step.
- Hang the sign up in the bathroom, too. Captive audience!

Building a wholesale business: And definitely begin to build a sustainable business to build residual income! This income will follow you regardless of what you do with your business. Move to another area and need to build up clientele again? No problem! You still have your YL business and income.

Plus, exchanging time for money (as we do in this business) is the worst business model. You get sick, or need to take time off to help a family member or friend, or want to take a vacation, and you don't get paid! A business with YL allows you to build sustainable, residual income, no matter what you do!

- Sign fellow staff up, if you are in a larger business.
- The more people that benefit from the business, the more it will grow. And it is much more fun when everyone is making money! We can help train people about the oils and how to talk about them. They don't need to know much. Really these oils sell themselves because people have positive experiences with them.
- Have a sign up with information about the wholesale account. Place it in your room, the rest room, the door, by a display of the kit. Let people know they can get these amazing oils for themselves!

Use your Essential Rewards (ER) points to purchase testers for the store so people can try it out.

Questions?

Please reach out to the person you sent you this information or contact us at:

www.SimpleSerendipityCentral.com