



the business you never knew you always loved

YOUNG LIVING ESSENTIAL OILS IN A SALON

Salons are the perfect spot for Young Living Essential Oils (YLEO) and can be a fabulous addition to your revenue stream. Here are a few ways to implement the business.

These ideas come from a Young Living Royal Crown Diamond — the highest rank Young Living offers. She began as an owner of 4 salons who began carrying and using just a few Young Living products. The business absolutely took off.

After just 3 months of carrying a few YL items in their store, they had between 8-10 new people come in a day to buy Young Living products they were retailing.

Within 6 months of fully embracing YL, they had to discontinue their advertising and referral program because they couldn't keep up with demand.

- 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.

- POP: Carry Point of Purchase, or retail, items in the front of the salon.
 - While traditional mark up for them with other retail products was 100%, they only marked YL up 50%. They saw it more as a referral stream than an income stream. (And, as I said a moment ago: After just 3 months of carrying a few YL items in their store, they had between 8-10 new people come in a day to buy Young Living products they were retailing.)
 - AND when people learned they could get their own wholesale account and save so *much money* off of what the salon was selling it for, they were much more likely to jump at it.
 - The best sellers were:
 - roll ons (of course!)
 - toothpaste — yep, one of the BEST!
 - lip balms
 - L'Briante lip gloss
 - Shutran
 - Progessence Plus
 - lotions
 - If they want a diffuser, encourage them to get a wholesale account since it is such a great deal!
- Lemon water: They had a huge decanter of water with lemon oil in it available for all clients. She said this was one of the least expensive things to offer to people that helped people feel they were having a spa experience.
- Display a kit: 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.
- Diffusers:
 - Keep a diffuser going all day with a gentle aroma.
 - Diffuse Purification at night to eat the toxic chemicals in the air.

Building a wholesale business: And definitely begin to build a sustainable business to build residual income by encouraging people to get their own wholesale account. (The owner sold her salons after 2 years because her YL business was so lucrative. The income followed her even though her salon business was gone!)

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 to help you build. The more people benefit from the business, the more it will grow. And it is much more fun when

everyone is making money! Our team can help you train your staff about the oils and how to talk about them. They don't need to know much. Really these oils sell themselves because people feel better.

- Have a sign up with information about the wholesale account. Place it on mirrors in each station, the rest room, the door. 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:

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