



the business you never knew you always loved

YOUNG LIVING ESSENTIAL OILS IN A YOGA STUDIO

Yoga Studios 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 both my own experience and from a Young Living Royal Crown Diamond (RCD) — the highest rank Young Living offers. This RCD began as an owner of 4 salons who began carrying and using just a few Young Living products. The business absolutely took off. Since salons and studios have much in common, I will share her experience as well.

After just 3 months of carrying a few YL items in their store, the salons 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, the salons had to discontinue their advertising and referral program because they couldn't keep up with demand.

- Sample oils: Always have 2 essential oil bottles open for testing: a calming oil and a stimulating one. Have cotton balls so people don't touch the orifice of the oil. If you have time, create a quick sign that simply describes each one and how they are used. This is a great way to introduce people to the oils and let them enjoy them.
 - After doing this for 3 months, 80% of my student base had their own wholesale account.
 - I continue to do it because I am able to easily educate people en masse on more oils AND people use that time to congregate and chat about what they are doing with the oils now.
- Workshops: Offer workshops on essential oils. Encourage one or more of your teachers to get involved with the oils and teach them. (As a team, we have scripts so this can be really easy.) You can do Essential Oils 101, Relaxing with

Oils, Energizing with Oils, Supporting Your Immune System, Real Men Use Oils, etc. The possibilities are endless!

- Classes: Aroma Yoga is exploding with popularity.
- Restorative yoga: Adding aromas to your restorative class is incredibly simple. Simply adding a diffuser, lavender scented eyebags, a foot self-massage with oils, can completely transform your class and allow you to charge a premium. (I have an outline of a restorative yoga class with essential oils you may use.)
- Offer towels: Use oils on your hot or cold towels. Peppermint or lavender... inexpensive and completely changes your students' experience.
- Sprays: Create different sprays your teachers can use in *Savasana* or at the beginning of class to gently spray over their students. (I ask for permission first.)
- POP: Carry Point of Purchase, or retail, items in the front of the studio.
 - While traditional mark up for them with other retail products is 100%, mark YL up 50%. See it more as more of a referral stream than an income stream. (As I mentioned a moment ago, the salon found that after just 3 months of carrying a few YL items in their store, they had between 8-10 new people come in a day just to buy Young Living products they were retailing.)
 - AND when people learn they can get their own wholesale account and save so *much money* off of what the salon was selling it for, they are much more likely to jump at it.
 - The best sellers for yoga studios are:
 - individual oils: Thieves, Lavender, Peppermint, Lemon, Stress Away
 - lotions
 - massage oils
 - supplements
 - Ningxia Red
 - Nitro
 - Pure Protein Complete
 - If they want a diffuser, encourage them to get a wholesale account since it is such a great deal!
- Lemon water: Have a huge decanter of water with lemon oil in it available for all students. This is one of the least expensive things to offer to people to help them feel they are 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. Hang signs everywhere people hang out, waiting room, restroom, window.
- Diffusers:
 - Keep a diffuser going all day with a gentle aroma.

- Diffuse Purification at night to detoxify the air.

Building a wholesale business: And definitely begin to build a sustainable business to build residual income. When you sign people up for a wholesale account, their purchases will earn you income forever. (The owner of the salons sold them after 2 years because her YL business was so lucrative. The income followed her even though her salon business was gone!)

A business with YL allows you to build sustainable, residual income, no matter what you do or what happens to your business.

- 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 your yoga rooms, 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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