



the business you never knew you always loved

YOUNG LIVING ESSENTIAL OILS AND YOGA

Yoga Teachers are the perfect people to share Young Living Essential Oils (YLEO) and this business can be a fabulous addition to your revenue stream.

In fact, it is Residual Income you build with this business. This income can be stable, regular, and what you fall back on in times of injury, illness, retirement, AND to take a much needed break from life on a sabbatical.

While many people use Passive Income and Residual Income interchangeably, let's make a distinction. I use these terms to differentiate two different ways to create "passive" income.

- **Passive Income:** Income derived from products created. Once the product is created, you continue to receive royalty income from the sale of the income.
- **Residual Income:** Residual income is derived from customers or distributors under you who continue to bring in business even if you are not working.

Passive income sources, which I think are fabulous income sources, are *not* truly passive. You may need to edit and update them, you'll need to fix the website and other marketing and advertising material and you need to continue to market them in order to keep sales up. Plus, gleaning enough sales for it to be money you can fall back on usually only happens to the very elite Yoga Rockstars out there.

While I think this type of income is a good thing and I encourage you to pursue it if you are interested in creating products, know that they aren't truly "passive" in that you can relax on a beach and deposit your check once a week.

Residual income can truly become "passive", once you get the momentum going. Network Marketing (NM) or Multi-Level Marketing (MLM) builds residual income. Think of network marketing as grassroots marketing. The company puts all of their marketing budget into paying word of mouth people, paying people

who tell people about what they do. You will never see adds for NM companies in magazines or billboards.

Multi-level refers to earning income from people on your team that you bring on board. The more you can help the people on your team succeed, the more you will succeed. In fact, in a good compensation plan, you shouldn't be able to succeed unless the people on your team are succeeding. It is a truly cooperative (and feminine) marketing plan.

The three main benefits for adding oils to your business:

1. Sharing something awesome: Essential Oils are an incredibly powerful addition to an already powerful wellness program when you are practicing yoga. They are easy and economical. People are waking up to taking great care of themselves, adding essential oils to that regime is easy.
2. You need a residual income revenue stream: When we teach yoga, we are exchanging time for money, the worst business model. If you get sick or you need to take time off, you do not get paid.
3. This business builds an income stream that follows you anywhere and everywhere. You can work from home, you can make it as big as you want, you can take time off and come back. It is flexible and eas. AND you have a built in population to share with. It does not get any easier than this.

So, how do you share with people? How can you easily add this into your already busy teaching schedule? Here are a few ideas:

- 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 or take a moment at the beginning of class to teach about them. 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.
- 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 students 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.) Roll it on their neck before you begin.

- Workshops: Offer workshops on essential oils. (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!
- Alternatively: Send people to our team virtual events. We do at least one a month.
- 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.
- Sprays: Create different sprays you can use in *Savasana* or at the beginning of class to gently spray over your students. (I ask for permission first.) I sometimes create refreshing facial sprays for people to enjoy before they leave to reinvigorate themselves.
- Diffusers: Keep a diffuser going during class with a gentle aroma.

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

- Sign up your studios. (We have info sheets like this one on ways yoga studios can share the oils.)
- Sign fellow teachers up.
- The more people 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 feel better.
- Have a sign up with information about the wholesale account. Place it in your yoga 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.SimplySerendipityCentral.com