101 Ways to Market Young Living

by Diamond Leader Mary Starr Carter, the Total Wellness Doc and Mom
Introduction

Dear Young Living Distributor,

Are you frustrated with the growth of your Young Living business? Did you start off like gangbusters and now you feel like your business growth has stalled? Do you feel stuck with a passion that you want to do this as a business but just don’t know how to share Young Living? Are you intimidated with the tools or ways your upline leaders share Young Living? Do you feel like what used to work for years for you is just not getting the same results?

I want to share with you a few reasons why you may be feeling frustrated right now.

The number one reason you are feeling frustrated is because you most likely have a condition call LEAD DEFICIT DISORDER.... No joke this condition comes from the fact that you have little to no new contacts being exposed to your products and business.

“But But But”.... you might tell me...”I am doing classes, I am doing conference calls, I am teaching my team...” these are all great things but do they include bringing new people for classes, conference calls etc.?

Many times as we grow, we stop marketing and start teaching and training our team which puts us into MANAGEMENT MODE and STOPS our GROWTH.

If you want to grow your business, you and your TEAM must constantly be exposing new people to your products and business. You may be using a few tools like a website, classes, or Zyto Scans... but a few tools are not enough. In fact we must constantly be evolving new tools and techniques to expose new people to what we have.

In the 14 years I have worked with Young Living, many things have changed where people look for information and what they are willing to do and what they aren’t. Testing your
marketing tools for a minimum of 90 days is a key to success in this business. Sticking with what works and leaving what doesn't will help you help hundreds and thousands of people, avoid burnout and frustration, and grow your business.

I have personally tried many different things. Some of which I gave a really good effort, other things I just dabbled in. But this list is an accumulation of many things I have tried over the years. Some of these tools and techniques are successful but just weren't a good fit for me or that season of my life. You will need to make your own choices on what fits your business and life.

My suggestion is to pick as many of the Passive Marketing Techniques you can and then another 5-10 other marketing techniques that will help you expose your products and business to others.

Look at your current skills and talents and what you are good at and see if these things could be a marketing tool, technique or skill for an existing marketing technique. For example if you love to lead or teach your small group at church or are currently a teacher, you may really enjoy teaching classes. If you love sharing with moms on Facebook with all the cool tips and tools you use for taking care of babies you may want to try hosting some Facebook Parties.

And of course if there is a technique or tool you use that isn't on this list. Please be sure to share with us what you are doing that works!

My last hint to you that has helped me and many of my team members is PRAYER. Praying for God's guidance on what Marketing Techniques would be best for you.

God Bless your Success,

Mary Starr Carter
Passive Marketing Tools

Passive Marketing Tools are techniques and tools that you simply wear or use that help you share by sparking interest in those around you when you are out and about. Passive Marketing Tools are wonderful when coupled with a Business Tool like a business card, CD, DVD or a sample of oil with your card.

What do I mean?

When someone asks you about your Passive Marketing Tool it opens up a conversation. This conversation can lead to an exchange of information (collecting their name, email, phone number) and giving them your tool. Get it?

Here are your resources to purchase Passive Marketing Tools:

- [https://younglivinggear.com](https://younglivinggear.com)
- [https://www.youngliving.org/rs_mnu_main.asp](https://www.youngliving.org/rs_mnu_main.asp)
- [http://www.zazzle.com/young+living+essential+oils+gifts](http://www.zazzle.com/young+living+essential+oils+gifts)
- [http://www.abundanthealth4u.com](http://www.abundanthealth4u.com)
- [http://www.shopbacktonature.com/category/aroma-necklaces.html](http://www.shopbacktonature.com/category/aroma-necklaces.html)
- [http://crowndiamondtools.soundconcepts.com](http://crowndiamondtools.soundconcepts.com)
101 Ways To Market Young Living

I BELIEVE in you!

- www.thetotalwellnessdoc.com
1. Here is a List of Passive Marketing Tools

1) Essential Oil Necklaces (Essendulums, Clay Necklaces, Glass Necklaces)
2) Smell Like Oils Always
3) Carry NingXia Bottle
4) YL cups and mugs
5) Wear Professional Shirts and Attire with YL logo
6) Children and Kids clothing with YL logo or sayings
7) Shaker Bottles
8) T-shirts and sweatshirts
9) Buttons and Pins

10) Diffuse in Office, Classroom, or Home

11) Have oil bottles visible in Office, Home or Business

12) Purse, Carrying Cases, Bags with LOGO and YL Sayings

13) Bumper Stickers

14) Re-Usable Grocery Bags

15) Car Decaling or Motorcycle Decaling
Your Resource List

Your Resource List is partly your warm market (people you personally know) and luke-warm market (people you know of or people you meet out and about). If you have completed your Quick Start Training you should have a list of 100-200 names with some of those highlighted.

Your Resource List includes the people you can expose your products and business opportunity to. I highly suggest that you utilize scripts when approaching these individuals and presenting. I have also found that direct contact through phone calls is more effective than emails or Facebook chats. Even at the level of Diamond, I am still scared to talk on the phone with people I know and don’t know but pushing through the fear has helped me help hundreds of people.

Here are some Marketing Tools and different ways to expose and present Young Living to your warm market and Resource List.
2. DVD's and Videos on Products or Business

1) https://vimeo.com/youngliving (This link includes all the official Young Living videos they put out)

2) http://www.youtube.com/watch?v=Lh574G77Qcs (Abundance, Wellness Purpose Video)

3. CD's (Missing Link CD is a favorite)

http://www.lifesciencepublishers.com

4. Success from Home Magazines

https://younglivinggear.com/business-tools.html

5. Brochures & Books

http://www.lifesciencepublishers.com/

6. Oil Samplers

11. One on One Meetings

12. TELE Meetings or Classes

13. Giving Classes

Vicki Opfer, Royal Crown Diamond recommends when giving classes, we never want to look like an expert who does everything flawlessly. Why? Because then others will not feel confident that they can do it too. She recommends using notes and scripts. I agree when we started implementing scripts for classes and teleclasses, the team rapidly grew. Many of the class scripts we used can be found at this link below Young Living Business Tools Scripts.

14. Facebook Parties
15. Spa Parties

16. Raindrop Technique Demonstrations or Experiential
17. Healing Oils of the Bible Class
18. Hands and Feet Oil Treatments or VitaFlex with Oils
19. Aroma Dome Experiential Sessions
20. Diffuser Lend

21. Everyday oils Lend

22. Information or Research Sharing

23. Infographic Sharing

24. Work on Your Resource List

As you can see there are so many different ways to expose your Resource List to your business or products. The most important thing is to do SOMETHING... Utilizing some basic scripts will help you invite people on your Resource List to the different things you have. I find Dani Johnson’s Script Books very helpful. Here are some resources of Dani’s I like Home Based Business Videos FREE and Instant Customer Goldmine.
Networking

25. Connecting With People You Know

Networking is a tool of connecting with people you normally would not have access to for mutual benefit. It is most beneficial when you create relationships first and keep your focus on helping others. This will cause others to want to help you. This is an area I excel in. I actually stunk at it for many years because I was inconsistent and talked more than I listened. After taking several First Steps to Success Training with Dani Johnson I learned how to listen and ask questions to learn about people’s needs and desires.

Here is a list of possible networking events you may want to attend in your area. Once you pick the group or groups right for you remember it does take time and energy and consistency to make it work. Stick with it a minimum of 1-2 years.

26. Chamber of Commerce
27. The Red Hat Society
28. BNI or Professional Networks
29. The Elks
30. Rotary
31. Kiwanis
32. Women’s Networking Groups
33. Health Groups
34. Senior Circle
35. Christian Networking Clubs
36. MOPS

37. Homeschool Groups
38. Parents Groups
39. After Hours Events
40. Trade Shows
41. Fairs
43. Expos

These are events in which you pay for a table or booth to display and showcase your products and information. These venues can range from $40- $1000 or more. But the key to success with these events is collecting your contacts’ information for fol-
low up although a considerable amount of business can be done at an event when you have multiple people working it, it is most important to FOLLOW UP.

44. Craft Fairs
45. Holiday Expos
46. Wedding Expos
47. Women’s Expos
48. Health Fairs
49. Wellness Corporate Events
50. Safety Days
51. Pet Expos
52. Business Employee Appreciation Days
53. Flea Markets
58. Lead Generation

Lead Generation is a simple way to create your list of individuals that are interested in your products or business program and whom, which you will need to follow up. There are many different ways to create leads. Some cost a few dollars and others thousands of dollars. Testing and trial runs are important.
ADS

59. Billboards
60. Wellness Magazines
61. Parenting Magazines
62. Niche Market Magazines
63. Natural Awakening Magazines
64. Radio Ads
65. TV ads
66. Newspaper Ads
67. Penny Saver Ads
68. Restaurant Ads
69. Sponsorship Ads for Events
70. Local Non-Profits

71. Google Ads
72. Facebook Ads
73. Facebook Boosts
75. Twitter Ads
76. Website Banner Ads
77. Car Decal

78. Magnet Ads with Website or Toll Free Number

79. CoOp Ads
80. Drop Cards
81. Gift Basket Name Drop
82. Free Lunch
83. Gift Certificate Business Card Drop
84. Landing Pages

www.marketingscents.com

Home Business Entrepreneur, MommyPreneur, Product Pages NingXia, Oils, Healing oils of the Bible
These are Some Other Fun Ways My Team Members or I Have Created Leads

85. Neighbor to neighbor
86. Business to business
87. Social media assistance or swap

88. Volunteer
89. Offer services and gifts

(Melissa Howell had a brilliant idea of going to her local park and offering FREE face painting and water bottles to anyone at the park. Her daughters had fun painting faces while she talked to people about her new Young Living Business.)
90. Website: Your WordPress Blog

Your website is a tool to attract prospects interested in your topics, offers them valuable information or tools in which they will want to opt into your emails, newsletters, or follow you on Social Media so that you can continue to give them information and encouragement daily or weekly.
Here are a few of my team members who do this really well. They created their niche market and community in Social Media and 80% or more of their Young Living Business comes from online tools. Check out their websites:

- www.angelabrook.com
- www.kaylahoward.com
- www.theorganicmomma.com
- www.theencouraginghome.com

If you want some quality training in growing your business using online tools I highly recommend [http://www.vibrantthymes.com/push-to-silver/](http://www.vibrantthymes.com/push-to-silver/) mentorship. I spent over $25,000 dollars learning how to do business online but these Young Living Distributors offer quality education at a fraction of the costs.
Here are Some More Online Ideas to Help Grow Your List

91. Guest blogging

92. Free offers

93. Special teleclasses

94. eBooks

95. Seminars

96. Newsletters
GIFTS and MORE

The next time you are invited to a birthday party, a dinner, a wedding or baby shower, give a Young Living gift instead of a store bought gift. Not only will you be giving a quality gift but it will spark interest, give you an opportunity to follow up, and enhance the recipient’s life.

97. A Bottle of NingXia Red

98. A Rice Sock with Lavender Samples

99. Oils and Personal Care from our Baby Collection

100. Shutran and Joy oil

101. You can come up with lots of ideas for gifts at

http://www.abundanthealth4u.com/Gift_Ideas_Recipes_s/36.htm
This list of 101 ways to market your Young Living Business is not complete. There are many many more techniques, tools, and ways to attract interest and present your products and business. But start here with some proven systems; tools and techniques that are helping many, many leaders grow a success flourishing Young Living Business.

God Bless your Success,

Mary Starr Carter

Young Living Diamond Leader
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