



HOW TO DO ESSENTIAL OIL



Studies

Essential Oil Studies Overview

 An essential oil study is a fun way to engage new people to try essential oils to see how it helps them with one of their health challenges over the course of a 7, 14 or 21 Days.

 Be sure to give yourself and your team enough time to order the supplies they will need to give their participants samples, ship them if needed and learn how to invite them and follow up during the process.

Step 1: Explain & Invite



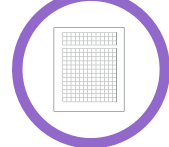
Think of 5-10 people who would be interested in participating and invite them



Let them choose between Sleep Digestive, Pain and Discomfort



Make sure they are willing to participate in the Pre Study Orientation, Duration Of Study and Post Study Results



If they say "Yes" add them to the Google doc and go to Step 2

Step 2: Pre Study Orientation



2-3 Days before the start of the study hold a prestudy orientation. If people are local have a live class, if not schedule one on one's



Teach the front page of the natural solutions class. (NO KITS or How To Enroll)



Teach them how to use the oils for their study



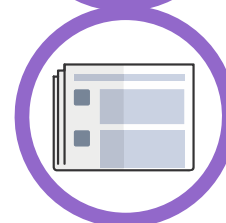
Reiterate the importance of their commitment to the survey, have them complete the pre-study survey give them their oils and add to the Study FB group (In cases where they are not local, schedule one on one's and mail samples)



Step 3: The Study



Welcome everyone to the FB group with an FB live, make sure everyone has completed the pre-study survey and explain to them what they will see each day in the group.



Create and post graphics showing how they should be using the oils for each study. Provide additional education and title the post for which study it is for.



Look for ways to create engagement, by having people post pictures of where they keep their oils, share experiences or even post results.



Engage your team and assign them to "GO LIVE" about their success with the study topics or little tips the participants would want to know.

Step 4. Post Study Event



1-2 Days after the study invite everyone to a local Post Study Event or schedule one on ones. Start the event with some testimonials



Teach the last portion of the class. The 3 ways to get oils Retail, Wholesale and LRP and explain the kits.



Give each of the participants a free gift, could be a bottle of wild orange



Offer each participant a "Study Only" enrollment coupon. Could be a free Oil Life Book/Diffuser or something else. Valid 48 hours only




Have each participant complete a post-study survey




HHave them start thinking about friends or others that they would want to participate in the future.

Example Timeline & Calender


Review the study timeline below. You want to give roughly 2 weeks between the announcement of the study and the beginning of the study so that your leaders have time to order the needed products and possibly ship them if the person is not local. Also, it is ideal to have the study end at the last week or so of the month so you can use the potential volume for ranks.



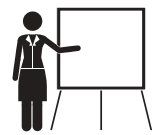
Announce To Your Leaders




Make Invitations (phone & text).
Use social media but do not spam. 1 to 1 invite is the best




Pre Study Orientation & Survey



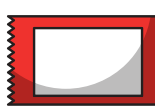
Post Study Event & Survey




7 Day Survey.
(could be 14 days)



Ship Study Kit oils



Study Only Enrollment Coupon
(Available for 48 hours)



Pre & Post Study Surveys

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



Wellness Advocates 📖

To be successful with the study you will need to know how to properly invite, explain the requirements, support your participants, follow up and educate before, during and after your study

Step 1: Prepare

You want to announce this to your team at least 14 days before you begin the study so that they have time to order the products that they need and possible ship oil study packages to participants. You also want to plan and have the study end at the end of the month so that you can reap the rewards of the study.

Example Timeline:

Oil Study Begins Aug 20th
Pre Study Orientation Aug 17th
Post Study Event Aug 25th
Announce to team Aug 4th
Team orders products Aug 4th
Team starts inviting Aug 4th

Step 2: Invite

The number of people you invite is limited because you can't afford to give free product to everyone and you really want to find the most serious people. It's an incredible opportunity for them to learn and use natural solutions to overcome their health challenge. If the number is 10, make sure they know that you can only invite 10 people.

Step 3: Follow Up

Before and especially during the study you will need to follow up with your participants. 1-2 days before the Pre Study Orientation and every 2 days during the study

Step 4: Present

Pre Study Orientation During The Study

See "Oil Study Overview" for a breakdown of the important points of each presentation

Step 5: Enroll

Post Study Orientation

This is where you will share testimonials, discuss the best way to get the oils and kits they want and receive their gift and enrollment coupon.

Step 6: Support

Schedule their lifestyle overview and have them make a list of a 1-2 people who they think would enjoy being a part of a future study



Wellness Advocates 🌿

Inviting & Following Up Scripts



We have seen much greater success when people pick up the phone and call. Posting a graphic on social media or text blitzing isn't as effective. You can start with a text, but make sure you speak to them.



First Contact

"Hi _____ - (Include a Hi/How are you/Personal greeting, etc.) I am going to be helping to run a study on dōTERRA essential oils in _____ and I can add 10 people I know to the study group. I thought that you might really enjoy this so I wanted to give you the chance to get in on it.

There are 3 studies and you'd get to choose one of them to participate in:

Pain & Inflammation
Sleep
Digestive Support

You'd get some free oil samples to try for ____ days and a thank you gift for completing. Would you like to participate in one of these health topics?"

Pre Study Follow Up

I'm so excited for the study to begin. The Pre Study Orientations will be short but super helpful. Did I send you the address already?

During Study Follow Up

How are you liking the oils for your sleep? What have you been experiencing?



Study Participants 💧

"Our team is passionate about serving and empowering our friends and family in both our local and non-local areas. We want to know what areas of health you may be struggling with and how natural solutions can serve you and our community. We have a limited amount of positions available for the study because we are going to be giving you a few essential oils to try and we really want to keep a really personal touch with those that are invited. Would you be interested? YES!! Great, we just want to make sure that we are inviting the right people. What I mean by that is that we want to make sure you would be willing to attend a Pre Study Orientation just so you know how to use what we will be giving you, participate in the short _____ day FB group to help continue to educate you and finish with a post-study event so we can see how everyone did. Perfect. I'll reserve one of the spots for you.

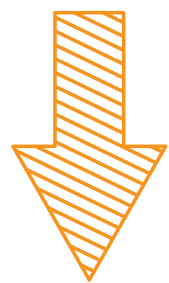
- ✔ Use the products we will give you for the study. (We'll help remind you.)
- ✔ Attend the Pre Study Orientation & Pre Study Survey
- ✔ Participate in our Study FB group during the _____ days.
- ✔ Participate in the Post Study Event & Post Study Survey
- ✔ Give us your honest feedback. We really want to serve you



Study Sample Kits 🌿

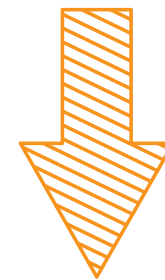
Once the participants have agreed to participate and attend the pre-study, study and post-study events, they can receive their study sample kit and instructions. Make sure to include a note if you are shipping that says DO NOT START USING BEFORE STUDY.

Option 1: Digestive Study



14 TerraZyme
20 drops Peppermint
20 Drops DigestZen
1 Health Can Be Simple

Option 2: Sleep



7 Serenity Softgels
20 drops Vetiver
20 Drops Serenity
1 Health Can Be Simple

Option 3: Pain & Discomfort



2-3 Deep Blue Samples
20 drops Copaiba
20 Aromatouch
1 Health Can Be Simple