

Sampling Summary

Once you start having your own experiences of the oils and are confident looking them up and using them, the next step is to start sharing them with others.

For some people this can be a scary step while others find it very natural. The thing to remember with doTERRA essential oils is that you do not need to push them on anyone, you are not the salesman, the oils are, and you are just the messenger, which is why it is vital that you experience the oils for yourself before you begin sharing them with others.

Once you have your own belief in the oils, you will start thinking of many people you know who could also benefit from using them.

It may help to think of sharing as part of three doors of openness (see business summary page). Sharing just involves the first door;

- ***Are they open to natural medicine and to learn more about this?***

You do not need to worry if they are going to buy the oils at this stage, just if they are willing to come and learn.

Resources needed

- Home essentials kit or larger kit and coconut oil
- Modern essentials book and/or the essential life book
- Sampling bottles – from back office or essential oils
- A-Z booklets (Essentialoilsupplies.co.uk)
- Sampling stickers – these come in the doTERRA welcome pack and can be purchased from back office.

Optional Resources

- Sampling bags from Amazon to put the samples in
- Sampling carrier (key ring or purple/black vial case- from doTERRA account or essential oil supplies)

Step 1 - Write a list

This does not have to be an actual list you put to paper, this could be a mental list. The idea is that you start thinking of all of the people you know who you think could benefit from these wonderful oils. Remember; don't think about trying to sell the oils at this stage, you are inviting them to learn more. You should start with a list of 40 and then expand this to 100. It does make it easier if you write them down!

1. Start Your List – write down everyone you know, try not to judge at this stage, just write them all down.
2. Evaluate your list – Grade everyone according to the following seven traits;
 - Women
 - 35-45 yrs.
 - Natural things
 - Business before
 - Money need
 - Influential
 - Supportive spouse
3. Work out a specific strategy of how you are going to approach each person on your list. Start with those who scored the highest. Most people you will want to approach with the oils first, so decide on a sample if you know a specific ailment they have or work out how you will approach them with the oils – phone call, meet up, naturally at school etc....
4. You will also want to approach those on your list who you know will be open to the oils and who have a specific need.
5. Next work out a strategy for the others on your list.
6. Once you have approached everyone on your list you will need to think of ways to expand your warm market. There are many ways of doing this; you need to find what works best for you. Examples include, Facebook, local fayres/market stalls, attending workshops and other groups etc.

Step 2 – Sample

Tips:

- Learn the best ailments and oils to sample
- Make samples of the main oils to carry around with you
- Find out if they are open to natural medicine
- Share how the oils have helped you
- Use the A-Z booklet to find a specific ailment you can give a sample for.
- Give them the sample with brief instructions on how to use it with the health and safety.
- Take their contact details and say you will follow up in 2-3 days to answer any questions they may have.

1. What are the best oils to sample?

The purpose of a sample is to give someone an experience which is obvious and quick. Therefore you do not want to give a sample for any chronic conditions or things that cannot be seen very easily.

The following are some examples of ailments and samples which are good to give;

- Peppermint – for headaches, insect bites, congestion
- Lavender – for sleep, cuts, burns, wasp stings, insect bites
- Digestzen – for any digestive issues, constipation, diarrhoea, heart burn, acid reflux, bloating, motion sickness etc.
- Breathe – for respiratory conditions, sinus problems, congestion, snoring, asthma, chesty coughs
- Melaleuca – for skin conditions such as acne, dandruff, athletes foot, nits
- Deep blue rub– for pain, growing pains for children, carpal tunnel, arthritis, joint pain, back pain
- Hay fever Blend (Lemon, Lavender and Peppermint)
- Melaleuca and lavender – Eczema and ear infections
- Oregano – for viruses
- Deep blue and Frankincense - Migraines

Things to avoid: chronic conditions, psoriasis, coughs, mood lifting, lemon for cleansing as these are not quick experiences that they will be able to see.

2. How to make a sample

Take a sample vial and your chosen oil. Gently hold the edge of the oil against the rim of the sampling vial and allow the drops to fall into the bottle. A typical sample should have about 10-12 drops in. Put a label on the sample vial to show what oils it is. You can then place the vial into a sampling bag and attach the tag or just give it as it is.

- (i) Hand them the sample and tell them how to use it;

“Here is a sample of..... There are about 30 drops (1 drop of oil from a 15ml bottle = about 3 drops from a sample bottle!) of oil in this sample bottle. You will need to use 3- 6 drops (this is equivalent to 1-2 drops from the 15ml bottles) for each application. Apply every two hours if needed.”

Depending on the sample and what it is for, tell them where to apply the oil, topically, or internally. Also, it is a good idea to show them how to get a drop out of the sampling bottles as you have to tap the bottom!

- (ii) Briefly Cover the health and safety – remember, don’t scare them so they don’t want to use the oils. They are very safe, but there are just a couple of things you need to tell them;
- Always tell them to test the oil on the bottom of their feet first, if they are to apply it topically (see health and safety section for more info and the three ways of applying the oils on the Learn page).
 - Tell them not to put the oils in their eyes, nose or ears. In the event of this happening, advise them to use carrier oil, NOT WATER to dilute the oil.
- (iii) **Take their details and set the follow up** – this step is absolutely vital because if you don’t arrange to follow up with them, most times they will not come and tell you about their experience and nothing will happen. Also do not be tempted to just give them your details; most people will not contact you. You must take their name, telephone number and email. Again do not be tempted to just take their email, lots of people will not reply to emails. Arrange to call them or see them to follow up, this has proven to be a lot more effective.
- (iv) You can then give them the **sampling handout** with the instructions written down or send them an email with the instructions on and a couple of links to the oils.