

How to Promote Young Living NingXia Red

Step 1. Pour yourself a shot of NingXia Red.

Step 2. Drink it.

Step 3. Pour an even larger healthy drink and get ready to research.

Wheeeee! Now that we're feeling energized...

Crash Course in NingXia Red Marketing

This Crash Course should occupy you for two hours researching and zero to two hours creating content. Don't take more time than that unless NingXia Red is a cornerstone of your marketing.

**If NingXia Red is a cornerstone product for you,
skip to the end of this book immediately
and read only the last page.**

I organized the following reference materials from most important down to “only look into this if you have time.” During my own research (more than 12 hours in all), I discovered a whole bunch of stuff, and picked through it to show you only the most essential books, web pages, documents and videos.

Use the hyperlinks below to jump around this document easily.

Table of Contents

What to Do With Offline Resources.....	3
What to Do With Online Resources.....	3
Lists, and Why They Are the Worst Marketing Content Ever.....	4
What to Do With Ingredients Lists.....	5
What to Do With Companion Products Lists.....	5
What to Do With Health Challenges Lists.....	6
Brochures and Other Marketing Materials.....	7
What to Do With PDF Brochures.....	7
What to Do With Online Videos.....	8
And Finally, How This Research Applies to Your Marketing.....	8
What If NingXia Red Isn't Really a Part of Your Business?.....	9
What If NingXia Red Comes Up Sometimes?.....	9
What If NingXia Red Is a Cornerstone In Your Business?.....	11

TIP: Throughout this document, I've inserted hyperlinks that lead to the different web pages I refer to. If you are reading this book online or in PDF format, simply click and you'll be automatically brought to the right place. If you happen to see a warning message, just click Allow.

What to Do With Offline Resources

10-20 minutes

Offline resources are things you put in people's hands when you're talking to them face-to-face. But, they are also great places to do some research about products.

Find your most recent YL Product Guide. Look for the NingXia Red section and glance over it. Notice what Young Living has felt is important to know about the products, and think about what you would say if you were standing over someone's shoulder looking through the catalog together.

Read pages 264-265 from the *Reference Guide for Essential Oils* by Connie and Alan Higley. Notice any information that your own audience might like to know and allow yourself to glaze over the big words and the boring stuff. Pay attention to the Companion Products and Companion Oils sections and just think about what you would say to someone with questions.

If you have any other hard-copy brochures, books, etc., look up NingXia Red and read it over and think about it.

What to Do With Online Resources

20-30 minutes

Let's take just a few minutes to realize the wealth of online resources provided by Young Living, and then I'll give you some ideas on how to use these resources to build your YL community.

Visit Young Living's NingXia Red web site. Click through it as if you are a customer who has never tried the product. What do you notice? What would your people ask about after visiting the site? [Click here to pull up the page.](#)

Go to the wellness section of the YL products website. Put yourself in the mind of your community and quickly scroll and read. [Click here to pull up the page.](#)

Go to the NingXia Red bottles page of the YL website. Put yourself in the mind of your community and quickly

scroll and read. [Click here to pull up the page.](#)

Go to the NingXia Red packets page of the YL website. Put yourself in the mind of your community and quickly scroll and read. [Click here to pull up the page.](#)

Go to the NingXia Red bottle/packet combo page of the YL website. Put yourself in the mind of your community and quickly scroll and read. [Click here to pull up the page.](#)

You might already be feeling that these web pages are OK, but not directly useful to you as a distributor (except maybe for the site dedicated exclusively to NingXia Red). I'm glad if you're feeling that way—please don't share these links directly with people, especially if they have not already signed on with you.

Instead, is there any information you can grab in small doses and turn into marketing content? Think small and simple, and please don't copy-and-paste. Put it into your own words.

I had you look these web pages over because this is often the first information YL customers find on the products—which is where you come in, to teach them all the other stuff they need to know.

Lists, and Why They Are the Worst Marketing Content Ever

If I were a Marketing Fairy with a magic wand, I'd wave it all across the internet and abracadabra every list right out of existence. A list without context is a big waste of time. A list without thinking about WHY people need to read it is a big waste of time. You can be more effective.

When you're tempted to make lists because they're easy content to create, do yourself a favor. Make each list relevant to your community. Know who they are and why they're reading. Use lists as a jumping-off point for educating, for sharing needed information, for being interesting and unique.

By the way, I spent several hours compiling these lists from a bunch of sources, mainly the *Reference Guide for Essential Oils* and the YL website. Everything I'm about to say comes straight from trusted sources, so you don't have to re-do the research.

What to Do With Ingredients Lists

5-10 minutes

I've noticed that when many YL distributors talk about combination products, they simply copy-and-paste and describe each ingredient. You can be more effective. Let's practice this.

Everyone asks, "What's in NingXia Red?" What they're really, deeply asking is, "Why should I care what's in NingXia Red?"

As you read this list, simply highlight ONLY SINGLE ingredients your community has talked about or asked about in the past year. Just read quickly and hit the highlights.

Wolfberry puree, blueberry juice, aronia juice, cherry juice, pomegranate juice, plum juice, stevia extract, grape seed extract, vanilla extract, orange oil, yuzu oil, lemon oil, tangerine oil.

Has anyone in your community expressed interest in any of those ingredients as a stand-alone question or conversation? If not, you will probably not spark engagement by telling them what's in NingXia Red. If they have talked about an ingredient, focus on that in your marketing and teach only what people want to know.

What to Do With Companion Products Lists

5-10 minutes

Same problem with companion products lists. People will often ask, "What does NingXia Red go with?" and if you simply copy-and-paste the list below that doesn't answer their real question. What they're really asking is, "How can I put together a full health system?" Let's practice this.

As you read this list, simply highlight ONLY the companion products your community has talked about or asked about in the past year, and ONLY the products you have personally promoted in the past year. Just read quickly and hit the highlights.

Core Essentials Complete program
5-Day Nutritive Cleanse program
Balance Complete meal replacement
CortiStop dietary supplement

Digest and Cleanse capsules
Longevity capsules
Master Formula HIS tablets
Master Formula HERS tablets
Power Meal meal replacement bars
Pure Protein Complete powder
True Source capsules
Wolfberry Crisp bars

In your marketing, focus on what people are already interested in, or what you would like them to become interested in. Keep it simple!

What to Do With Health Challenges Lists

10-15 minutes

I bet you already know what we're going to practice next.

The health challenges each YL product addresses can be vast. So many benefits! NingXia Red is particularly healthy and is a great addition to everyday life. Here are just a few, and as you read this list, simply highlight **ONLY** the conditions your community has talked about or asked about in the past year. Just read quickly and hit the highlights.

ADD/ADHD
aging
HIV/AIDS
pets
inflammation
antioxidants
Epstein Barr syndrome
arthritis
autoimmune disease
bladder infection
cancer
cardiovascular health
health support for children
chronic fatigue
digestive health
depression
irritable bowel syndrome
eye health
fatigue
PMS

fibromyalgia
immune support
kidney health
liver health
lupus
muscle health
obesity
strength training
stroke prevention
sugar cravings
weight loss and dieting

When people ask, “Is NingXia Red good for [fill in the blank health challenge]?” you can confidently answer, “Yes.” But what are they really asking? Get to the heart of the question. Explore the challenge and show them that you care.

This is where your work behind-the-scenes in choosing a niche and sticking to it becomes important. This is where you focus your marketing and address your community and their needs. Please don't copy-and-paste. Pick out highlights and talk about only those.

Brochures and Other Marketing Materials

Young Living has done a fantastic job of providing colorful brochures on the products. This is wonderful when it's time for people to buy them, and as a distributor you should familiarize yourself with these materials and have some handy for sharing. But again, you can be more effective. Do people need to see the actual brochure right now? Or do they need to learn more first?

What to Do With PDF Brochures

10-15 minutes

YL has provided a bunch of great brochures in your back office, so let's take a look at these two.

[Download the NingXia Red product PDF from here.](#) Read it quickly and notice whatever strikes you as important.

[Download the NingXia Nitro product PDF from here.](#) Read it quickly and notice whatever strikes you as important.

Then, think of FIVE reasons your particular audience might find these specific brochures interesting. (Remember, what are the deep questions they're really asking?) If you can't think of five reasons, they probably don't need to see the brochure itself, so simply make notes about little things they'd like to know and move on. Again, please put everything into your own words.

If your audience would be fascinated by these colorful brochures, share them online! You can also buy brochure packs and distribute these offline.

What to Do With Online Videos

20 minutes

If you did not already watch the videos provided on the Lifestyles page of ningxiared.com, or if you think your audience might be interested in viewing short videos, check into these links:

<http://vimeo.com/74325681>

<http://vimeo.com/74325680>

<http://vimeo.com/74325682>

<http://vimeo.com/73344403>

That last one is a little silly; would your audience find it funny and exciting?

Do you want to share these videos with your audience? Maybe, maybe not. They're nice for a little break from the usual ways of marketing, but always be sure your people would get something out of the time invested in watching. They sort of "feel" like commercials to me, but that could just be my feelings.

And Finally, How This Research Applies to Your Marketing

You've just given yourself a crash course in NingXia Red! Take five minutes to rest your brain before applying the information to your marketing.

Deep breath... And exhale. Deep breath... And exhale. Breathe... Exhale.

OK. Read on, now that your brain has rested.

What If NingXia Red Isn't Really a Part of Your Business?

If NingXia Red only comes up occasionally in your business (or not at all), stop reading here. You've done enough work for the day.

What If NingXia Red Comes Up Sometimes?

If you plan to promote NingXia Red only occasionally as a stand-alone product, take the following action steps:

While the information is fresh in your mind, create just a little content. Here are some ideas to spark your creativity (you don't have to do them all).

- 🕒 3 Reasons to Drink NingXia Red
- 🕒 3 Facts About NingXia Red
- 🕒 3 Health Conditions NingXia Red Can Help (and Why)
- 🕒 What Does NingXia Red Taste Like?
- 🕒 Go back to your highlights lists and decide whether you want to promote NingXia Red in relation to anything that popped out at you.

Create these educational materials as soon as you can, to distribute later. Make a note on your editorial calendar about when and where you will insert this content into your marketing plan, along with any other links provided above that might interest your audience.

Congratulations to you! You've worked extremely hard researching and creating content. You might feel overwhelmed right now, which is why I suggest you wrap up this learning session by making notes to yourself—stuff to do later, when you're fresh. Give yourself reasonable deadlines and everything will get done.

Thank you for doing this important work! As I mentioned, I did a bunch of background research before writing this book, so you wouldn't waste your time learning stuff you really didn't need to know. Pretty neat, huh?

As a member of the North Grove Marketing community, you received this Crash Course free. If you know of someone who could benefit from this lesson, please direct them to 10000seeds.com/northgrovemmarketing/crash-course-in-ningxia-

[red-marketing/](#) where they can purchase their very own copy for a mere \$11.

What If NingXia Red Is a Cornerstone In Your Business?

If you plan to promote NingXia Red as a cornerstone product, or your community is really interested in diet, exercise or digestive/immune health, you have more work to do to create a full-blown marketing content system. I'll direct you to my five-part seminar series, "Putting NingXia Red At the Center of Your Marketing." Find out more here.