

### **How to Promote Young Living Supplements**

Step 1. Gather up all your bottles of supplements.

Step 2. Glance at all the labels, just noting information.

Step 3. Remind yourself WHY you take these supplements.

Don't have any supplements yet? Don't worry... You can pass on wisdom to your community simply by researching the products.

# **Crash Course in YL Supplements Marketing**

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

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 20 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.

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TIP: Throughout this document, I've put hyperlinks to the web pages I refer to. If you're reading this book online or in PDF format, simply click and you'll automatically jump to the right place. If you happen to see a warning message, just click Allow.

Lots of times, people in Young Living communities complain of health ailments and distributors immediately jump to which essential oils to recommend. That's not bad, but it doesn't get you into the heart of what's really ailing the person in front of you.

Ask questions and listen to the answers. Sometimes the answer is an EO, and many times a nutritional supplement is what's really needed to make a significant impact in a health condition.

## Getting to the Heart of Nutritional Supplements

**Here's an easy one:** People don't care that they should take OmegaGize, but they DO care that they should take fish oil supplements.

**And a little harder one:** People don't care that enzymes get imbalanced in their digestive systems when they get older and Essentialzyme can help. They DO care that they have gas, bloating, heartburn, acid reflux, pancreatic problems, chronic stress, or food allergies.

**And again:** People don't care that billions of bacteria work synergistically in their guts and Life 5 can help balance everything out. They DO care that they have allergies, lowered immunity, IBS, gluten sensitivity, colitis, unwanted weight, candida overgrowth, or foggy brain.

Do you see where I'm going with this?

What does your community care about? What do they ask for help with, and what do they do when given guidance? If you don't have clear answers to those questions, read on. If you know the answers, skip this section and jump right into the research.

### *What does your community care about?*

You can find the answer to this question by listening first, then asking clarifying questions. Here's an example:

Someone says, "I hate feeling bloated after eating. Which oils should I use?"

**Easy answer:** DiGize applied on the belly; fennel in water before and/or after meals. (You may have other answers; this is an example.)

**Better answer:** Ask any of these questions (no more than two or three at a time): Do you feel bloated after every meal, or just some meals? Has this been a challenge for a long time? When did the challenge start? Do other members of your family experience the same thing? Are you drinking plenty of water? Do you eat regularly throughout the day, or do you eat big meals? Are you

feeling stressed by this bloating? How long does it take to go away? What other digestive challenges do you experience? Are you trying to change your diet to be healthier? Are you taking any meds that might contribute to feeling bloated? For females, Do you experience bloating more around your period, or is it throughout the month? Etc.; use your own words.

**Even better, better answer:** Once you've gone deeper with the person in front of you, you can ask the ultimate question: How would your life feel better if this challenge were solved? If the challenge is small or occasional, the person might just chuckle and answer, "Well, I wouldn't feel bloated anymore."

If the challenge is rooted in something broader, or the symptom of bloating is the least of that person's actual worries, asking this question allows the person to envision a healthier life.

That's where we really want to be, isn't it? Free from discomfort; free from stress; free from anxiety; free from physical challenges so we can work on being the beautiful people we were meant to be.

Sounds kinda woo-woo, but yeah. That's where I want to be, anyway.

**I want you to notice how this kind of questioning works:** You aren't diagnosing anything; you're asking the person to diagnose herself, to think about her physical body in the bigger picture.

You aren't prescribing anything; you're suggesting solutions to problems, and the supplements address core, system-wide solutions (plus you may have non-YL guidance to share, like examine gluten and dairy).

You're not drilling the person; you're caring for her, having a conversation, and becoming a trusted friend.

And when you get to that place with people in your YL business, you will be successful. And fulfilled, and happy. And so will they.

### ***What does your community do when you give them recommendations?***

This is a key question in marketing any kind of business. You have an array of solutions and are arming yourself with knowledge about the products. You can solve a lot of problems, if people act on your suggestions.

And lots of times, they just don't act. Or they say they will, and then forget about it as soon as you leave the room.

Frustrating truth about humans!

It is vitally, amazingly, incredibly, 100 percent absolutely, necessary to allow others to make their own decisions.

Remember this: If you are teaching someone something and someone else is nearby (reading a social media post, eavesdropping on your in-person conversation), you aren't just teaching that one person. So, bring these deep conversations out by telling stories (anonymous, or with permission) and use them as teaching tools. Even if the lesson appears lost on the primary contact, the secondary contacts are thinking.

Remember this, too: You're practicing. Most people actually aren't good at getting to the bottom of challenges. You're practicing at being the kind, gracious, personable business leader you were born to be.

And, remember this: Be patient. Be willing to let go of expecting other people to do anything. Patiently wait for people to make decisions in their own good time, and be ready to help when they finally say, "Yeah, I should really start taking Life 5 for my digestive challenges." Boom.

And when someone says this immediately? Do a little dance and celebrate! Reassure the person publicly that it's a good decision and ask them for a testimonial after the product has had time to work.

The more you celebrate your community members who ACT on your guidance, the more the slow-pokes will speed up. Neat, huh?

## **What To Do As You Research These Marketing Materials**

Young Living has done a fantastic job of providing official marketing materials for you to redistribute in your business. Trouble is, just posting a video or handing someone a colorful brochure on a product isn't quite enough.

Your voice explaining things; your posts in social media that carry on a conversation; your knowledge and trustworthiness; your passion are WAY better than a piece of paper or a 19-minute webinar. Your community needs you to interpret what you're putting in front of them. They need to understand WHY they're looking at whatever.

Before you share, think of FIVE reasons your community might find specific marketing materials 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 it.

You, on the other hand, can pull information out and share exactly what they need to know when their questions come up, because you've done the research. Use these materials to “back yourself up” and to educate people deeply—if they want to be educated deeply.

As you do the research I've outlined below, take some notes if the mood strikes you, always in the context of what your community cares about. As you read and listen, think of ways you can put the information into your own words and teach it to your community in your own style.

Finally, write down your own questions and do additional research to answer your questions. It's OK to ask these questions in our North Grove Marketing Facebook groups, too, because I did WAY more research on the supplements than I'm asking you to do. It takes time, but it's time well-spent—you'll have knowledge at your fingertips in the future!

## Research: Basic Introduction to Nutritional Supplements

*30-45 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 nutritional supplements section and glance over it. There are a LOT of products, and the catalog puts them in alphabetical order... Somewhat confusing if you're just starting to research. Read each description, and think about what you would say if you were standing over someone's shoulder looking through the catalog together.

**Read pages 239-281 from the *Reference Guide for Essential Oils* by Connie and Alan Higley.** Ignore Ingredients and Suggested Use sections. Pay attention to the Body System(s) Affected section and just think about what you would say to someone with health challenges.

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

## Online Nutritional Supplements Information From YL

*10-15 minutes*

Let's take just a few minutes to realize the wealth of online resources provided by Young Living.

**Go to the wellness section of the YL products website.** Notice how YL has categorized different product lines. (This will become very important to you after you've done your research.) Put yourself in the mind of your community and quickly scroll and read. [Click here to pull up the page.](#)

**Go to the Targeted Support page of the YL website.** Notice the subcategories of support and how the products are grouped, and quickly scroll and read. [Click here to pull](#)

[up the page.](#)

If you're feeling really ambitious, click through to the other sections and take note of the products included. Do you need to read all these? Nope. Just the ones that make sense in the context of what your community cares about.

Skip the Weight Management section for now because I'll be teaching you about that in-depth a little later in this training series.

**Multivitamins** ([click here to pull up the page](#))

**Antioxidant Support** ([click here to pull up the page](#))

**Age-Based Nutrition** ([click here to pull up the page](#))

**Joint and Mobility** ([click here to pull up the page](#))

**System Solutions** ([click here to pull up the page](#))

**Liquid Wellness** ([click here to pull up the page](#))

**Energy and Stamina** ([click here to pull up the page](#))

**Healthy Snacking** ([click here to pull up the page](#))

While these web pages may be the first exposure a potential customer has to the product lines, they are essentially useless for educating and teaching. Never send someone to these pages until you've gotten to the bottom of what they want and need—until you've had time to teach and create product recommendations based on their personal uniqueness in the world.



## Overview: Most Useful Products to Recommend

Let's get a general sense of which nutritional supplements you can recommend to almost everyone. This is good, basic knowledge that will serve you well over time.

**True Source.** This combination pack of supplements is perfect for adults who want to take vitamins but don't care about all the nuances—the capsules simply have everything for good, basic health.

**Master Formula HIS, Master Formula HERS and KidScents MightyVites.** These should be pretty obvious to everyone, even folks who don't take multivitamins on a regular basis. Vitamins are good for you, just like your mom said.

**Super C (regular and chewable).** Another common vitamin that's familiar to most people, vitamin C is the foundation of a good supplement program.

**OmegaGize.** As a supercharged fish oil supplement, OmegaGize supports heart health, skin health and tooth health. Especially good for people on cholesterol medications. I've even heard of folks giving OmegaGize to their older dogs with good results.

**SleepEssence.** Lots of people know about melatonin as a sleep aid, but SleepEssence also contains four sleepy EOs to really fortify the effects of melatonin. There's no equivalent product on the market.

**Life 5 and Essentialzymes 4.** These two go beyond the basics, as you'll see when you do the research.

OK, let's research these basics so you have a little more knowledge and can confidently recommend the products.

Each section will take you from 5 minutes to 30 minutes to complete. I do recommend you listen to all the webinars I found about specific products; make sure you've had a substantial snack before embarking on this, and know that you won't be wasting any time by thoroughly looking into the resources listed.

## **True Source**

- 🕒 Read pp. 276-277 in *Reference Guide for Essential Oils*
- 🕒 [Download the Product Information Brochure Page](#) from the NGM members group (it's also found in your back office)
- 🕒 [Click here for the product page](#) on the YL website
- 🕒 [Link to an official YL webinar](#) overviewing Life 5 and True Source

## **Master Formula HIS**

- 🕒 Read p. 260 in *Reference Guide for Essential Oils*
- 🕒 [Click here for the product page](#) on the YL website

## **Master Formula HERS**

- 🕒 Read pp. 260-261 in *Reference Guide for Essential Oils*
- 🕒 [Click here for the product page](#) on the YL website

## **KidScents Mighty Vites**

- 🕒 Read p. 255 in *Reference Guide for Essential Oils*
- 🕒 [Download the Product Information Brochure Page](#) from the NGM members group (it's also found in your back office)
- 🕒 [Click here for the product page](#) on the YL website

## **Super C**

- 🕒 Read pp. 273-274 in *Reference Guide for Essential Oils*
- 🕒 [Click here for the product page](#) on the YL website (regular)
- 🕒 [Click here for the product page](#) on the YL website (chewable)

## **OmegaGize**

- 🕒 Read pp. 265 in *Reference Guide for Essential Oils* (OmegaBlue is now OmegaGize, an enhanced product)
- 🕒 [Download the Product Information Brochure Page](#) from the

NGM members group (it's also found in your back office)

- 🕒 [Link to an official YL webinar](#) and why you should listen
- 🕒 [Click here for the product page](#) from the YL website

### *SleepEssence*

- 🕒 Read pp. 270-271 in *Reference Guide for Essential Oils*
- 🕒 [Download the Product Information Brochure Page](#) from the NGM members group (it's also found in your back office)
- 🕒 [Watch this video clip](#) click Allow if necessary (kind of a silly waste of 15 seconds, but here it is)
- 🕒 [Click here for the product page](#) from the YL website

### *Life 5*

- 🕒 Read pp. 255-256 in *Reference Guide for Essential Oils*
- 🕒 [Download the Product Information Brochure Page](#) from the NGM members group (it's also found in your back office)
- 🕒 [Link to an official YL webinar](#) overviewing Life 5 and True Source
- 🕒 [Click here for the product page](#) from the YL website

### *Essentialzymes 4*

- 🕒 Read pp. 248-250 in *Reference Guide for Essential Oils*
- 🕒 [Download the Product Information Brochure Page](#) from the NGM members group (it's also found in your back office)
- 🕒 [Link to an official YL webinar](#) (covers Essentialzymes, fennel, spearmint)
- 🕒 [Click here for the product page](#) from the YL website

## **And Finally, How This Research Applies to Your Marketing**

You've just given yourself a crash course in Young Living supplements! Yes, there are many more to study, but these basics are a great place to start promoting. 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 Nutritional Supplements Aren't Really a Part of Your Business?***

If Young Living's comprehensive line of nutritional supplements for a variety of health challenges only comes up occasionally in your business (or not at all), stop reading here. You've done enough work for the day.

### ***What If Nutritional Supplements Come Up Sometimes, or Your Community Has Questions About Overall Health?***

If you plan to promote nutritional supplements only occasionally as stand-alone products or part of EO recommendations, 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).

- 🕒 Does Your Tummy Get Upset More Easily Around the Holidays? (or family reunions, in the winter, while traveling, on your lunch break at work, whenever; talk about any number of products)
- 🕒 Are You Getting the Right Probiotics From Your Yogurt? (talk about Life 5)
- 🕒 3 Health Conditions X Product Can Help (and Why)
- 🕒 Go back to the notes you took while researching and decide whether you want to promote any or all supplements 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.

Get your community started taking one or more of these supplements by:

- 🕒 Emphasizing foundations to good health
- 🕒 Recommending these supplements to community members who feel generally run down, suffer from stress, take over-the-counter or prescription meds, or who have diagnosed health challenges
- 🕒 Mentioning them to everyone who expresses an interest in improved health (that could be everyone)
- 🕒 Linking to their interest in essential oils (“Hey, did you know YL also has some rock star vitamins?”)

If you mostly stick to EOs in marketing your business, [here's where to order the Essential Oils and Digestive Disorders brochure](#) pack from Crown Diamond Tools (click Allow if necessary). This is a real-world brochure you can put in people's hands while you're having a conversation about their digestive challenges.

If digestive enzymes fascinate you and your community, [check into this DVD from Crown Diamond Tools](#) (would be great to show at a home party or in-person event).

## In Conclusion...

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/northgrovemarketing/crash-course-in-ningxia-red-marketing/](http://10000seeds.com/northgrovemarketing/crash-course-in-ningxia-red-marketing/) where they can purchase their very own copy for a mere \$11.

Blessings to you and all who belong to you! Jump over to the Facebook group and let me know if you have questions or confusions!

Until next time!

Evelyn Fielding

<http://10000seeds.com/northgrovemarketing>

Closed, members-only Facebook group  
<https://www.facebook.com/groups/NorthGroveMarketing/>

Open to all YL distributors Facebook group  
<https://www.facebook.com/groups/NGMOpen/>

### More Supplements

Multivitamins: Core Supplement Kit (Life 5, True Source, OmegaGize, Longevity), Mineral Essence, Multigreens, Core Essentials Kit Complete (look up), Super B, TrueSource

### Women:

Age-Based Women: Cortistop, Estro, FemiGen, Master Formula HERS, PD 80/20

Targeted Support Hormone: Cortistop, Dragon Time eo, EndoGize, EndoFlex, Estro, Lady Sclareol eo, PD 80/20, SclarEssence eo, Thyromin

### Immunity:

Targeted Support Immune: ImmuPower eo, ImmuPro, Inner

Defense, Life 5, Raven eo, Super C

Digestion:

System Solutions Cleansing: Cleansing Trio Kit (Essentialzyme, ICP, ComforTone), Detoxzyme capsules, ICP, 5-Day Cleanse kit, ParaFree, Rehemogen

System Solutions Excretory: GLF eo, Juva Cleanse eo, Juva Flex eo, JuvaPower, JuvaTone, K & B

Targeted Support Digestive/Enzyme: AlkaLime, ComforTone, DiGize eo, Digest and Cleanse, Essentialzyme-4, K & B

Graceful Aging:

Age-Based Seniors: BLM capsules and powder, MegaCal

Targeted Support Sensory/Brain: Brain Power eo, OmegaGize, Sleep Essence

Enhanced Nutrition and Energy:

Antioxidant Support: Chocolessence, Longevity capsules, Longevity EO, Mineral Essence, NingXia Red, OmegaGize, Super C

Energy and Stamina: En-R-Gee, MultiGreens, NingXia Red, NingXia Nitro, Peppermint EO, Super B

Diet and Exercise Support:

Liquid Wellness: Balance Complete, NingXia Red, NingXia Nitro, Power Meal, Pure Protein Complete

Targeted Support Muscle: BLM capsules and powder, Pure Protein Complete

Heart, Bone and Joint Health:

Targeted Support Cardio/Heart: MegaCal, OmegaGize

Targeted Support Bones/Joints: BLM capsules and powder,  
MegaCal, OmegaGize, Sulfurzyme, SuperCal capsules

Age-Based Men: Master Formula HIS, Prostate Health

Age-Based Kids: KidScents MightyVites, KidScents MightyZymes

Allergies: Allerzyme

Targeted Support Reproductive: FemiGen, Prostate Health,  
UltraYoung spray