

## Updates to the Heart-Centered Sharing Business System - Feb. 5, 2015

### 1. An Overview of the System

### 2. Successful Inviting

### 3. Imprinting

#### 1. What is the Heart Centered Sharing (HCS) business system?

Heart Centered Sharing is a business duplication model based on ONE THING.... **Helping people live longer, healthier, and happier lives.** *Everything* that we do in this business model goes through that filter. If it doesn't pass the filter test, we don't do it..

You are more than welcome to share YL is whatever way you want to. This is your business.

However, what we've observed over the years is that quite a few of the ways we've shared aren't effective in building a thriving network marketing business. So I want to make sure that you understand the business model that has propelled many to the top ranks in YL.

Heart Centered Sharing is *a very specific business system*. It's not just a scripted outline that people all over YL use for many different things. The HCS outline has been used for large and small classes, 1 and 2 day workshops, professional presentations, at expos, one-on-ones with clients, etc. Some people use this outline for events at restaurants, in churches, libraries, etc. But all of these ways of using the HCS outline are *not* the HCS business system and, unfortunately, will not give the same results.

The HCS business system requires having small events in private settings - in homes, waiting rooms at chiro offices after hours, realtor conference rooms - etc. - quiet - no people milling around, no distractions, no PPTs. They are focused events where everyone (including the presenter) is sitting in a circle (or oval), often around a coffee table (not a big table, which tends to break up the energy of the group), and with a very, very specific number and makeup of people (3-4 members bringing 5-6 guests plus the presenter).

#### Here is a description of the HCS Business System:

There are 4 basic skills sets in the HCS system:

1. Successful inviting
2. The Presentation
3. Personalizing
4. Follow up call

#### 1. Strategically inviting people to events:

HCS events involve strategically and personally (by phone) inviting 3-4 members (in a strategic leg, for example) to come to a specific event, and bring 1-2 guests, each. 3-4 members, and 5-6 guests. No more than 3-4 members and no more than 5-6 guests. There are very specific reasons for this - more on this later. We ask questions about the potential guests to make sure that they are not already in YL, they're not in a competing EO company, they aren't being forced

to attend, that they're not coming out of obligation, etc. This saves a lot of lost time and resources. If events aren't successful, it's discouraging. So we do our best to insure success.

For members who want to attend without guests we say "This event is for people who want to share with friends. But I'll see you at the group training on the 10th, right?" I know that some of you cringe when you hear this because you want everyone to come who wants to. And I understand that. But what we've found is that if there are more members at the event than guests, the guests feel intimidated and will not order. If that happens, did you really help them? No. So we can't do that because it doesn't pass the filter of truly helping people.

**#2 and #3 involve the events, *which are 2 hours long.* (When we invite people we tell them the event is 2 hours long. 7-9pm, 1-3pm etc.**

## **2. The presentation:**

**We start with a *brief* intro of ourselves** "Hi, I'm Vicki and I'm so glad you're here. Let's go around the circle, and everyone say your name and what you hope to learn." **No credentials. No personal stories. etc.** 1 minute max. **We keep this very, very duplicable, and in order to truly help people, we don't want to intimidate them.** We can tell our longer personal stories at members-only trainings. Very appropriate there, just not in a HCS event because we're maxing duplication at these events. We can give our credentials at professional presentations, and OWN the room. Just not here.

People share concerns like, "I get tired a lot," or "My kids are always sick," or "I have pain in my shoulder," or sometimes they say, "I'm curious about the oils, and want to know more."

The presentations are **1 hour**. The first 1/2 hour is on oils and the Thieves line, and the second 1/2 hour is on NingXia Products, supplements, and personal care. **We look down at the outline, we look up, and we talk. We look down, we look up, and we talk.** No reading and no memorizing the information. Anyone can do it if they want to.

**We do our best to bring attention to each guest's needs** like "Marcia - you said your kids get sick a lot. This section on Thieves might be really helpful to you."

**The last 3 minutes we tell people how to enroll** - wholesale/retail, enrollments kits, Essential Rewards, and promos. It's sort of like a "Good, better, best, absolute best scenario. Good is signing up with a \$40 kit. Usually people will enroll this way if they feel obligated to buy for some reason. We don't want that. Better is becoming a wholesale member with a Premium Kit. Best is becoming a wholesale member on Essential Rewards and earning points, and very best is being on Essential Rewards and getting the free stuff in the promo.

Presenters and attending members can briefly add in their own stories and experiences, but we also want to keep the presentation brief, generic, VERY educational, and duplicable in order to truly help people AND create a healthy business.

There is only one presenter. We've tried breaking it up so that 2 people share presenting, but it just doesn't work well. So one person is the presenter, and if you want to, you can have one person helping you pass the oils and other products around.

### 3. The personalization during the second hour:

The second hour is specific - **empowering each guest**, individually, right in front of the group, to think about what they heard and making an awesome decision for themselves on how to get started.

We don't tell anyone what they should order or what they should do, although we may inquire, "What do you think about the NingXia Red and Nitro for more energy? Are you getting enough rest? Perhaps SleepEssence might help. Do you need a good vitamin? Which oil was your favorite? Lavender might help you sleep better...etc."

We empower people to think for themselves through a series of questions. "What did you hear that might be helpful? Have you thought about (other products). Is there anything else you want to ask about? Do you have questions about any other family members?" etc. We ask the other members if they can think of anything that might be helpful. We look stuff up in the Desk Reference, and share what we find. When they're ready, we ask, "Would you like to go ahead and set that up? It only takes about 5 min." They usually do. We pass them our laptop, and make sure the friend who brought them is sitting next to them, to make sure they set up their account correctly.

If we send them home, to order for themselves, they may get confused. They may also enroll as orphans, not realizing how important their Enroller will be. So if we do that, did we really help them? No. Not in the best way we could have... So we don't do that.

If someone says, "I have to wait to order until I get paid on Friday," we say, "No problem! Do you want us to call you or you call us? You can be on your computer, and we can be on ours, to make sure you get set up correctly, and get the best deal." (wholesale, etc.)

If they say, "I'm not sure what I want. I'll go home and look through the catalog." You might say, "You're welcome to do that. But I have to tell you, it's somewhat confusing. We're honestly here to help you. You said you have fatigue. Would you like to talk about it here? Then, you're welcome to order whenever you want." (They usually end up ordering at the event - but NO pressure...)

If they are terrified of MLM, and act hostile, at all, we say, "No problem! You can let us know when you're ready." and we move on to the next person. (They usually came out of obligation, and hate network marketing - not our fault.)

Usually, most will order. As they are setting up their account on our laptop, with their friend who brought them sitting next to them, we speak to the next guest, and the next, one at a time, right in front of the group, for about 5 min. each. The computer is getting passed, also, and people are setting up their own accounts.

Why? Because if we do it for them, they will not know how to enroll a friend if they want to. We want to empower them - not enable them. Everyone in the room - members and guests are learning how we help people and how we talk about enrolling. We're respectful. We're not pushy. We are truly trying to help. And the guests set up their accounts, one by one.

The first hour is the education - what are oils, etc., and the second hour, we're showing them how to use these magnificent oils AND other products to help themselves and others how to live longer, healthier, and happier lives. What an amazing thing! Are we truly helping? YES! This is HCS!

**Some people (presenters) don't want to do the personalizing part because they don't want anyone to feel pressured to buy anything, but if they don't order, did we really help them?**

**No. So we have to be brave and learn how to talk about ordering and helping them set up their account in a simple, loving, direct way that truly helps them.**

**What if we just "sell everyone a Premium Start Living Kit With Everyday Oils"? Would that help the guy with fatigue? Not really. How about the woman whose kids are sick a lot? No, one bottle of Thieves is not enough. She needs the Thieves kit. The kids need to be using the oil, washing their hands with Thieves soap, brushing their little teeth with Thieves toothpaste, etc. She needs to be cleaning the house with Thieves Cleaner. Maybe they (or she) need vitamins. Right? Please, truly help her.**

In HCS, our goal is to genuinely, truly, sincerely help people - not just sell kits. If we can empower them to change their lives, using these products, we've done our best. If we just sell the guy with fatigue the Premium Kit, there's a very high probability that he won't order again, and will go inactive. Why? *Because he didn't feel better.* So if he goes inactive did we help him? No... Who did we empower? Ourselves. How sad...

It's also important that everyone in the room is thinking, "I could do this, if I wanted to." And they're thinking, "My friend has kids who get sick a lot, too. Oh, this is how you talk to them about it." They start thinking about who they might bring to the next event. Everyone - members and guests are learning how to share and enroll from a heart-centered place of being of service, as we lead by example.

**So, again, hour 1 is the educational information, and hour 2 is putting that information to work to help people live healthier, happier lives. It's a beautiful thing.**

#### **4. Following up - a call about 2 weeks later:**

"How are you?"

"Did you get your products?"

"Which one is your favorite?"

"Do you have any questions?"

***"We're having another sharing event on (date). Would you like to come and bring 1-2 people?"***

This is really, really important. Everyone is invited back within 2-3 weeks to bring 1-2 friends to another event. ***Do you see how this is organic and circular? It wraps around. #4 is one of the key secrets to the success of this model. Our goal in HCS is to constantly and consistently help people share with friends.*** And then help the friends share with *their friends. This creates groups of 5 or more people*, and again, we find, historically, that once someone has a downline of 5 or more people, they almost always order, they do not ever go inactive, and they tend to become interested in building with us. So if they are constantly ordering, are they going to feel better and better over time? Yes. Did we really help them? Yes. This is Heart-Centered Sharing. And we've covered the 4 skill sets. Let's move on to time...

## **Time:**

We ask people doing the HCS system how much time they have to devote to the process of **building a business...** **5, 10, or 20 hours a week, for the next THREE MONTHS!** (So they can actually get the hang of it and see results.)

If they have less than 5 hours a week, we say to them, "That's fine. Do this when you want to and enjoy yourself! It probably won't result in a substantial business, but if that's ok with you, it's perfect." Sometimes I say, "If I told you I'm opening a restaurant, and I'll be open one evening a month, what would you say to me?"

For the HCS events, we can invite people, do the presentation and personalization, and do the follow up in a 5 hour window of time. Not all at once, but cumulatively.

**1. 5 hours a week:** That is equal to one introductory event a week, in strategic (specific) leg(s) that the builder wants to grow. Occasionally, this builder will want to have a members-only training for their downline who live in their area.

**2. 10 hours a week:** We can hold 2 of these events per week,  
So 10 hours = 2 5 hour windows. That is 8 events a month. 2 a week X 4 weeks = 8.  
But instead of doing 8 a month we ask that builders:  
Schedule and fill 6 of these introductory HCS-specific events.  
1 **members-only** training (5 hour window of time, 2 hour event)  
1 training conference call for people at a distance each month.

Either of these trainings can include products and/or business - whatever the leader wants to do. This can be anything that is YL related - Using Oils for Kids, Women's Issues, Thieves, NingXia Red, More on Oils, Beauty Products, a Raindrop Demo, etc. **GET CREATIVE AND HAVE FUN!!!** Learning more about how to successfully use more YL products can be life-changing for many!

Encourage (and empower) the leaders in your group to share at these events! "Marcia, I know you love using the oils for your kids! Will you share about your favorite products for about 15 minutes at the monthly training?"

The reason that we keep these as **members-only** is not to exclude anyone. It's because we know that people imprint when they are introduced, and we don't want them imprinting with an event that is not duplicable, therefore taking away their opportunity to share. (More on this below.)

So if people want to bring guests, they have to bring them to a HCS sharing event, *first*, and help them enroll and order. Then they can come for more training.

**3. 20 hours a week (If you want this business to be more successful even faster)**

That's 4 of these events a week, or 16 a month

But instead of 16, a better choice is:

12 (3 a week) introductory events.

1 members-only product training for your local people.

1 members-only product training conference call for the people in your group who live at a distance.

- 1 business class for your local people.
- 1 business training conference call.

If you stick with this system, the way it is set up to work, you should see duplication within 3 months, if you're doing this correctly. That's when someone says, "I want to do this!"

Strategy

***Make it FUN!!! Enjoy yourself, and help as many people as you can live healthier, happier, and more abundant lives!***

***Next: More notes on successful inviting!!!***

## **2. Successful Inviting**

The very best way to help yourself or someone else build a business is simple. Without saying a word, you're going to *model it for them*. You set up HCS events - which means 3-4 members bringing 5-6 guests (or they each bring 1, and you invite a couple, etc.)

Successfully inviting people to HCS events is a skill set. If you want the Heart Centered Sharing model to be successful for you, you have to learn how to do this effectively.

So how do we make sure that these events are well attended, *filled with guests who really want to be there?*

### **Successful Inviting:**

How can we assure that we get 3-4 members bringing 5-6 guests? It takes a little practice, but anyone can learn this skill set.

It's like putting on a dinner party for your best friend. You have seating for 10, and there are already 2 of you. Do you invite 20? No. Because if they all come, you will not have enough food or seating... Do you send out a broadcast email? No, for the same reason.

You invite 8, right? And if 4 cannot make it, you invite 4 more. If 2 of them cannot come, you invite 2 more, etc., until it is a perfect 10.

HCS is the same way. You invite 3-4 people in strategic legs to come and bring 1-2 each. I start with the new people who came into the group in the past month or so. We really need to help them share right away. Next, if I still have room, I choose people who are ordering and have at least 1 person in their downline - which means that they may be interested in sharing. (I use the YL Family Program to tell me who these people are... If you don't have the program, check upline for someone who has it, and they can run these reports for you.)

**When you call, say, "I'm having a Young Living intro event on Wed. the 16th for people**

**who want to share with a friend. Would you like to come and bring a couple of people?"**

**That's all they're going to hear from you. That's an important first step toward building a thriving business.**

Then, you help them qualify their friends...

**Them:** "I'm busy that evening. Sorry."

**You:** "I have another one scheduled for the (date). Shall I write you in for that one?"

**Them:** "Uhhhh m-a-y-b-e..." (They're NOT coming...)

**You:** "It sounds like you're not really interested, which is ok!"

**Them:** "Oh, thank you! Yeah, I'm just really busy right now."

or "Gosh I really need to know if you can make it. Please let me know for sure by Friday, ok?"

**Them:** "No, I don't have anyone to bring but I'll come."

**You:** "This event is for people who want to share. I'll call you next time, and you're coming to the (members-only training) on the (date) right? I'll look forward to seeing you there!"

(If there are more members at the event than guests, the guests feel intimidated and will not order. If that happens, who did you empower, and who did you not help? The guests. In HCS, our goal is to help people...)

**Them:** "I want to bring 5 people."

**You:** "We're keeping this event small, and I only have room for you to bring 2. Pick the 2 most interested!"

(If one person is planning to come with 5, there is a 90% chance that they will cancel the morning of the event. They forget to call their friends, etc.)

**Them:** "I want you to come teach a class for my friends."

**You:** "Oh, I don't do that. Just invite the 2 who are most interested, and bring them to the event, ok?"

**Why?** If you do it for them, you will enable them - forever. If they bring friends, you will empower them.

**Them:** "Yes! I do have a friend I want to bring!"

**You:** "Tell me about your friend!"

**Them:** "She hates the oils, but I want her to hear about them."

**You:** "Please don't bring her. There's nothing worse than someone sitting there with their arms folded across their chest." (We're not here to convince or persuade anyone about anything. We're simply here to share, educate, and help empower people to make great decisions - for themselves...)

**Them:** "She is in another YL group but wants to learn more."

**You:** "Oh, this is for people who aren't members yet. Why don't you bring her to our members-only training on the Thieves products on the (date)? Can you think of anyone else that you'd like to share with?" (Again, more members than guests means the guests won't enroll.)

**Them:** "She's in another oils company, but I want her to hear about YL."

**You:** "Let's meet with her privately."

(These people can show up with the idea of pirating the event to their own products. It's unpredictable.)

**Mostly we hear:**

**Them:** "She loves the oils and I think she's ready to order!"

**You:** "WONDERFUL! Check and see if she can make it and let me know right away, ok?"

**Them:** "She loves oils and uses them all the time!"

**You:** "What kind of oils is she using?"

**Them:** "I know she gets them from the health food store."

**You:** "I'm so glad you're bringing her! She's going to love *our* oils!"

**If you have to leave a message:**

**You:** "Hi (name), this is (your name). I just wanted to check in with you to make sure you got your Young Living order (if they're new) and see if you have any questions. So I'll look forward to speaking with you! Also, we're having another sharing event on the (date). Let me know if you'd like to come and bring 1-2 friends. You can reach me at (your phone number). Thanks so much! I hope to see you soon!"

**To everyone:**

**You:** "I keep these really small to really help people, so if your plans change, will you please let me know right away? Thanks so much."

### 3. Information on Imprinting...



For those of you interested in building successful Young Living businesses, here's something you need to know...

Network marketing is different than retail marketing in a number of ways. One "quirk" about it that has been observed and proven within the industry is that however you introduce someone to your products is how they MUST share with others. Must...

Isn't that interesting? They "imprint" on the day you enroll them, and they must share with others in the same way you shared with them. If you share at an expo, your new enrollees have to be able to set up at an expo, be knowledgeable, etc., also. If you introduce someone as their massage therapist, they have to become a massage therapist, in order to share. As crazy as that sounds - begin to observe, and you'll see it.

It's like the picture, above... The ducklings imprinted on the dog at birth, and believe that the dog is their mother. You can tell those little ducklings that the dog is not their mother, but they will laugh at you and think you're crazy.

It's the same in network marketing. If we enroll our friends, family, clients, etc., in a way that they cannot duplicate right away, they will not share. If we enroll someone at a big class, they will think they have to become smart enough, etc., to be able to teach a big class if they ever want to share with others. So, instead, they don't share, even if they want to.

If we invite them to a members-only training on Using Oils for Kids, they will probably not bring a friend until you have the same class, again.

You can TELL them, over and over, that they don't have to become a teacher and organize big classes - that they can share one-on-one with their friends or bring them to small events. But they will quietly laugh at you and think you're crazy.

So..... if we want to create successful businesses, we have to be very, very duplicable when sharing, using an excellent and proven "duplication model" so that we don't "take away" our downline members' ability to share, if they should decide to do so.

***We've also discovered that almost everyone will want to share at some point - about 99%.*** And that 5-10% of the people coming into our groups will want to participate in the business - 5% "to some degree" and 5% more seriously. By helping the 99% share, we can constantly be bringing in people who potentially will do this with us.

As leaders, our job quickly becomes TOTALLY FOCUSED on helping the people in our group share with friends. If we do it in a duplicable way, the group begins to grow on its own. If we do it in a non-duplicable way, we're going to get very, very tired.

Duplication is *absolutely required* for the success of the network marketing business model. **Duplication means *people sharing with people, sharing with people, WITHOUT US.*** (Key words - WITHOUT US.)

Lastly: Strategy:

You've agreed to 5-10-20 hours a week, so you know what to do with that time. Now put dates in your calendar for the next THREE MONTHS! Next, strategize which legs you're building and start inviting the people in those legs - 3-4 at a time.

When I built to Diamond (I was the second Diamond in Young Living) I had small events, inviting people in all my legs, until I was able to develop 6 legs, and find a leader in each leg. Then I rotated my time among those 6 leaders and legs for just over 2 years, to get to Diamond. And I really had no clue what I was doing. Since then, many people have used this system to get there within a year.

Heart Centered Sharing is a proven and successful duplication model, and has helped many people, in and out of our group, reach the top. It's a GREAT model for those of us who are dedicated 100% to helping people live longer, healthier, happier, and more abundant lives!!!

Have a wonderful day!!!

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