

Class notes Week 1 – 60 Days to Silver Founders Club Lesson 1

Lesson Plan for Week 1 (2 hrs with Break)

- Quick housekeeping (3:02)
- The Three Pillars of 60 Days to Silver (K) (14:02)
- The Wilder WOW (C,P,S) (28:26)
- Getting Clear on Your Why (C,S) (49:43)
- Understanding and leveraging Social Styles (C,S) (1:02:08)
- Homework (5 min)

Quick Housekeeping

- Points and Rewards
 - Points will be awarded for participation and engagement on the wall. We might award points for Facebook posts but that is a manual process so won't be as guaranteed to be noticed.
 - Points will be reset each week and awards will be given out for highest three earners each week.
 - Total points will be kept by Mary Jane and when the course is done, we'll post them to your account
 - Rewards will include 1-on-1 business analysis sessions, Mother Nature's Wellness pads, laminated sell sheets, oils, and maybe even some cash! Of course, you'll also have bragging rights! 😊

The Three Pillars of 60 Days to Silver

- Essential Product Knowledge (3%)
 - Which products create the greatest curiosity
 - Looking for head-snap
 - Must be able to demo in a minute or so to create initial WOW
 - Add secondary oils for the next minute if still engaged
 - Don't be the expert!
 - Essential Oil books and apps are your friends
- Essential Business Knowledge, Skills, and Tools (85%)
 - It may seem like a lot, but most are pretty intuitive once you hear them
 - Knowledge includes:
 - MLM and doTERRA – much will be in pre-course when I release it
 - Back office tips and tricks
 - Understanding the 8 ways you can get paid
 - Placement strategies
 - Importance of duplication
 - SMART goal setting
 - Momentum creates faster building and path to stability
 - How to stay Silver and prepare for Gold
 - What NOT to do go Silver – why you don't need biz cards, letterheads, websites, etc.
 - The next event is the most important event
 - Where to NOT prospect – hint... some things are a waste of time

- Understanding how to transfer / move people in your business
- Finding time to build your business – moving boulders and rocks
- Understanding why they don't call you back and how to fix this
- Prospecting goals
- The 'ole 100 name list – enhanced questions to ask yourself
- Figuring out what tools work for you
- Product Sampling “Do’s” and “Don’ts”
- And more
- Skills training includes:
 - Painless prospecting
 - Time management
 - 1-on1 meetings
 - Group meetings
 - Ron’s 5 biz-builder qualification gates
 - How to handle objections
 - Developing your 15 second “elevator pitch”
 - Pulling out someone’s WHY
 - Understanding and leveraging social styles
 - Transitioning to “The close” -- hint... there’s no transition
 - 3-way calling
 - Zoom calling
 - Text blitzing
 - Easy follow up
 - AromaTouch and AromaTouch prospecting
 - Wilder “WOW” training
 - Why, Where, Who, When do you prospect
 - Business vs. Oil prospecting
 - “Show and Smell” training
 - Getting someone started easily
 - And more
- Tools include:
 - Weekly planner
 - Sell sheets
 - Possible internet follow-up tools
 - Tear sheets for meetings
 - Scripts
 - Email templates
 - Prospect tracking
 - Rank and power of 3 tracking
 - Mentor and coaching call forms
 - WHY worksheet
 - Story worksheet
 - And more

- Essential Confidence Building (12%)
 - When you are confident about something then
 - You know you can do that “something”
 - There is no fear about doing that “something”
 - You are an attracting force when you associate with that “something”
 - When you must do something that you’re confident about, it’s easy.
 - When you become confident prospecting people, you’ll build your business!
 - I’ll teach you skills you can master that make it easier to build your confidence when prospecting
 - Examples include:
 - The Wilder “WOW”
 - Understanding social styles
 - Telling your story
 - Sharing the oils
 - Leveraging books and apps
 - Leveraging tools like pre-created tear pads and powerpoints
 - Learning and mastering the AromaTouch Technique
 - Etc.

- The Lesson Key
 - C: confidence building
 - P: Product knowledge
 - K: Business Knowledge
 - S: Prospecting Skills
 - T: Business Tools
- **Homework: pick your top five topics you really want to understand from the list above and post**

The Wilder WOW (C,P,S)

- Gives an instant oil experience
- Leads naturally to ATT prospecting
- Starts with two oils to create the WOW experience
 - Wild Orange (Happy Oil)
 - Peppermint (Wake Up)
- Add two additional oils to create more curiosity
 - Balance (“Do you feel stressed?”)
 - CPTG Lavender (Qualifying oil)
- Crafted to find level of interest
- Also used to find out if they know about doTERRA
- **Homework: Practice it 5 times this week on different people (you know or don’t know) to get some confidence**
- **Try it out on at least one person you don’t know! Hint: You get points if you share how it went on the forum “Wall”**
- Demo Time!

Getting Clear on Your “WHY” (C,S)

- Your “WHY” is your fuel
- Okay to be “greedy”... it’s YOUR “WHY”
- Okay to dream big
 - Hard for oracles and healers since they support others... not themselves
- And... your prospects “WHY” will be what motivates them, as well!
- Give prospects permission to also be greedy
- “Why” Mind map time
- Homework:
 - **What is your “Why” based on today’s info – Share with group**
 - **Group: Please ask questions of other’s WHY’s to help clarify – BE KIND!**

Social Styles (C,S) (20 min)

- Wonder how I can “connect” with pretty much anybody?
- Knowing both your and your prospect’s social style allow you to connect / relate easier
- Wondering what I’m talking about when I say, Warrior, Visionary, Healer, and Oracle?
- I define social styles (as I teach them) as the mode you go into when you want to get someone else to do something

- Powerpoint time
- Homework:
 - Figure out your social style and post on Wall
 - Figure out the social style of 5 people you know
 - Figure out the social style of at least one person in our 60 DTS founders club group whom you don't already know. You have to talk to them by phone or zoom to figure it out. See if they agree with your assessment. Post Results on the Wall

Homework

- Lesson Topic Vote
 - Homework: pick your top five topics you really want to understand from the list above and post (Wait until Mary Jane or I create a post so they can all be inside)
- “WOW”
 - Practice the WOW on 5 people you know and at least 1 person you don't know
 - Share your best WOW experience(s) on the Website “Wall”! (Earns points!)
- Social Styles
 - Figure out your social style and post on Wall
 - Figure out the social style of 5 people you know
 - Figure out the social style of at least one person in our 60 DTS founders club group whom you don't already know. You have to talk to them by phone or zoom to figure it out. See if they agree with your assessment. Post Results on the Wall
- “WHY”
 - What is your “Why” based on today's info – Share with group
 - Group: Please ask questions of other's WHY's to help clarify – BE KIND!

Next Week...

- Accountability
- AromaTouch Prospecting (put video up for ATT training)
- Crafting Your Story
- Dig deeper into “WHY”
- Compensation Plan (how to make money)
- The state of your business
- ??? depends on your votes