

YOUNG LIVING[®]
ESSENTIAL OILS

RISE

YOUR 90-DAY JOURNEY TO SUCCESS



Welcome to our community

We are distillers and dreamers, creators and caretakers, farmers and family. We uplift and enhance lives around the world through nature's living energy—essential oils. Every day we make lives better, the earth greener, and futures brighter.

Are you ready to embark on your journey to personal growth and transformation? We are honored to be able to support your success as you uncover all that is in store for you. Our partnership with you ultimately begins and ends with an abiding love of essential oils. Our goal with this workbook is to help you begin your own business journey by setting your 90-day goals and supporting you in achieving them.

There's never been a better time than now to take your future into your own hands. No matter your goal, we want you to know that it is possible! After completing this workbook, you'll have a greater understanding of how to live your passion, share your love of essential oils, and grow your impact to build a purposeful and successful business fueled by your passion for essential oils.

Lavender from the Young Living
Lavender Farm and Distillery
in Mona, Utah

BELIEF STARTS WITH YOU

AFFIRM IT AND BELIEVE IT

If you think you can, you can! Believe in your wildest dreams and let's work together to help them become a reality. Encourage yourself and others every day by saying:

I LET MY HAPPINESS BE VISIBLE TO OTHERS.

"My happiness overflows from me. I can use my happiness to bring joy to others."

I AM BECOMING.

"I am becoming the person I want to be. Each day I grow a little more into the person I know I can be."

I AM WORTHY OF GOOD THINGS.

"It is okay to want the best for myself and to pursue the things that bring me joy and happiness."

I AM CONFIDENT IN MY DECISIONS.

"I am the creator of my own destiny. I stand behind the things I do and say."

ACTION



Check
the box

NOTE



Write
it down

TIP



Get
the tips



Look for these symbols throughout the book and implement the actions or tips into your business.

Are you ready to rise up?

We are excited to see the beautiful future that awaits you.

Any time you see a QR code, scan it with your camera (iPhone) or QR reader (Android) to access additional content like success stories from top leaders plus exclusive tools and training.



TRY IT!

YOUNG LIVING
ESSENTIAL OILS

"WHO WE ARE" VIDEO

Your journey begins now.

This is why we need you. Bringing essential oils into every home is no small task. We are millions strong, thanks to story after story being authentically shared.

We are storytellers. Whether it's heart-to-heart over lunch or via a social media connection, Young Living grows when you do...one share at a time.

Today, start with three simple steps: live it, share it, grow it. Use these steps throughout your Young Living journey to make an impact in the world. Let's get acquainted with them.

live it (page 5)



What does it mean for me to truly live?

[illegible]

share it (page 13)



How will sharing these products with others impact their lives?

[illegible]

grow it (page 25)



How will it feel to help others impact lives around the world?

[illegible]



live it

01: LIVE IT

“DON’T DREAM
YOUR LIFE, LIVE
YOUR DREAM.”

—MARK TWAIN



“Living the Young Living life means being empowered to make the healthiest choices for my family. It means friendships, community, and feeling like I’m part of something much bigger. It means knowing the products I purchase are safe for my family.”

MARY BUCK

Crown Diamond
Maryland, U.S.

01

01: LIVE IT

What’s your inspiration?

To live a life of purpose, it’s important for you to understand what inspires you. What is your purpose? What is the cause or belief that drives you? Why do you get out of bed every morning? What sets you apart from everyone else? Your driving force, or why, is what inspires you to take action. Let’s start by helping you hone in on your unique inspiration.



AMANDA AND
BRYAN COOPER
Platinum
Utah, U.S.



What inspired you to become a brand partner?

What are your top three passions in life?

What do you love about Young Living and Young Living products?

Why do you want to share these products with others?

What does success look like to you?

What would success mean to your family?

What life will you create?

Six months _____

One year _____

Two years _____

How will you feel?

Using your answers from above, think of one sentence that defines your why.

(Hint: If it makes you emotional, you’ve nailed it.)

ACTION



Share your inspiration with someone close to you
(spouse, friend, family, enroller, support team).



“People don’t buy what you do;
they buy why you do it. And
what you do simply proves
what you believe.”

—SIMON SINEK



Values that inspire

As you build your business, it's important to stay true to who you are. After all, it's what will attract others to you. Use this list to figure out the five core values that are most important to you. They will become your guiding principles in how you treat others and conduct yourself in your business.

Abundance	Discipline	Integrity	Stability
Achievement	Effectiveness	Knowledge	Status
Adventure	Excellence	Love	Success
Authority	Fairness	Loyalty	Tolerance
Beauty	Family	Peace/Tranquility	Tradition
Being of Service	Financial Well-Being	Perfection	Trust
Change	Freedom	Personal Growth	Truth
Commitment	Fun	Power	Wisdom
Communication	Generosity	Punctuality	_____
Compassion	Good Health	Relationships	_____
Competition	Happiness	Religion/Spirituality	_____
Cooperation	Harmony	Resourcefulness	_____
Courage	Honesty	Safety	_____
Creativity	Humor	Simplicity	_____
Decisiveness	Independence	Sobriety	_____



My top five core values are:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Reflection: Now take a moment to reflect on the Young Living products, culture, business, and community. Where are your core values affirmed?

ACTION

Display your top five core values where you can see them every day, like in your office, car, bathroom, etc. Share them with your enroller or support team as well. When you're faced with a decision, ask yourself, "Am I being true to my values?"



“Faith is taking the first step even when you don’t see the whole staircase.”

—MARTIN LUTHER KING JR.

Lavender from the Young Living Lavender Farm and Distillery in Mona, Utah

Go for goals


Each day presents a new opportunity to improve, be better, and take one step closer to reaching your goals. Now that you’ve identified goals that are personal to you, our program can help make them become a reality. This program has made a major impact in the lives of many brand partners, and today we invite you to rise to your next level of success over the next 90 days.

Set a goal for your next rank achievement over the next 90 days.

<p>RANK REQUIREMENTS</p> <p>STAR</p> <ul style="list-style-type: none">• You (100 PV)• 500 total OGV	<p>PICK YOUR PACE</p> <p>➤</p> <p>PACE: STEADY</p> <p>My enrollment date: _____</p> <p>My Star date: _____</p>
<p>SENIOR STAR</p> <ul style="list-style-type: none">• You (100 PV)• 2,000 total OGV	<p>➤➤</p> <p>PACE: MODERATE</p> <p>My enrollment date: _____</p> <p>My Senior Star date: _____</p>
<p>EXECUTIVE</p> <ul style="list-style-type: none">• You (100 PV)• 2 legs of 1,000 OGV each• 4,000 total OGV	<p>➤➤➤</p> <p>PACE: RAPID</p> <p>My enrollment date: _____</p> <p>My Executive date: _____</p>

Reflect on your goal conversation with your enroller:

ACTION



Share your first goal and date with your enroller or support team so they can help you achieve it!



share it

02: SHARE IT

“THE SECRET OF
GETTING AHEAD
IS GETTING
STARTED.”

—MARK TWAIN



“Sharing is simple because the products are easy to understand, purchase, use, and talk about. Seed to Seal® gives us the opportunity to explain to others why quality matters and how they can make the best decisions for themselves and their family.”

JILL SAGER
Crown Diamond
Florida, U.S.

Rarely does someone walk through the front door at Young Living wanting to sell essential oils. Almost always a customer develops a product passion over time and naturally transitions into the business side due to their love of talking about the benefits of essential oils.

There’s a huge difference between selling and sharing. At Young Living, it’s more than selling because it starts with something you already love: essential oils. It’s sharing your passion in a kind and authentic way with people you believe will love it too. This makes all the difference.

live it



Become a product of the product.



Dedicate time to your growth.

 |    

Showcase your Young Living way of living on social media or in person with family and friends.

share it



Attract and influence through social media and in person. Share things like:

- Your real life
- The impact Young Living products have made
- The impact your Young Living business has made

Share and follow up with 2–4+ new people monthly:

1. _____

2. _____

Develop two new people on your team monthly:

1. _____

2. _____

grow it



Help two people on your team do the same monthly:

1. _____

2. _____

Add two more names to your list daily:

1. _____

2. _____

Reflect and repeat (what worked well, what can you enhance?):

Live it, share it, and grow it multiple times a month for increased momentum.



02: SHARE IT

Prepare your awe-inspiring story

How you share is just as important as what you share. Think of your favorite book. Now, think about the impact that it had on your life or the lessons you learned by reading it. What if that writer hadn’t had the courage to finish their story and share it with the world?

You fell in love with our products, and your story can inspire and help so many in your community. That’s what makes this business both fun and rewarding. Your story will become one of your most prized and reliable business-building tools. This section will help you build your awe-inspiring story.



If you feel like you haven’t been in long enough to create a story, that’s okay! Until you’re ready to create your own, there are plenty of stories you can borrow to share the impact Young Living has made in the lives of others.



APRIL POINTER
Royal Crown Diamond
Texas, U.S.

STEP 1

Describe your background.

Where you are from, where you work or what you do, family, current situation...

Example: “I’m from a small town but commuting up to three hours a day working in the city. With two small children, it’s become hard to have enough time for my family.”

Write your own: _____

STEP 2

Tell something about your life that had you dreaming of a better future.

Example: “I was exhausted from the commute, and my three-year-old wasn’t sleeping. I reached out looking for a solution, and my next-door neighbor gave me a bottle of Lavender for its calming aroma.”

Write your own: _____

STEP 3

Describe how you found a solution with Young Living products and/or the business opportunity.

Example: “My daughter is doing so much better, and we’ve found that sharing the products with a few others has helped us earn a few extra dollars each month to help pay our day care bill.”

Write your own: _____

STEP 4

Share why you are excited about the future.

Example: “My business has grown by sharing the products with friends and family; and for the first time in years, we are setting goals for our family and planning for the future.”

Write your own: _____

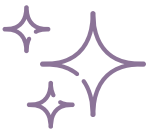
STEP 5

Put it all together in your 30-second story.



02: SHARE IT

Build your community



Know your vibe

Be authentically you! Remember your why and top five core values? They make you, with all your perfect imperfections, worthy of abundance! You have something to offer the world and that will be what draws people to you. You’ve already determined what’s important to you, but ask yourself these simple questions:

What do I believe? _____

What can I contribute? _____

What does the world need to know? _____

Your values and the answers to these simple statements will help you show up as your authentic self in your interactions on social media and in person. No one wants to be led by a copycat, but they do want to be led by someone as unique and inspiring as you.



Attract people to you

Have you ever heard the old saying, “When you market to everyone, you market to no one”? Now that you know what matters most to you and what you have to offer others, let’s hone in on who your ideal customer may be.

When you look at your circle or network, what is their average age? _____

Where do they live? _____

What are their interests? _____

What do they do for a living? _____

Where are they right now in their life? _____

Where do they get their information (Facebook, Instagram, blogs)? _____

What benefits do they need from you most? _____

When you know who you’re talking to, their motivation to purchase, and things that benefit them most, it makes it easier for you to connect in a way that speaks to them.

First 40+ sharing list

Now that you’ve identified what’s important to you, let’s identify who’s important to you. Are you ready to tap into your community and share your passion with others? Now is the time to use your phone, social media networks, business cards, etc., to help you make your first 40+ sharing list.



Supportive friends

NAME	STATUS	ACCOUNTABILITY
Sally	Need to connect	Monday, June 7

Supportive family members

Family friends (neighbor, team parents, etc.)

Social media friends

TIP



40+ is a great place to start, but if you want to really kick it up a notch, think about adding 60, 80, or even 100.

Those who have a social network or social influence (the gatekeepers)

NAME	STATUS	ACCOUNTABILITY

Those who enjoy living a healthy lifestyle

Those who enjoy adding value in the lives of others

Those who may enjoy a good side hustle (ride share, food delivery driver, etc.)

Other friendly faces (the server at your favorite restaurant)

ACTION



Make it your goal to connect with 10 people from this list each week (two a day) and add 10 more people weekly. This will make it easy for you to keep those who could benefit right in front of you.

RISE sharing system

As you share your story, your passion, and your excitement for Young Living, you are bound to be contagious. People will want to begin their own journey with their own starter bundle. This is where you begin growing your business. Happy and delighted customers are what make Young Living fun. As you grow your community, use and teach the RISE sharing system to easily connect with others.

ACTION		WORDS TO SAY	
R REACH OUT	Remember your own purchasing experience? You are now their guide. Extend a helping hand wherever necessary. Be available to answer any questions they might have. Get to know them and the needs they may have. By doing this, you're creating a connection and have the ability to offer them a solution to their problem. Remember that first 40+ list? This is the perfect place to start connecting with people in person and on social media.	"Hi, _____. You and your sweet family have been on my mind lately. I remember when... How have you been?" <i>Stop talking and listen. The more you listen, the easier you will find their need.</i>	
I INSPIRE	Inspire others with the impact that Young Living has made in your life. Share your story, before and after photos, or an individual product, and share in a way that is authentic to you. The key is to share at least two times each day with new people you come in contact with. You can never go wrong by sharing what you're passionate about.	"I've been having the time of my life lately. I found this amazing company that has made such an incredible impact in my life, and I can't keep this to myself because everyone deserves to have as much joy as I've found." <i>Share your story.</i>	
S SUGGEST PRODUCTS	If someone has shown interest in learning more about what product may be best for them, don't be afraid to make a suggestion. Remember, you're finding their need and filling it. Now is the time to fill them up!	"I want to see all my friends and their families at their best. From what I hear you saying, I think this may help you too. In fact, I think you would benefit so much from _____ because _____." <i>Share approved product claims.</i>	
E ENROLL & FOLLOW UP	Enroll: If they've had a positive response to your recommendation, now is the time to ask how they'd like to get started. Don't delay or second guess yourself. Get online and walk them through placing their first order so they get exactly what they need. Don't be afraid to ask if they have a friend who would be interested in getting started with them. Things are always better with friends. Follow up: Follow up daily! As you reach out to two new people each day, follow up with two previous connections each day too! The average person needs more than one connection before making a decision. You may need to send another tool or invite them to an upcoming class or event. We recommend following up after one day, one week, and one month.	"Okay, let's get you what you need. I want to make sure you get the best price possible. Here's what I recommend: <products>. I am so excited to see what these products do for you and your family." "Hi, friend! I'm checking in on you. How's your week? Is there anything I can do for you? I'm here if you need anything. I just want to see you at your best."	

...and repeat!





grow it

Lavender from the Young Living Lavender
Farm and Distillery in Mona, Utah

03: GROW IT

“THE WILL TO WIN, THE
DESIRE TO SUCCEED, THE
URGE TO REACH
YOUR FULL POTENTIAL...
THESE ARE THE KEYS
THAT WILL UNLOCK
YOUR DOOR TO PERSONAL
EXCELLENCE.”

—CONFUCIUS



“Sharing what works for me is an honest opinion, not a memorized script. The people I encounter can see the honesty in describing the experience, and they are willing to give it a try. Once they love it, they share the same way, without a script or using tricks.”

KATE KOWALCZYK
Diamond
Illinois, U.S.

03: GROW IT

Develop your 90-day goals

Before we dive into the how-to, we want you to be bold, be audacious, and set a goal like never before. If you could paint a picture of how these products and business could impact your life and the lives of those around you, what would that look like? What would that feel like?

Take some time to reflect on what you’d like to achieve over the next 90 days in each of the following areas. Ask yourself, “Where can I make an impact? How can I make a difference in the world, starting with me?”



ECHO AND DANNY HILL
Royal Crown Diamond
Texas, U.S.

	GOAL	ACTION	FEELING
<div></div> <div>myself</div>	<i>Example:</i> I will reach Senior Star in the next 90 days.	<i>Example:</i> Step outside of my comfort zone and figure out how to get in front of two new people each day.	<i>Example:</i> Proud, happy, accomplished
<div></div> <div>my community</div>	<i>Example:</i> I want to help two of my stay-at-home friends find their voice again.	<i>Example:</i> Connect with four of my friends this week to understand their needs and help them find a solution using Young Living.	<i>Example:</i> So, so, so proud of my friends; emotional and impactful
<div></div> <div>my team</div>	<i>Example:</i> I want to help three of my team members reach Star.	<i>Example:</i> Commit to walking through this workbook with them and help hold them accountable.	<i>Example:</i> Successful; confident in leadership





“When you’re brave,
you empower others
around you to be
brave too!”

—UNKNOWN

Create a solid foundation

The Young Living compensation plan was created to help you build a powerful foundation. A little effort goes a long way, and a lot of effort goes even further. Let's take a look at what's in store for you as you build your foundation for a limitless future.

STAR	SENIOR STAR	EXECUTIVE
<ul style="list-style-type: none">• You (100 PV)• 500 total OGV	<ul style="list-style-type: none">• You (100 PV)• 2,000 total OGV	<ul style="list-style-type: none">• You (100 PV)• 2 legs at 1,000 PV• 4,000 total OGV

Impactful activities

Think of these activities as doing the work to expand your network. Add names to your list, connect, and grow your customers and your team. Here are some examples:

- Adding new names to your first 40+ list
- Creating value-added posts on social media
- Sharing with two new people each day
- Getting a new customer or brand partner started
- Following up
- Attending an event or holding a class

“Activity leads to productivity.”

—JIM ROHN

03: GROW IT

Rise to Star

Create your foundation for success

COMPENSATION PLAN

QUALIFICATIONS	BRAND PARTNER		STAR
PV	50	100	100
OGV			500
PGV			
LEG (VOLUME PER EACH LEG) OGV			
COMPENSATION	UNILEVEL COMMISSION PERCENTAGES		
LEVEL 1		8%	8%
LEVEL 2		5%	5%
LEVEL 3			4%
LEVEL 4			
LEVEL 5			

LIVE IT

Place your monthly product order.

SHARE IT

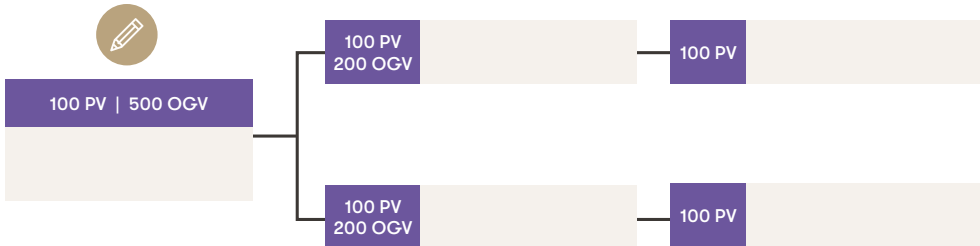
Help 2–4 friends monthly.

GROW IT

Teach your new friends how to do the same.

Track your progress

Build structure now so you can grow for the future



03: GROW IT

Rise to Senior Star

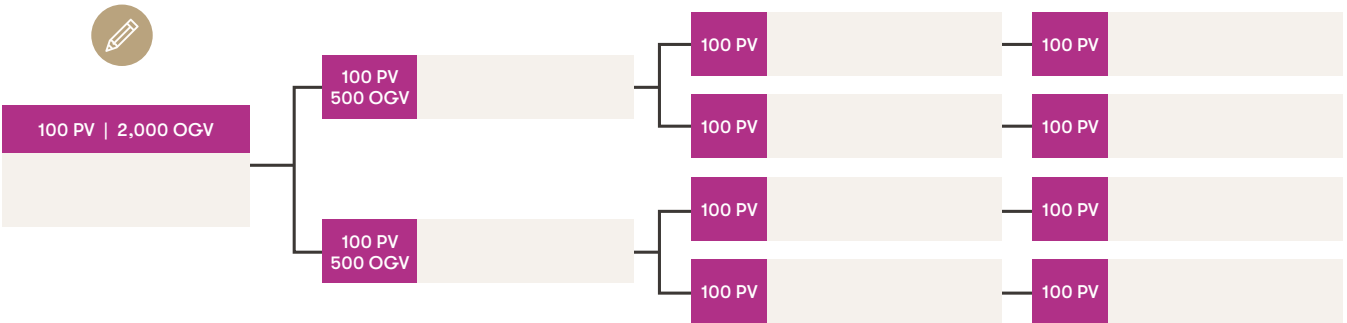
Create your foundation for success

COMPENSATION PLAN

QUALIFICATIONS	BRAND PARTNER		STAR	SENIOR STAR
PV	50	100	100	100
OGV			500	2,000
PGV				
LEG (VOLUME PER EACH LEG) OGV				
COMPENSATION	UNILEVEL COMMISSION PERCENTAGES			
LEVEL 1		8%	8%	8%
LEVEL 2		5%	5%	5%
LEVEL 3			4%	4%
LEVEL 4				4%
LEVEL 5				

Track your progress

Build structure now so you can grow for the future



03: GROW IT

Rise to Executive

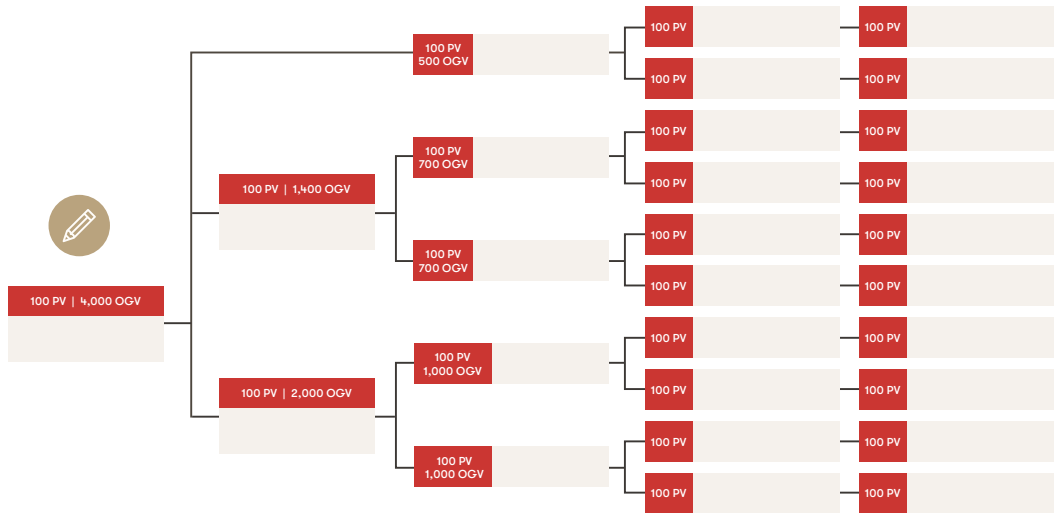
Create your foundation for success

COMPENSATION PLAN

QUALIFICATIONS	BRAND PARTNER		STAR	SENIOR STAR	EXECUTIVE
PV	50	100	100	100	100
OGV			500	2,000	4,000
PGV					
LEG (VOLUME PER EACH LEG) OGV					2 @ 1,000
COMPENSATION	UNILEVEL COMMISSION PERCENTAGES				
LEVEL 1		8%	8%	8%	8%
LEVEL 2		5%	5%	5%	5%
LEVEL 3			4%	4%	4%
LEVEL 4				4%	4%
LEVEL 5					4%

Track your progress

Build structure now so you can grow for the future



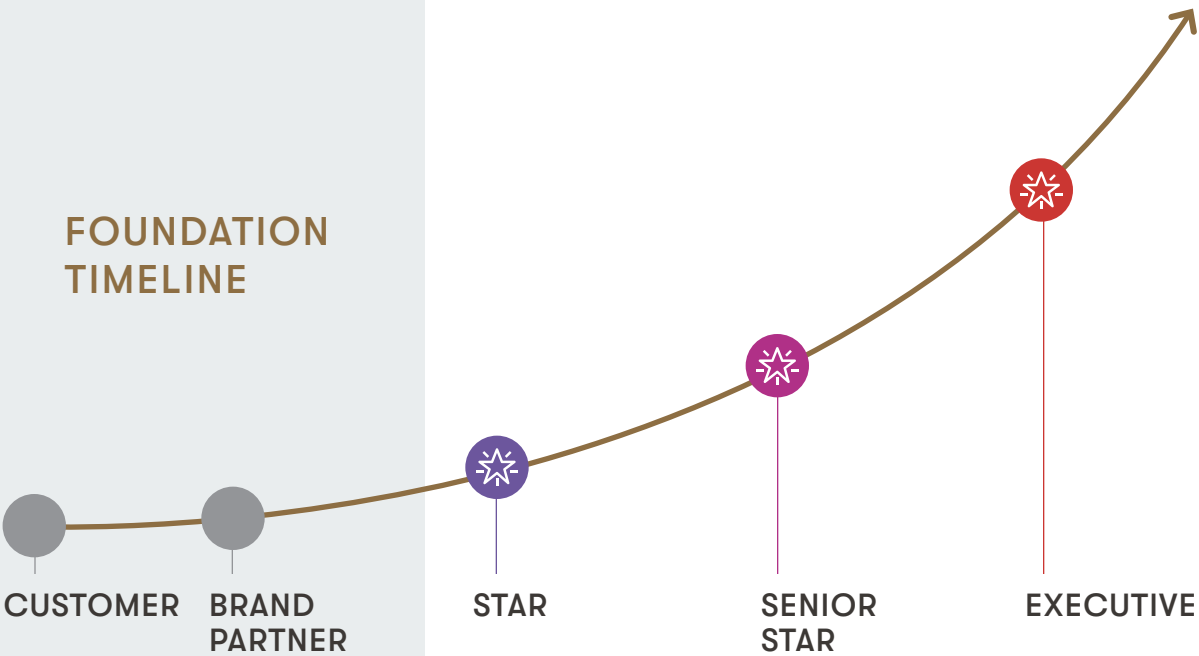
Income
Disclosure
Statement

Compensation Plan

Get rewarded for the purchases customers and brand partners in your organization make! Young Living’s compensation plan uses a three-level approach that outlines the path that can help you strategically build your business, move to the next level, and be compensated as you grow.



View the full
Compensation Plan booklet!



Get the 90-day calendar



The 90-day calendar will help you track your business activities. Download a copy today.



90-DAY
CALENDAR
INCOME-PRODUCING ACTIVITIES

RESOURCES
Income-producing activities

Grow your influence and attract

In your community	Social media
<div><input type="checkbox"/> Get involved in your community. _____ _____</div> <div><input type="checkbox"/> Hold a class. _____ _____</div>	<div><input type="checkbox"/> Make social posts. » Your real life » Product impact » Business impact</div> <div><input type="checkbox"/> Join a new group. _____</div>

Grow your business (use the 90-day calendar to track your progress)

Add	Social share
<div><input type="checkbox"/> Add more names to your first 40+ list. These can be people who have shown interest as you’ve grown your influence. Add at least two people each day. _____ _____ _____ _____</div>	<div><input type="checkbox"/> Reach out and create genuine relationships to understand how you can find a solution for them. Share with at least two people each day. _____ _____ _____ _____</div>
Develop	Follow up
<div><input type="checkbox"/> Work with those who are ready to rise. Help at least two people on your team rise to Star. _____ _____ _____ _____</div>	<div><input type="checkbox"/> Follow up with at least two people each day who’ve shown interest. _____ _____ _____ _____</div>

Grow yourself

Product of the product	Master your goals	Build your knowledge
<div><input type="checkbox"/> Use your Young Living products. Make a list of new products to try. _____ _____</div>	<div><input type="checkbox"/> Revisit your goals and pace. Are you on track? If not, what steps do you need to take to get on track? _____ _____</div>	<div><input type="checkbox"/> Review your Virtual Office. <input type="checkbox"/> What knowledge do I seek to learn this week? _____ _____</div>

Continue to learn and rise



“Living a Young Living life means being the gatekeeper of your home and architect of your family’s future. It is an empowered life and an impactful life. The Young Living life is about personal autonomy and making choices that will ensure a stellar quality of life.”

JEANNA LICHTENBERGER
Diamond
Oklahoma, U.S.



“For me, living Young Living is about freedom. Because I chose Young Living, I was able to move in my aging adoptive parents with me. I never believed that my kids would get to know their grandparents like they have, and it is one of my very biggest dreams come true! To be able to provide that while learning to live and share a more holistic and healthier lifestyle has blessed me more than even my wildest dreams! Thank you, Young Living!”

CHELSEA HUMPHREYS
Crown Diamond
Nebraska, U.S.

AS YOU RISE, SUPPORT THE RISE OF OTHERS.

As you start to rise in your journey, we invite you to get involved with the heart and soul of Young Living.

The D. Gary Young, Young Living Foundation works tirelessly to provide individuals around the world with the resources they need to lift themselves out of economic and socially disadvantaged circumstances. We believe every person deserves the opportunity to explore the unique gifts they can contribute to the world, and we partner with changemakers and nonprofits to help them develop their potential. Specifically, we work to:



Champion education
Opening doors of opportunity through traditional or vocational education, skills training, and leadership development



Develop enterprise
Investing in small businesses and fair-trade businesses to empower women worldwide to break the generational cycle of poverty for their children



End exploitation
Protecting the vulnerable from losing their freedoms to abuse and human trafficking

Our mission
To protect and empower our world’s young

“Did you know that Young Living pays for all of the Foundation’s operating expenses? I love that because that means when you give \$1 to the Foundation, that \$1 is actually going to the programs and organizations that are closest to the need.”
– Jim Goodyear, Crown Diamond

Join us in our efforts to improve the world, so we can all rise together. Learn more at YoungLivingFoundation.org.

*"Success is
living your deep,
burning purpose."*

— D. Gary Young —



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