# EO Personal Usage Study

# Invite Scripts

1. **Request for a Referral from a current customer or non-business builder** –

*(These are from product users to give us a useful contact of someone to participate in the project. This is a very useful way to get additional contacts from people in your team who do not build…)*

**Hi, this is (Your name) do you have a few min to talk?**

**I wanted to take few min and let you know about an amazing program that our team is introducing in the next few weeks. Like you, we love essential oils in our family and we have had amazing experiences in our lives as we us them.**

**In the month of \_\_\_\_\_, we are launching a program called “I Feel Great” We hope to help new people measure the effects of using essential oils to improve some of the most common heath concerns. We will be focusing on pain reduction, digestive problems and reducing stress *(or list whatever studies you’re doing)*.**

**If you have anyone in your area that we may be able to be help with one of these conditions, I have the ability to get them into the program. For those interested It would be a free trial of the products. Does anyone come to mind that you could put me in contact with?**

2. **Invitation to participate in the program “I Feel Great” --**

1st phone call:

**Hello, my name is (YOUR NAME), Mr/Mrs. X give me your name and asked me to give you a call. I wanted to connect with you real briefly about something really exciting that Mr/Mrs. X thought you might be interested in. Do you have a minute?**

If the answer is negative, the individual does not have time, or is currently occupied

ask: **When would you like me to call you? It will not take more than a couple of minutes of your time.** (Arrange a time to call and say thanks and call later)

If the answer is yes, then continue:

**In talking to (Mr/Mrs X) told me that you may be interested in finding or trying natural solutions to solve health challenges rather than to use synthetic and chemical drugs. Is that correct?**

If the answer is positive, continue:

**That's a great, because right now my team and I have the unique opportunity to enroll 20 people into a program we are conducting called** “I Feel Great.” This exciting program will help participants find solutions to common health conditions.

I can only offer this to the first 20 people who would like some free essential oils to try and agree to give us some feedback.

Now, I’m not sure what some of your top health priorities are but this program is a personal usage study to see how 100% natural, therapeutic grade essential oils impact and support digestive issues, pain, stress, and sleep. Are any of these something you’re looking for a natural solution to?

This is a fantastic program because, as I said, only a small select group of people will get to try essential oils completely for FREE! If that’s something that interests you I can tell you a little bit more about how it works.

It does not cost anything to participate in this program…you simply choose one of three basic programs. Program 1. Pain Reduction 2. Improve Digestion 3. Manage stress and achieve emotional balance *(Swap in Sleep if it’s a study you’d rather do)*. Which program would you be interested in participating? *(THEY CHOOSE)* – Great! I will send you the oils you need to use for the duration of the study if you’re able to participate in these few things as well:

Here’s a couple things we are asking participants to commit to:

* Attend a kick off meeting at \_\_\_\_ (or via conference call/zoom)
* Fill out a survey at the beginning and end of the study
* Join our FB group and actively participate and share your experiences
* Attend a closing study group (live or call) to wrap things up and share your results

Do all of those sound feasible for you?

I will follow up with an email with the survey to kick off the program so we know a little bit more about where you’re at. What is your email address? I will send all other necessary and specific info about the program as well, add you to the FB group, and send out your oils to you ASAP. What is your home address? *(unless you’re doing a live class and having them pick it up there)*

If there are no more questions, have a nice day and I look forward to kicking off this personal usage study and hearing about how doTERRA’s essential oils work for you!

1. **E-MAIL TO PARTICIPANTS:** Just tell them you’re excited for their participation, give them location details for kick off meeting or call details (times, number, etc) and EMPASIZE they will get instructions for how to use the oils at the first meeting so that’s why it’s crucial they attend. (don’t email instructions or they might not participate live. This goes for the second oil you’ll introduce – give the usage instructions ON THE CALL, not in email, so they have to get on)

**4. Attach Initial QUESTIONNAIRE FOR PARTICIPANTS**

