# Essential Oil Study Program

To provide a simple a non-threatening way to introduce Essential Oils to many new people. Through the Study process, participants will use the oils, have a chance to track and report their experience and receive ongoing education. Participants will also be integrated into a study community and the essential oil community. Intention of the study is to create a relationship with the participant as well help them have a great experience with the products.

Ultimately we want people to begin to use and/or share Essential Oils in their lives, ideally as Wholesale Customers or Wellness Advocates.

Key Elements of the Study:

* The Essential Oil study can take place over a 7 day, 14 day, or 21 day period.
* Studies will be on Pain, Sleep, Stress, Mood, and Digestion (run separately and not necessarily all at the same time) or anything else you choose to “study”
* This is NOT a medical study; this study is to find individuals who have not used essential oils and other doTERRA products. Then to measure and report back their experiences.
* Typically, you want to gather and identify people for the study the last 1-2 weeks of a month
* Each Participant will receive:
  + Initial Questionnaire
  + Provide the Schedule for the weekly training
  + Give them details on the Study Facebook group
  + Oils for the Study
  + A-Z guide (optional)
* Launch your Study Week 1 of a new month and conclude study no later than week 3 of the same month.
* There will be a Study Leader who will host the conference calls for the group OR you can do a study live in your home with locals each week
* Create a separate Study Facebook group for interaction (weeks 2 & 3), Q&A and, group connection; add ONLY people committed to the study – to the calls or live meetings, to use the samples according to directed, and to give feedback on the study in live setting or in the Facebook group
* Pre-Study Launch: Have invitees watch the Learn videos on [www.sharesuccess.com/learn](http://www.sharesuccess.com/learn) and fill out an Initial questionnaire
* Special Offer and incentive for enrollment or purchase for Study Participants
* Before conclusion, they will fill out a final questionnaire

### Step 1 - Identify People to Participate

* 1-2 weeks prior to the start of the study, find and invite people to participate in the study which will be the first 7-21 days of following month
* Look for and invite people that are dealing with specific issues related to the Study topic being done
* Doing and inviting to multiple studies at a time allows you to cast a wide net so as to invite all types or people
* Have as many people on our team inviting and looking for people to participate
  + Each team member should shoot to invite 10-20 participants

### Initial Ways to Connect with Potential Study Participants:

* Find Pain Points to see who would benefit from increased health around study topics
* Some qualifying questions could be (to make sure you aren’t sampling someone already in doTERRA):
  + Have you ever used essential oils?
  + What have you used them for?
  + Where do you get them?
* “Do you experience these symptoms \_\_\_\_\_\_\_\_\_\_\_\_\_”
* Find out where they are with their health and invite them to try a potential solution
* Be excited! This is an awesome opportunity for them to be a part of a select group of people to test out how essential oils work for \_\_\_\_\_\_\_\_\_.

### Invite Script

### Step 2 – Send out Samples and Pre-Study Information

* Initial Questionnaire - You could use a google Form, physical form, or Survey Monkey for the initial and final questionnaire. Each “Inviter” is responsible to get the survey to those they’ve invited. This will not be coming from the Study Leader, but from you to your people
* Provide the Schedule for the weekly training
* Give them details on the Study Facebook group
* Oils for the Study
* A-Z guide (optional)
* Videos to watch: [www.sharesuccess.com/learn](http://www.sharesuccess.com/learn)

### Step 3 – Study Connect Calls or Live Meetings

\*\*If you are conducting a study in your area with live participants, you would do these meetings in your home. Or there will be a Study Leader who will moderate the zoom or conference calls for the duration of the study (7-21 days).

Meetings should last no more than 30 minutes.

### Meeting or Call #1:

Sample Intro Meeting/Call Agenda

* Welcome
* Explain 3 cools things about Oils
* Review 3 ways to use Oils
  + What to expect with essential oils
  + Everyone reacts differently. Each person body is a little different. We will find a solution that works for you
* Review which product/Products they will be using during the study
  + Demonstrate exactly how to use them during the Study
* Overview the 1-3 weeks (whichever you are doing) of the study and participant expectations
  + Pass out and have participants fill out the initial Questionnaire
  + Provide the Schedule for the weekly training
  + Give them details on the Study Facebook group
* Explain that one of the goals of the Study is to compare their personal results from one day or one week to the next
* They’ll be added to a Study specific Facebook Group and receive tips from and collaboration with each other.
  + Ask them to be involved and participate and share their results

### Meeting or Call #2:

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* Story from someone with a positive experience
* Special guest to talk about that issue (sleep, stress, pain, etc.)
* Possibly introduce the power of supplementing and talk about Lifelong vitality
* Instructions on the next oil they’ll be using

### Meeting or Call #3:

* Story from someone with a positive experience
* Findings of the study
* Talk about top 10 oils – connect them to the study but also to how they’ve only tried a couple oils and got results for one think; think about what 10 oils can do for you.
* Run through the enrollment kits and special offer to purchase more or get started to start using essential Oils in your life in other ways.

### Facebook Groups

* Follow up in person (if conducting a local area study) is preferred or using a Zoom or conference call
  + We want them to be Active Members of the Facebook group throughout the duration of the study
  + Could use Facebook live for short testimonials or presentations
  + Have a Q&A
  + Invite a special Guest to present on a relevant topic
  + Recorded and catch it later to those who could not attend
  + Make it simple and worth their time (15-20 max time)
  + Idea - give away for people that share stories on weekly training or the Facebook group for participating in some way ($3 OilLife.com key chains to hold their oils you sent them)
  + Motivation to keep going, success stories and perspective of use over time
  + Get into more details about products (Continuing education class type of content)

### Weekly Follow up and Connection Points

* Each Wellness advocate that has participants in the study needs to keep in contact regularly with their people
  + Check in with Participants at least 2-3 times a week during the Study on what their experience has been (via text or a quick call)
  + “10 to 10 Texting” check in to make sure they are using the product (take 10 minutes to text 10 people super brief check ins before 10pm)
  + The idea it to build a relationship with the participant to be able to help them find a solution to their health concern

### Step 4 – Follow Up

* Each WA needs to follow up with their invitees

### Study Options and Suggested Products

* 5 main Study options we will focus on are Sleep, Pain, Stress, Digestion or Mood Management – Having at least three areas you are studying each time, gives you enough items that most people will say yes to one of them. You do not need to provide ALL the products suggested below, just 1 or maybe 2 based on objective.
* Potential Products to use:

**Pain** – Peppermint, Deep Blue oil, or Deep Blue Rub

**Sleep** – Lavender, Serenity or Serenity Soft Gels

**Stress** –Balance, Wild Orange, Peace, or Elevation

**Digestion** – Digestzen, Lemon, peppermint

**Mood** – Wild Orange, Balance, Serenity, Citrus Bliss, Elevation or any of the Emotional Aromatherapy Oils

* For a 7 day study, give 14 drops of oil per oil sampled
* For a 14 day study, give 28 drops of oil per oil sampled
* For a 21 day study, give 56 drops of oil per oil sampled
* Put oil in a small sample vial and, depending on usage protocol, add coconut oil to the top of vial. Put a sticker on top to designate between oils

**Summary Review:**

* 1-2 weeks prior to start of study: recruit your people
* Start of Week 1: Intro class & review Study parameters & how to use product (30-45 min max)
  + get participants their product at the initial meetings
* Week 1 – Participants use product as directed, person who invites participants contacts each participant once (or as often as needed) to connect and answer questions
* Week 2—2nd Zoom Call/Live Meeting – bring in an expert or several individuals to share stories and tips, review the change in support with the Facebook Group and encourage participants to share tips and ask questions so they can get better results.
* Week 3—Continue to post daily on FB group, this can include posts from visiting experts, tips, short FB live videos, and let participants know when the concluding meeting will be
* End of Week 3 – Final Zoom or Live review of results, share results of study, talk about how they have only tried oils/products for one area of focus, there are many. Review basic oils in the Home Essentials Kit and invite them to purchase an Enrollment Kit – offer incentives with purchase within a certain time (48 hours).
  + Use the doTERRA corporate incentive of the month if applicable
  + Use your LRP points to get some free oils to take on if they purchase a kit
  + OR Give an A-Z guide with every purchase or an Essential Life book