**SLEEP**

**ESSENTIAL OIL STUDY**

WELLNESS ADVOCATE

Preparation Guide

## IMPORTANT DATES

* **March 8** – Kick Off Call
  + **7:30pm (CST),** 5:30pm (PST), 6:30pm (Mountain) & 8:30pm (EST)
  + Leaders – during the week, check-in 1-2 times with your participants
* **March 15** – 1st follow-up Study GROUP call
  + **7:30pm, (CST)**, 5:30pm (PST), 6:30pm (Mountain) & 8:30pm (EST)
  + Leaders – during the week, check-in 2-3 times with your participants
* **March 22** – Final Study GROUP call
  + **7:30pm (CST),** 5:30pm (PST), 6:30pm (Mountain) & 8:30pm (EST)
  + Leaders – during the week, check-in 2-3 times with your participants

### PREPARATION

**FEBRUARY 28 – MARCH 7**

* Have a goal to invite 15 – 20 people about the study
  + We don’t want flakes
  + Goal is to get 10-20 to ***commit*** to the Sleep Study
  + Keep a running list of those committed
    - Name
    - Email address
    - Phone number
    - FB name
  + Keep another list of those not available this time but interested in future studies
* Weekly contact with study participants will be done through conference calls – this is where they will learn about how to use their oils. Don’t have them start using oils prior to the first call!
* Fill small sample bottles
  + Peppermint (10-15 drops)
  + Wild Orange (10-15 drops)
  + Lavender oil(28 drops) – fill rest of bottle with fractionated coconut oil
  + Serenity oil and label them (28 drops) – fill rest of bottle with fractionated coconut oil
* Prepare mailers, if applicable, or bags for delivery. Bags/envelops should include:
  + Welcome handouts
  + Peppermint
  + Wild Orange
  + Lavender Oil
  + Serenity Oil
  + Serenity Gel Caps
  + A-Z Guide
  + The Essential 10 handout
* Mail or deliver packets – prior to March 7
  + Make sure ALL participants have their oils and supplements – in hand by, March 7
    - **Stress that they are NOT to try any of these until after our initial call on, Wednesday, March 8. We will give instructions, on that call, as to what products they should use, when to use them and how often. It is VITAL that they follow our protocol or we won’t be able to really get a clear picture of what works for them**
* Instruct ALL participants to save the conference line number and access code to their phone
* PRIOR to, March 19, you will need to send out the Completion Questionnaire.

**PARTICIPANTS COMMITMENT:**

* Watch a 2-3 short videos – in the comfort of their home
* Fill out a Pre-Study Questionnaire and return to you
* Attend Three, 20-30 minute conference calls
* Follow the study protocol and use the oils as directed
* Connect to the Facebook page and be willing to give honest feedback or testimonies -
* Fill out a Completion Questionnaire before the final call of our study

**PRIOR TO MARCH 8:**

* Provide the video links that participants should watch, prior to March 8

**MARCH 7:**

* Call each participant to remind them of the Conference Call and confirm they have the number

**MARCH 9 – 14:**

* Connect with your participants to see how they are liking the oils and if their sleep patterns are improving
* ***If*** your participant shared their testimony – send out a little “Thank You” gift (oil sample)

**MARCH 15:**

* Call or text participants to remind them of the call and how to access
  + **Call in Number:** [**712.770.5097**](tel:(712)%20770-5097)
  + **Access Code: 912908**

**MARCH 16– 21:**

* Connect with your participants to see how they are liking the oils and if their sleep patterns are improving
* ***If*** your participant shared their testimony – send out a “Thank You” gift

**MARCH 19:**

* Send out Completion Questionnaire to your participants

**MARCH 22:**

* Call or text participants to remind them of the call and how to access
* Incentives will be announced
  + FREE Essential Oil Book “oil bible” with each $275+ kit purchased within 48 hours
  + FREE diffuser with each $500+ kit purchased within 48 hours
    - These incentives will need to be provided by the Wellness Advocate Sponsor – unless other arrangements have been made
  + We will NOT be able to securely CLOSE any deals during this call – so it will be the responsibility of each **WA** to make contact with each of their participants, after the call or the following day, to determine how the participant wants to get oils into their home
  + Another possible incentive the WA may want to make is, if the participant will give the **WA** 3 referrals, then the participant will be gifted a doTERRA keychain

**MARCH 23:**

* ***If*** your participant shared their testimony – send out a “Thank You” gift
* Call your participants help them purchase the Enrollment Kit that fits them best

**Extras:**

* There will be a Facebook page created just for the Study. Participants will be encouraged to check in on this page and to share their successes
* If you hear any great success stories, please, let the Sleep Study Leader know. We will want short but powerful testimonies on each call