Study Calls 1-3 Speaking Outline

\*\*This is designed for running a Stress, Sleep, and Pain study. You can tweak this to fit whatever study you’re running. And you can select just ONE of these to do at a time.

Week 1

### Intro/Welcome

We are so glad you decided to be a part of our Essential Oil Personal Usage Study

**Set Intention:**

To let you **experience** the power of essential oils for a particular health goal/priority

To **educate** you on the benefits of essential oils and why they are so effective

To **equip** you for how to use them in daily life for the particular focus you are here for and beyond

We have multiple different focus groups going in this study at the same time – maybe you are here because you are wanting help for sleep. Some of you here are looking for solutions for pain. And some are here eager to see how essential oils will work for stress and anxiety.

So whatever focus group you are in, you will have the opportunity over the next 3 weeks to expand your knowledge of essential oil usage as you listen to what others are doing for various health priorities.

### 3 Things About Oils – Natural | Effective | Safe

\*\*Essential oils have been around for 1000s of years, literally dating back to 3500 B.C. where the Egyptians used them for cosmetics, medicines, and more. But over more recent centuries, we got off track with using natural things and started turning more to synthetics and modern medicine…which has its place, but also has side effects.

But people, like yourself, are really looking for natural solutions with no side effects.

So I want to give you 3 cool things about essential oils that show why people are turning back to them for health purposes….

**Natural**

* The aromatic part of the plant, comes from the leaf, stem, bark, or flower
* 50-70x more potent than herbal supplements
* Peppermint: They should all have received a sample of peppermint. Have them put 1-2 drops in their hands, rub their hands together, cup them around their face (without touching their face or eyes) and inhale deeply for 30 seconds.
* Take note of what you are experiencing: invigorating, clears nasal passage, feel all the way in the back of the throat, opens airways, feel more alert
* Now take your hands and rub the rest of the oil on the back of your neck. In a minute you’ll feel a cooling sensation. That’s another thing peppermint does. It’s great for cooling you down after a workout, great for hot flashes, or even for cooling fevers.

**Effective**

* 1. Oils contain hundreds of compounds in each one so they are very versatile to help with numerous issues as once. (Example of Peppermint helping headaches AND stomach at the same time)
* This is different than medication which hits one symptom, and then has a side effect. Oils hit numerous root issues with NO side effects
* 2. Oils can penetrate the cell wall and provide the cell what it needs to support health.
* Look at your hands….no oil on your hands. Our bodies are millions of cells and our skin is the largest organ of the body. It penetrates the cell walls and goes directly into the cell to provide it what it needs for fuel.
* Our oil OnGuard is a great example – it’s our Protective blend for boosting Immunity. It provides the body the support it needs for a healthy immune system

**Safe**

* Not all oils are the same…and not all are safe
* 4 different grades
  + Synthetic – toxic chemical cleaners, synthetic air fresheners/candles
  + Food—flavors and extracts; put really poor quality of EOs and doesn’t support wellness
  + Therapeutic—unregulated, not third party tested, oftentimes has fillers, preservatives, and even heavy metals; not guaranteed results and safety from one bottle to the next
  + CPTG –Certified Pure Therapuetic Grade….doTERRA’s quality standard. Plants harvested in their natural environment so that the compounds remain like they should, 3rd party tested to be free of contaminants and heavy metals, beyond organic, and no harmful side-effects

### 3 Ways to Use Them – Aromatically | Topically | Internally

**Aromatically** – breathe in through cupped hands (like you did with the peppermint) or use a differs to:

* Boost mood
* Open airways
* Freshen the air

**Topically** – apply to the area of concern if it is muscle pain or digestive OR use FEW to remember where to apply

F- FEET – apply to the bottom of your feet because 1) largest pores of your body and absorbs quickly and goes throughout the body in 20 minutes

E- EARS – apply below the ears; lymph nodes, which are connected to your endocrine system and effects hormones, mood, and stress levels

W- WRIST – inside the wrist,

**Internally** – put 2-3 drops in 4-6 ounces of water; or put in a veggie capsule and swallow. This method of using essential oils is for daily care or works great for chronic issues like gut issues, immunity, pain, inflammation, blood pressure, cholesterol, etc. Or Acute, like when you get a cold or allergies.

### Study Specific Oil Usage – Instructions for your week

**Sleep Study**

* **Lavender** – rub 3-4 drops on the bottom of your feet; or below your ears

**Pain Study**

* **Peppermint** – rub 3-4 drops on area of pain; if headaches rub on temples and under ears or back of the nect, but keep away from eyes; if tension in neck rub on the neck

**Stress & Anxiety Study**

* **Wild Orange** – put 2 drops in your hands and inhale through cupped hands for 30 seconds; rub remainder on the back of the neck; throughout the day, rub 2-4 drops under the ears and back of neck or on the chest

### Closing:

Plug in to our Facebook page to share your experience this week! Also, hear from other top doTERRA leader’s tips and find support as you go throughout this study.

Group Name: Essential Oil Personal Usage & Effectiveness Study

Week 2

### Intro/Welcome

(1-2 minutes)

**Set Intentions/ Context:** To educate a little more on how essential oils can benefit the specific area of concern you're studying.

And

To give further instructions for the particular study focus group you are participating in for this next week.

### STRESS:

(You or some other “Guest” speaker)

\*\*5 minutes on stress and how oils help shift chemically and physiologically – **Use The Essential Life book**. Turn to the section on stress and pull out a few points from it. There’s not enough time to state it all, but give a few points about stress and how oils are SO powerful to help the body.

Stress Story - (2 minutes)

(introduce your first story, tell name and where they are from - tell them to unmute)

### SLEEP:

(You or some other “Guest” speaker)

\*\*5 minutes sleep from **The Essential Life book** and tie it to how oils help this issue. Just BRIEFLY give a few key nuggets.

Sleep story - (2 minutes)

(Introduce your first story, tell name and where they are from - tell them to unmute)

### PAIN:

(You or some other “Guest” speaker)

\*\*5 minutes on pain and inflammation responses from **The Essential Life book** and how oils help at the neurological level

Pain Story - (2 minutes) - Virginia, Cape Coral, FL

(Introduce your first story, tell name and where they are from - tell them to unmute)

### INSTRUCTIONS FOR THE WEEK

Where to apply?

F.E.W.

* FEET
* EARS
* WRISTS

**STRESS** – you were using 3-4 drops of Wild Orange this last week, now switch to doTERRA Balance - on the bottom of the feet, right below the ears or on the back of the neck

**SLEEP** - you were using using 3-4 drops of lavender; now switch to 3-4 drops of Serenity this week on the bottom of feet, wrists, or under ears

**PAIN** - you were using using 3-4 drops of peppermint; now switch to Deep Blue rub on the area of pain

### Closing:

Have a great week and stay connected in FB.

**Don't miss next week's call** because we will give you instructions on where to go from here with your oils and we have some really fun surprises for you that you don't want to miss out on!

Week 3

### Intro/Welcome

Welcome

Set Intentions: To review the last 2 weeks and tell you how to proceed going forward with essential oils into your daily life.

Stress – used Balance

Pain – used Deep Blue rub

Sleep – used Serenity

### So Where do you go from here?

We want oils to help with specific ailments and be a part of daily life. You have experienced a small taste of essential oils and how powerfully effective they can be for a targeted issue. Now just think about what your life could be like if you had something to turn to for anything you were dealing with…from digestive issues, to a bee sting, to a sinus infection.

So I want to share with you how doTERRA has become a part of my daily life - personal usage. To do that, I want to go over our top 10 oils that seem to cover most anything you will face and is what I like to think of as a “natural medicine cabinet.”

### doTERRA’s Top 10 Must-Have Oils for a Healthy Home

1. LAVENDER

The calming essential oil. Widely used for peaceful sleep but is great for any sort of calming. Apply 1-2 drops of lavender essential oil to the temples or diffuse aromatically to help ease tension and for a more peaceful sleep. A drop can also be used to soothe minor skin irritations and burns, as it helps skin recover quickly and takes the sting away.

2. PEPPERMINT

Peppermint has many uses. One of my favorites is as a natural energy-booster. Peppermint also promotes healthy respiratory function and clear breathing -- rub on your chest or simply diffuse it aromatically. A drop of doTERRA essential oil can also be added to a glass of water to help alleviate occasional stomach upset. And if you’re in pain, you can run on the area that’s hurting or if you have a headache, it can be used to relieve tension.

3. FRANKINCENSE

The King of the Oils. Frankincense has many uses, including helping to build and maintain a healthy immune system, calm anxiety, help boost mood, and it promotes healthy cellular function. Just rub a drop on the back of your neck each morning. That simple routine can also help promote feelings of peace and relaxation.

In addition, frankincense is great for the skin! I use it in my moisturizer on a daily basis as it is often used to reduce the appearance of blemishes and rejuvenate the skin.

4. BREATHE

Breathe essential oil will help you do just that – breathe easier. This is a specific doTERRA blend and was designed to maintain clear airways and breathing and it does a great job of supporting overall respiratory health. It also helps minimize the effect of seasonal threats – I can’t go without it once everything starts blooming.

Just add some to your diffuser or rub a drop or two on the chest and back.

5. MELALEUCA

A lot of people know melaleuca as tea tree essential oil. It’s well-loved by many, and for good reason! Melaleuca is renowned for its cleansing, soothing and rejuvenating effects on the skin - things like Psoriasis, eczema, acne rashes, and more. Doterra has this in their face wash and Serum to help clear up the skin.

Melalecua also helps purify and freshen the air and protect against environmental and seasonal threats.

6. DIGESTZEN

This doTERRA blend aids in the digestion of foods, soothes occasional stomach upset, nausea, and maintains a healthy gastrointestinal tract.

Rub a drop or two on your stomach, add a drop to a glass of water, or put a drop under your tongue for amazingly fast relief.

7. DEEP BLUE

This blue essential oil is helpful for soothing sore muscles and achy joints, as those in our pain study found out. They used the Deep Blue rub, but there is an oil as well that works even deeper. Use it pre- or post-workout for a comforting sensation of cooling and warmth to problem areas and to support healthy circulation to muscles and joints. Helps with inflammation as well.

8. OREGANO

Oregano is a wonderful (and powerful) cleansing agent. It has immune-enhancing benefits and is an excellent source of antioxidants. It even supports healthy digestion and respiratory function. Plus it makes a great addition to homemade soups and sauces.

9. LEMON

doTERRA lemon essential oil smells amazing but is powerful to naturally cleanse the body and aid in digestion. It protects against UTIs (urinary tract infections) and Kidney Stones.

Lemon can be used in the diffuser to cleanse and purify the air and surfaces, promote a positive mood, and support healthy respiratory function. It can even soothe an irritated throat!

10. ONGUARD

This special doTERRA blend is excellent at supporting healthy immune function – rub a couple drops on the bottoms of your feet each day. In our home, we used it daily from October to March. You can also diffuse it aromatically to protect against environmental threats and purify the air. It has an energizing, uplifting aroma.

### HOW TO GET DOTERRA ESSENTIAL OILS

So you have finished up the study and now you’re ready to help with that main issue and build a natural medicine cabinet. How do you get oils into your home?

### 3 ways to purchase our oils

1. **Retail:** 25% higher than the Wholesale Customer pricing. Not the smartest way to buy because you pay more and forfeit all member benefits.
2. **WholeSale Customer:** Becoming a doTERRA member gives you a discounted rate of 25% off your first order and all future orders. You can purchase a starter kit, like I mentioned today and have the $35 member fee waived, or you can pay $35 and purchase ala carte.
3. **Loyalty Rewards Program:** The best way to buy your oils monthly and is a member-only option. You can purchase and get points back each month to use on free products!

These 10 oils I’ve mentioned are part of two of our Enrollment kits called the Family Essentials or a Home essentials.  But I have to tell you the best value is the Home Essentials Kit - you get three times the amount of oils, plus a diffuser, for not even double the price!

### Offer a Special

(you need to be able to fulfill this special for your participants if you offer it!!

And just for the next 72 hours anyone who purchase a Home Essentials Kit will also receive a free Essential Life Book from the person who invited you to this study

Essential Life book

Tell them a little about this amazing resource and how you use it daily

I (or the person who invited you to this call – if you have multiple teams listening) will be following up with you to help you get set up to continue experiencing the amazing benefits of essential oils!

Thank you for being a part of this study and hope you’ve enjoyed it!