10 Skills That Will Help You Become an Oil Ninja!

Based on Three Pillars: Mindset. Skills. Strategy

Don’t worry about writing down every word I say in your notes. If something jumps out at you, write that down, but I’m going to let you download my outline. I just want you to be present, and to think…..

**1- Mindset / Belief**

* What are some of the worries or concerns that you have with doing this business?
  + Make a list
* What is up to us? What aspects of our existence do we control?
  + Our emotions - be slow to an emotional response
  + Our judgments
  + Our creativity
  + Our attitude
  + Our perspective
  + Our desires
  + Our decisions
  + Our determination
* What’s not up to us?
  + EVERYTHING ELSE! Focus on what we can control and don’t worry about the rest….AT ALL!!
  + Worry Quote

**Why do you want to build this business?**

* If your reasons (your why) are strong enough, nothing will stop you. If your reasons are weak, anything will stop you.
* What are reasons (your why)? – What do you want out of this? YOU MUST KNOW THIS FOR ANY PROSPECT YOU MEET WITH!
* Reasons must be tangible / personal to you
  + 1- Who do you want to impress? What could you do for others? These reasons will benefit you or others, or both.
  + 2- What are you willing to give up to get it?
  + 3- Who are you willing to associate with (and stop associating with) to get what you want? **You are the average of the 5 people you spend the most time with.**

**2- Master the Basics of Success:**

* Be a raging fan of your product! A true product ambassador! Use your product in public. Everyone should know that YOU are a rep for your company. If you were on trial for being a product user, would there be enough evidence to convict you?
* Use as many of the products as possible! Why? It creates YOUR product story!
* Simplify the compensation plan!
  + Most don’t understand it and won’t until they start getting paid
  + Help every wellness advocate get a check…fast!
    - Only 20% of people who join a mlm remain active (purchase product) after 7 months from sign up date IF they don’t earn any money in that time. If they earn even $1, that retention goes up to 70%
  + Not everyone will make it to the top ranks, but anyone could!
  + Focus on your anchor rank (premier). What does it take to get to that rank? Become a pro at reaching that rank and teach people to do the same
* Identify where you want to go and why you want to go there!
  + Write down your intentions without a time frame. Where are you headed? It is possible for you!
  + You don’t have to know how you are going to get there…you just have to take the first step!
  + Your intentions will help pull you through the bad days
* Time and Task management
  + Manage activity! Nobody manages time! Time happens with or without us. We can only control what we do in that time.
  + Network marketing is perfect for people who are looking for a part time opportunity
  + DON’T TREAT THIS LIKE A BUSINESS….TREAT IT LIKE A JOB! Show up everyday, on time and work. You wouldn’t take time off from your minimum wage job at the mall, but what do you do when you start your own network marketing business? You take the day off!!
    - Decide how many hours you will work in a week and what times/days that is. Study is not work…that is extra on top of work time.
    - Make your adjustments to determine your sacred calendar…the non negotiable items you do. Make your work time non negotiable too!
    - Fill your work time with premium tasks! (P**IP**ES)
    - Don’t think in hours. Think in 15 minute blocks. Where can I fit in 15 minutes to follow up; 15 minutes to invite; 15 minutes….
    - 10 hours a week is 40 -15 minute blocks! You can do a lot with 40 15 minute blocks and it’s easy to find 15 minutes
    - A PERFORMANCE economy wins over an hourly economy every-time!

**3- Master Objections**

* Most objections are NOT real!
* Reframe objections and rewire your brain!
* We often see it as a rejection, not an objection!
* **We** have self doubt, anxiety, fear of rejection. They are not rejecting us, they still have an un answered question that gives them uncertainty
* You have to have a strong belief. You have to care about the person you are talking with, and you have to have SKILLS. You can learn skills!
* Let’s reframe how we look at Objections:
  + What is an objection? It’s an opportunity for you to build a relationship with someone.
  + They build relationships and rapport – People like people who help them solve problems
  + They educate prospects and clear up misconceptions
  + They help to understand what the real needs of the customer are
  + You will get Yes, No or not now
* Keys to success with objections:
  + Be a consultant – Ask questions! You are here to HELP them!
  + Be mindful of your words, your body language, and your emotions
  + Don’t walk away too fast (we walk away because WE want the anxiety to go away. We view it as a battle instead of an opportunity to serve!
  + Understand and educate. Help the blind to see
  + It’s all a learning experience
  + Expect objections, but DON’T project objections. (I know these are expensive. You probably need to talk to your husband first. You probably want a sample to try before you buy. You wouldn’t want any of these oils would you…)
    - Hone your Ninja Skill. Know WHY people object
      * People object to: sound smart
      * Seek clarification and answers
      * Need time to understand
      * Have limiting beliefs about themselves and about Network Marketing
      * Reflex reaction (like when we walk into a store and someone asks us if they can help us find anything and we all say….. “I’m just looking!”
    - Act surprised when you get an objection (not that surprised! Haha) “Really, hum… Why do you say that? Or “Really, Hum…help me to understand your concern”
    - Ask yourself Is this objection even real?
* Steps to handling objections:
  + All objections boil down to either a limiting belief about network marketing OR a limiting belief about themselves and their ability to do this.
  + Step 1: Listen! Get details. Ask?? Paraphrase. Make sure you understand the objection
  + Step 2: Relate. Have empathy. I get it…
  + Step 3: Stories. Tell your story and tell the story of others
* At the end of every objection, schedule the next exposure! (not necessarily the next sale…)
* *What are the Most Common Objections:*
  + *I am not that type of person*
  + *Don’t want to annoy my friends*
  + *Not a salesperson*
  + *Can’t see myself doing that*
  + *Don’t want to sell door to door*
  + *Make enough money already*
  + *Don’t like to talk to people*
  + *Don’t have the money*
  + *Don’t have the time*
  + *Need to talk to my spouse*
  + *I am too old, young, ugly, unpopular…etc*
  + *I don’t like rejection*
  + *I want to sleep on it*
  + *How much are YOU making?*
  + *No one ever makes it in NM*
  + *Too good to be true*
  + *Why do YOU still have a day job*
  + *Only people at the top make money*
  + *Poor people don’t want that product*
  + *Never met anyone that makes money in NM*
  + *Market is saturated*
  + *It’s a pyramid*
  + *Your company is illegal*
  + *How do I know that I’ll get paid*
  + *How do I know the company will last*
  + *Don’t want to look stupid in front of my family*
  + *I need to try products for an extended period of time*
  + *I don’t know anyone*
  + *All my friends are poor*
  + *If I join, will you help me?*
* *Only two solutions: Do I need to help them with their perception of Network Marketing or of themselves?*
* *“I don’t have enough time….” Okay, let’s buy it back!*

**4-Remove your limiting Beliefs about Network Marketing!**

I do a 50 minute presentation on this topic. I don’t have time to do it any justice here today, but I will share some thoughts with you in my notes.

**Myths that people have about our profession and the real facts:**

* Myth - “No one makes money in Network Marketing”
  + Globally in 2013, NM generated 178 Billion $ / yr (apple is a 678 Billion dollar company) (and this is just with the companies that are part of the DSA or Direct Selling Association. doTERRA is doing over a Billion dollars a year and we are not part of the DSA, so these numbers are VERY VERY conservative!
  + Average company pays out about 40% in commissions. (doTERRA pays out 34%)
    - 71 Billion dollars paid in commissions / yr
    - 6 Billion a month
    - 200 million dollars per day paid in commissions!
* Myth - “Only people at the top make money..”
  + 500 people in Network Marketing make over 1 million $ plus (their average is 2 million/yr) = so that’s about 1 Billion in commissions. (again, not including doTERRA and other major MLM companies )
  + That leaves 70 Billion to be paid out to everyone else!
  + Network Marketing is in 120 countries worldwide
    - 96 million people worldwide involved in network marketing
    - N.M is still less than 1% of total retail revenue in the United States
* Factual Stats: Average Income levels in the US (traditional jobs )
  + Middle Class - $50k / yr (25-75k / yr)
  + Top 25% earn $90k / yr
  + Top 10% earn $140k / yr
  + Top 5% earn $190k / yr
  + Top 1% earn 380k / yr
  + So…what is the best way for YOU to get into the top 25%
  + Look at our income disclosure statement. What do you need to do?
* 70% of Americans want to own their own business. What are their options?
  + Buy an existing business (must ask…why are they selling?)
  + Buy a franchise – but it is very expensive and you are buying a job. 50% of retail runs through franchises (nearly 10% of the US gross domestic product). Avg Franchise fee is $175,000. Avg income of franchisee is only $75k
  + Start something from scratch – look at success / fail rates
  + Be an investor – 1 in 11 investments are successful (venture capital)
  + Start a network marketing business! Low cost of entry and the average person can be very successful with work!

I saved this facebook post from one of my friends, and I think he said it perfectly:

*So I'm sitting up at 2 am staring at the ceiling, waiting for my flight out of Dublin in the morning when I snooped through a negative blog about doTERRA and network marketing. You get a little unrestrained when you're sleep deprived, but here is my rebuttal. Maybe it will help people on your teams that struggle with the MLM concern:*

*DAILY EDGE: What is an honorable profession? I just concluded reading a negative blog post about network marketing (I don’t know why I do that from time to time; maybe its for a good laugh). Many people may feel like they struggle with the idea of network marketing and some even feel that it is legal only on technicalities. Here is the base of their argument: 1) It’s a pyramid scheme, so only the first in make unfathomable wealth; 2) Ninety-nine percent of people lose money and only a few succeed at the top; 3) we market products that people do not need for more than they can buy them for on the open market; 4) we make false claims about our products and manipulate people through emotional promises of wealth. If this were actually true, I would feel fairly dirty. In fact, I’m not sure that I could continue because it would be so out of alignment with my personal character. So it got me thinking. What is honorable? If being a network marketing professional is so dishonorable (at least according to the blinded authors of the article), what then is a worthy profession? Is the girl that works at the front desk at an insurance agency that routinely denies damage claims on technicalities, is she honorably employed? How about the doctor that went to Walmart, bought a $3 pillow and billed my insurance $80, is he honorably selling me overpriced items that could easily be purchased in the market place for less? How about the teacher? Is the teacher honorable even though the tax system that employs her is driving elderly people out of the life-time homes because the property tax to pay her salary increases beyond their fixed incomes? The world’s judgment is maybe justified in some cases concerning MLMs; but, I feel honored and humbled to be a professional network marketing distributor for doTERRA. I am a very large leader and I am not at the top, nor was I first in. I actually earn in the top 30 in doTERRA even though I enrolled 2 years behind 23,000 others. Of the 40+ people that I’ve personally enrolled, 7 decided to take the business serious and all seven make a significant income including 4 that earn a six-figure incomes. The rest were only interested in the product. Only a handful of others even put in any effort and quit before they got any momentum. This means that the true success rate for distributors runs in the 90th percentile of those that will truly commit to following the process for 2 - 3 years before making a judgment that they could not succeed. For heaven sake, you would commit 5 - 7 years and an inordinate amount of cash to a brick and mortar business before you would expect to profit—20 years for a restaurant! What’s really the risk anyway? A $200 startup cost with a $125 monthly overhead? Are you really driving people into financial harm and unreasonable risk at this level? Our team has been around for over 4 years, yet 1 year ago, one of our team’s top income earners joined. This is what I find about the number of people that succeed. People succeed in doTERRA that treat it with the respect and seriousness it deserves. Concerning pricing, doTERRA has a standard 3x mark up on product, which would be standard retail in the open market. doTERRA also educates and benefits the entire supply chain, which is not the case in a retail setting. Also, with a wholesale membership and LRP program, the customer is receiving a 55 percent cost savings benefit. Combine that with an occasional commission check for referring a friend, and BAM! - you’ve saved yourself even more. A $20 commission check a couple of times a year might even be better than your Costco rebate check. And let’s face it, store oils are simply not comparable to doTERRA’s quality standards. If you doubt that, just go to the store and buy a cheap bottle of lavender and see the difference for yourself. As far as false claims, well what is false about your personal experience? Doesn’t it really come down to that? Does the product work for you? Are you really being scammed? Our presentations are focused on the product and we only talk about the opportunity to those that express an interest. I’ll tell you where I feel scammed and that is when I buy a new vehicle! So what does this all mean? The MLM industry certainly did a lot to earn its lashings. In the process, a lot has changed. There are new companies, like doTERRA, that offer legitimate products at a fair, market value and pay a straightforward commission on the sale of those products derived from a very well served and satisfied customer base. This is true, otherwise, we wouldn’t have an 80 percent annual reorder rate while a few that chose to make it a profession make a good income and those that didn’t, don’t.*

5- Perfect YOUR Introduction Speech

* When someone asks you the golden question, you have to have the right answer!
  + What do you do? Where do you work? What did you put in your water? What is that smell?
  + You need to write down, memorize, and practice your answers to these questions to the point that you repeat them in your sleep!
  + Stop fearing the “S” word! It is what you do! You SELL essential oils! You get paid a commission of the OV of the oils that are sold!
    - “I SELL medical grade essential oils at wholesale prices and teach people just like you how to use them in their homes”
    - If you just share and educate, you will attract people who would like you to give them samples and teach them how to use them!
    - People buy oils from people who sell oils.
  + You need a different answer to these questions for different types of people who are asking. For example, “What do you do for a living?”
    - For a young mother with her kids: “I actually work with people just like you! I sell safe essential oils and teach parents how they can take control of their families healthcare with safe and effective natural solutions! Here’s the best part…There are no side effects and I actually save them money!”
    - For the businessman on a flight sitting next to me: “ I help successful people start their own part time businesses so they can “buy back” some time in their lives for the things that matter to them”
    - For the millennial: “I find people who want to join me in making a difference in the world by lifting families out of poverty and providing a better quality of life”
    - General Responses: “I rescue people from desperate lives”
    - “I teach people how to become entrepreneurs and transition into working for themselves”
    - “I sell doTERRA! Have you tried it?”

**6- Tell Your Story as much as you can!**

* MOST powerful tool that you have is YOUR personal story
* You can’t win the Fact Game because nobody really wants to play it! Don’t focus on facts! Facts tell, stories sell
* If your lips are moving, then they should be: pointing, reading, introducing, or telling a story!
* A story is universal. There are 4 basic parts to a good story:
  + Background – What were you doing? What was your situation
  + Pain – What you didn’t like about your situation. What gave you stress or discomfort?
  + Solution – What you found that changed your situation, brought relief, provided comfort and hope
  + Future – How you feel about the future now that you have this solution
  + Set a goal to tell your story 100 times in the next 30 days! You will perfect it and it will give you extreme confidence!

7- Master the Gateway Skill of Inviting! -

* Most important skill to master is the art of getting prospects to look at your product or opportunity
* We don’t want people to feel like they are being hunted by dishonest hunters…
* We are farmers and cultivators, not hunters.
* Our job is to educate consumers. Educate so they understand.
* Fill your calendar with getting your product and opportunity in front of people
  + Your calendar is YOUR BOSS!!
  + If it’s empty, your unemployed!
  + Show me your calendar and I’ll predict your future
  + The person who makes the most contacts wins! – Eric Worre
* Plan-Do-Review - Implement this into everything!
* Exposure methods – Most effective to least effective
  + Large company event
  + Small group like home meeting or lunch event
  + 2 on 1
  + 1 on 1
  + 1 on 1 with technology (zoom or skype)
  + Presenting a tool – dropping off a dvd , sending a link, etc
  + Nothing
* Start with an invite to a big event. If you get a no, then fall back to a tool. Follow up on the tool and then come back to an invite to an event
* Plan – do –review! Be a student of what works and what doesn’t. Write it down!!
  + .3% improvement a day is 100% in 1 yr, 200% in 2, 400 in 3, 800 in 4, 1600 in 5, 3200 in 6, 6400% in 7 years
* Inviting Mindset:
  + Be yourself, but be your very best self…your prepared and knowledgeable self
  + Have passion and enthusiasm! – If you’re not excited about this, no one else will be either
  + Have urgency! – People need the products and this business…NOW
  + Belief – You must have belief in your product, opportunity, and company! You must also have belief in your prospect. They may have to borrow some of your belief in them until they can develop their own belief in themselves
  + Have confidence in the person that you are meant to become! One of the greatest gifts we have is Belief in ourselves and in others
* Texting: The world has moved to texting
  + Texting is almost like cheating! People look at your texts!
  + It has become socially rude to not reply to texts
  + Use texting (or messaging) to set up a time to get together and re connect
  + Text messages get results and will fill up your calendar
* Phone – not as effective as texting for getting appointments, but if you use the phone…
  + Be in a hurry… “I don’t have time to talk right now, but…”
  + Compliment the person you are talking to
  + Make invitation to an event, a meeting, or to watch a tool
    - All about the details. “You said you can come at 7. What time do you get off of work? Will you be coming straight from work or going home first? Would you be able to stop and grab a bag of ice for me on your way?
    - For a tool: If I gave you this would you be able to watch it? When could you watch it? So If I called you on \_\_\_\_\_, you will have watched it for sure? Okay, I’ll call you on \_\_\_\_\_\_\_
* “Only do what you love!” ....is one of the biggest lies on earth
  + You may not love all the practice, hard work, pain, etc. May not love every piece of it, BUT the love of the end result is enough to keep you going
  + CHALLENGE – Start today and don’t stop until you have scheduled 100 presentations

**8- Become a Master Promoter – Use Events**

Leaders are BORN at EVENTS!

* Do whatever you have to do to get people to big events! Make it priority #1
* You need to have so much excitement about the next big event that it is contagious to everyone around you!
* Get commitments NOW to attend the next event! Do whatever you need to do! Take deposits. Drive the Church bus, rent a VRBO house. Set up a payment plan…whatever!
* “Leap, and then the net will appear!” – ie “buy a convention ticket and then figure out how you’re going to get there”
* You can plan on about a $1,000 a year increase in your pay for every person you get to convention!
* Take new people to events and get your team to take new people to events!
* Someone else is doing all of the hard work for you! You just take people, answer questions, and sign them up! You don’t have to rent the room, prepare the presentation, bake the brownies,….it’s awesome!

9- Momentum

* When you have it…RUN!!! Go as long as you can! Have consistency, energy, and focus
* Recipe for success and momentum:
  + Say Yes, I will do this!
  + Tell the world you are doing this!
  + And then…figure it out
* Airplane on a runway example. A plane moving slow will never get off the ground…no matter how long you continue to go slow….even if you never quit… Can’t get off the ground. Adding more people moving slowly still won’t work. It’s just more weight. The plane will only get off the ground if you give it full throttle.
* Even if your part time, you have to give it 100% for a season to get you off of the ground. You can’t keep your engines at 100% or your engines will burn out. Once you reach altitude, you need to throttle back to about 65% to maintain…BUT, when you are taking off….you HAVE to focus ONLY on your take off and give it 100% or your friends and family you put in your plane will crash with you. When you want to get to another level or attitude, you have to give it another burst of energy.
* YOU CAN DO ANYTHING FOR 30 DAYS. (PROBABLY A LOT LONGER…)
* Balance is something that you have in seasons! When the fish are biting, you fish!

**10- Duplication**

* There are many levels of duplication.
* DMO – Daily Mode of Operation – How you do things
* Duplicate Local, Regional, National, and Global leaders
* Keys to duplication success:
  + Keep it SIMPLE!
    - Use the product – share a story
    - Learn, Use, Share, Build
  + Create and follow a strict “getting started process”
    - “Do this, then this, and now this….etc”
  + Focus on your anchor rank (premier). What does it take to get to that rank? Become a pro at reaching that rank and teach people to do the same! (PREMIER – 2 legs with 2,000 monthly OV each and total OV of 5,000) – THIS IS ALL YOU FOCUS ON!!
  + Have a serious commitment to training and leadership development. “The greatest gift you can give someone is independence ” Make them an independent leader!
  + Have a “Grow me by serving you” attitude. Live it and duplicate it.
  + Process needs to be Fun, Simple, Magical, and duplicatable
  + 80% of your people will do something ….sometimes
  + 15% of your people will do a little better than that….a little more often
  + 5% of your people will equal your commitment. Focus on the 5%
  + The key to commitment and effort is knowing your why