

ONLINE ESSENTIAL OILS TEACHING GUIDE

A duplication framework for Wellness Advocates growing online

This guide is designed to support Wellness Advocates who are **teaching essential oils classes online (Zoom or similar platforms)**. While the education, heart, and purpose of the class remains the same as a face-to-face class, the **delivery, engagement, and closing process requires a different approach.**

Online classes remove physical proximity, but when done well, they **increase reach, consistency, and scalability.**

Section 1

1. The Purpose of an Online Class (Reframing Mindset)

Before teaching online, it's important Wellness Advocates understand **what an online class is really designed to do.**

An online class is not:

- A webinar packed with information
- A passive presentation
- A "hope they'll buy later" scenario

An online class is a guided experience designed to:

- Build trust quickly
- Create connection without physical presence
- Educate simply and confidently
- Lead attendees clearly towards a decision

2. Registration & Pre-Class Marketing (This is Where the Sale Begins)

Unlike face-to-face classes, **commitment starts before the class begins.**

Registration

Ensure you use a registration platform to capture details (such as Eventbrite, Zoom, or Google Forms), rather than openly sharing the link to the call. This means you will be able to connect with them after the event to personally support them.

Details you should capture on the registration form:

- Name
- Email Address

Optional details you may choose to capture:

- Location (especially helpful if you are inviting an international audience, it allows you send them enrolment options in their local currency, or if you are hosting face-to-face events it allows you to know who is local that you can personally invite)
- Wellness concerns/priorities (helps you in advance to tailor the content of the class to meet their specific interests or pain points)
- Who invited them to the event (this is great if you are running collaborative classes with your team, it means you can ensure each enrolment is allocated to the right wellness advocate)
- Their social media handle (if you are active on social media it gives you a way to personally connect with them after the class)
- Phone number (if you are someone who likes to connect via text or phone call, you may choose to request a phone number for post-event follow up or support)

How to Market the Class

One of the most powerful ways you can market an online event is by focusing on the outcome or problem you are solving, rather than the oils or product lists. Use storytelling to help your audience see the value they will get in their lives attending.

Examples:

- "How to create a calmer, healthier home without overwhelm"
- "Natural solutions for sleep, stress, immunity & everyday life"
- "The oils I use daily as a mum to support my family naturally"

Marketing tips & inviting:

- Even in an online environment, personal invites outperform broadcast posts. Reach out personally to anyone who you think would benefit from the class and let them know the details and WHY you thought of them. Voice notes can also be more effective than text IF you have already built a relationship with the invitee.
- In addition to personal reach outs, you can share blanket posts inviting your audience to the event. This can be done:
 - On Instagram or Facebook stories: make sure you include a link to the registration page
 - As a post on your feed - including a link to the registration page (Facebook) or a prompt to comment with a particular word to have the registration link sent to their DMs (Instagram)
 - As a Facebook event, ensure you include the link to register, not just the event link
- Utilise your email list: Share an email that uses storytelling to speak to the problem your class will be solving. Then invite to the online class as your call to action.

3. Pre-Class Warm-Up (Rapport Starts Before You Go Live)

Online classes require **intentional connection before teaching**.

SAMPLES

Some Wellness Advocates may like to offer sample vials of 3 of the top essential oils to attendees prior to the class. This allows for the attendees to experience the oils during the event as they would in a face to face class. In order to do this you will need to leave enough time for the samples to arrive. Some ways of doing this include:

- Class perk at Wellness Advocate's expense
- Optional add on at attendee's expense (perhaps paying shipping costs)
- Included in price to attend event

REMINDERS:

It is important to have scheduled communication to attendees to remind them of the event. With busy lives, it is easy for people to forget about online commitments. It is handy to include information on time zones too.

- Send reminder messages the day before and day of the class
- Share who you are and why you care about this topic
- Set expectations: relaxed, interactive, supportive
- Will you be providing access to a replay? This is important to communicate

Example pre-class messages:

"This will be a relaxed, no pressure event. Feel free to show up in your pyjamas with cameras off or while you're wrangling your kids." (for evening classes or if your target audience are mums)

"This event will be relaxed and informative, just bring yourself and a cup of tea. No need to take notes because you will get access to a replay afterwards!"

This lowers resistance and increases trust before the class even starts.

Encouraging LIVE attendees:

- Marketing that you will be providing access to replays is great in encouraging more registrations and less pressure for busy attendees, however the downside is that it can give people a permission slip to not show up with the idea "I'll just watch it later". There are a few things you can do to try and encourage people to prioritise showing up live:
 - Market that there will be a prize giveaway for those who show up live and on time
 - Market that there will be an exclusive Q&A session that won't be on the recording
 - Create exclusivity for the live attendees, as it shows you value them and that there are extra perks
 - In addition to this, I often only make my replays available for a short period of time (48 hours, or 1 week depending on the offers & content). This gives anyone who is watching the replay a sense of urgency.

4. Opening the Class: Setting the Tone & Reducing Resistance

The **first 5 minutes** of an online class matter more than any other part.

Key Elements to Cover Early

- 1. Welcome & relatability**
 - Acknowledge people by name where possible
 - Share your personal 'why' briefly
- 2. Set expectations**
 - Cameras optional
 - Chat function use encouraged
- 3. Remove note-taking pressure**
 - This is *critical* for online. It reduces overwhelm, positions customer value early and softens the future close.

Suggested language:

"You don't need to take notes — once you become a customer, you'll receive access to our education, resources, recipes, and ongoing support."

"You'll hear a lot of information on this call, and if it feels overwhelming or like you won't remember it, don't stress! One of the best things about joining as a customer with me is that I will provide you with the support you need to feel confident and excited to use your oils every single day."

VALUE ADD:

It is highly recommended to emphasise the benefits of joining as a customer with you and highlighting the benefits and service you provide: Do you have eBooks? A customer Facebook group? Offer Wellness consults? SHOW them the VALUE!!!

5. Teaching Without Physical Oils (How to Replace the Sensory Gap)

Because attendees can't smell oils:

- Use stories to replace scent
- Social proof replaces experience

Story telling:

- Describe when and why they use oils
- Share simple daily routines
- Explain benefits through lived experience
- Demonstrate usage visually where possible

Examples:

"This is what I reach for when..."

"This oil lives in my bag because..."

"Most families use this for..."

Your audience will build confidence through simplicity and relatable stories, not technical depth (Eg: Here is how I finally got my toddler to sleep vs Lavender contains the chemical constituents linalool and linalyl acetate which has been shown to XYZ)

6. Engagement During the Class (Preventing Passive Watching)

Online audiences disengage faster — engagement must be intentional.

Simple Engagement Tools

- Ask yes/no questions in chat
- "Drop a 1 in the chat if..."
- Invite reactions (hand raise, emojis)
- Acknowledge responses verbally

This:

- Builds connection
- Keeps energy high
- Creates micro-commitments

Engagement = attention = trust.

7. Introducing the Community & Support (Before the Close)

Before discussing purchasing, Wellness Advocates should clearly explain:

- What support looks like
- How customers are guided after enrolment
- The value of being part of a wellness community

Suggested positioning:

"We don't just sell oils — we support families."

This reinforces:

- Long-term value
- Relationship over transaction
- Confidence in purchasing online

8. The Online Close: Clear, Confident & Guided

The biggest difference between face-to-face and online classes is **how the close happens.**

What NOT to Do

- "I'll email you later"
- "Message me if you're interested"
- Leaving instructions vague

What TO Do

Online classes require:

- Clear next steps, and frame getting a wholesale account as the OBVIOUS next step
- ASSUME THE SALE: "Now for the most exciting part, lets chat HOW to actually get these tools into your home. It's all very well knowing how powerful oils are for your health but if you don't have them when you need them it's kind of pointless right?"
- Visual instructions
- Immediate action

Effective Closing Methods

Encourage Wellness Advocates to use:

- A QR code displayed on screen
- A link dropped into the chat
- A follow-up email or message sent immediately after (Use this option if you have multiple Wellness Advocates who have invited their own contacts to the class, that way they can each email or message with their unique enrolment links)

RECOMMENDATIONS:

- Pause and allow time
- Stay on the call for questions
- Offer private support via DM

Example closing language:

"I'll stay on for anyone who wants help choosing the best option for their family."

This mirrors the face-to-face experience in a digital way.

9. Post-Class Follow-Up (Where Most Conversions Happen)

Online classes **require structured follow-up**.

Encourage a simple follow-up framework:

1. Thank them for attending
2. Ask what stood out
3. Offer guidance
4. Re-share the enrolment link
5. Limited time offers are important here, making an offer time sensitive works well.

10. Duplication Principles for Leaders

For this guide to work at scale:

- Keep language consistent
- Encourage scripts, not improvisation
- Reinforce repetition
- Normalise practice

Leaders should model:

- Running regular online classes
- Inviting their team to observe
- Providing feedback and encouragement

Confidence grows through **exposure and structure** - the more you do this, the easier it will become!

FINAL TIPS: Don't stress if you aren't technically savvy - attendees won't mind if you press the wrong button when sharing your screen. Just keep it real, breathe, and don't be afraid to have a laugh with your audience.

Happy sharing and enrolling!