

TEACHING GUIDE

How to Prepare, Present & Follow Up for a Successful dōTERRA Class

Welcome

Welcome

Welcome to your Teaching Companion Guide — your complete manual for running confident, inspiring, duplicable dōTERRA classes.

Whether you're teaching in your home, a host's home, or online, this guide will help you:

- Prepare with clarity

- Present with confidence

- Follow up with purpose

- Support every guest to take the next natural step

Your classes are simply a way to share something you love — natural, effective solutions that truly change lives. This guide will help you do that with ease and professionalism.

Read this guide once all the way through.

Then keep it nearby whenever you prepare for an upcoming class.

You've got this — and this guide will help you every step of the way.

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SECTION 1 — Prepare

Preparation is key. The more prepared you are, the more calm and confident you will feel during your class. This section gives you everything you need to prepare your host, your guests, your space, and yourself.

1. Setting Your Intention

Before you prepare anything practical, prepare your posture.

Ask yourself:

- Why am I passionate about sharing these products?
- How do I want guests to feel tonight?
- Who do I want to serve today?

Hold the posture that:

"The natural conclusion of a great class is that everyone enrolls — each at the level that suits them best."

Remember that people aren't doing you a favour by attending the class. You are offering an incredible service by sharing about products that have the ability to change lives. You are guiding people into a solution that genuinely helps them.

Take a deep breath, apply your favourite oil, and step into your role as a calm, confident guide.

2. Choosing Your Class Type

You have two simple, powerful classes to choose from:

Essential Oils Made Easy

Perfect for guests seeking natural solutions for everyday home and family health. This class educates on our top ten essential oils that have the most common and versatile uses for everyday health in the home.

Wellness Made Simple

Perfect for guests wanting more energy, better sleep, improved digestion, hormone balance, and foundational vitality. This class educates on Lifelong Vitality (LLV) and Lemon Essential Oil, as well as some optional add on supplements.

Choose based on what your audience needs most.

3. Coaching the Host

There are two types of in-person classes:

Classes that you run yourself and personally invite your contacts to, and Hosted Classes. A hosted class means that someone has decided to host a class that you are going to attend and teach, they will be inviting their own contacts and network. Hosted classes are amazing for your business as it gives you an opportunity to expand your reach outside your personal network, and puts the responsibility of inviting into the hands of the host.

The key to a successful hosted class is properly supporting & coaching your host on how to invite and follow-up. The following section will guide you on coaching your hosts.

Your host is responsible for inviting —

YOU are responsible for showing them how.

Host Coaching Script:

"I'm really looking forward to your class. When I invite people to something, I honestly feel much better when everyone shows up — it makes it more fun and more successful.

Do you feel the same?"

(Pause — they always say yes)

"Excellent. I've got a simple way to help you invite your friends and make sure they remember. Would it be okay if I share that with you so we can create a great class together?"

This opens the door to the invitation process.

Section 1 - Prepare

4. Host Invitation Templates

Initial Invite (5–10 days before)

"Hi [name], I'm hosting a get-together at [location/date/time]. I've got an amazing friend of mine coming to teach on [subject matter that your invitee would be interested in e.g: sleep, hormones, kids wellness etc] and I thought of you straight away because of what your experience has been lately. Can I save you a spot?"

Reminder (2–3 days before)

"Hi [name],
I'm so excited to see you on [date/time]!
I've got some great stories to share about these oils.
Love, [host name]"

Day-Of / Night-Before Hype

Send a photo of treats or infused water:

"Hey everyone!
Just making some yummy treats for tonight.
Look at these!
See you at 7.
Love, [host name]"

5. Preparing Your Host

Help them succeed:

- Keep snacks light (bliss balls, fruit, nuts)
- Offer tea/coffee – save wine for after
- Keep kids occupied with quiet activities
- Ensure there's a clear table space
- Have comfortable seating
- Have a small thank-you gift (such as a roller, mini blend, or small sample pack) to present to your host at your class.

Sales Psychology Tip:

A personalised invitation from someone they trust immediately increases relevance and likelihood of a yes. Matching the invitation to the health needs of the invitee helps them to see what they will get out of it and makes the class feel practical and worthwhile. Mentioning the presenter adds credibility without hype. Ending with "Can I save you a spot?" creates a gentle micro-commitment that nudges people into deciding rather than ignoring the invite — dramatically improving attendance rates.

Sales Psychology Tip:

Using language like "Can't wait to see you" assumes attendance and activates the human tendency to stay consistent with what they've already agreed to. It reinforces their commitment without asking them to re-decide. Avoiding phrases like "Are you still coming?" removes the chance for a convenient opt-out. This approach keeps the energy positive and helps eliminate no-shows.

Sales Psychology Tip:

Sharing a quick behind-the-scenes update (bliss balls, rollers, snacks) makes the event feel real, prepared and worth attending. It signals effort and care, which increases reciprocity — people are more likely to show up when they feel something has been made for them. The casual "See you soon!" maintains momentum and excitement without prompting them to reconfirm or reconsider, which reduces last-minute drop-offs.

Sales Psychology Tip:

Gifting the host in front of the group intentionally plants the seed that hosting a class comes with perks. It creates a subtle "I want that too" moment for guests by showcasing an easy, tangible benefit of saying yes. This taps into positive social proof: people naturally lean toward behaviours they see being appreciated. Mentioning that others can receive the same thank-you simply by hosting a class shifts hosting from a big ask to an attractive opportunity, increasing the number of guests who will put their hand up.

Section 1 - Prepare

6. Environment & Choosing the Right Space

Your environment dramatically affects the energy of the room.

Choose or help create a space that is:

- Calm
- Uncluttered
- Comfortable
- Inviting
- Quiet - turn off background TV, the less distraction the better

Important:

Diffuse a welcoming blend such as

Wild Orange + Peppermint / Wild Orange + Frankincense.

Clear surfaces if needed (ask the host politely).

- Lighting matters
- Comfort matters
- Atmosphere matters.

7. Timing & Professionalism

Start on time.

Finish on time.

What you do duplicates.

People appreciate punctuality — it signals integrity and leadership.

Include the start and end time in invitations.

Arrive 15–20 minutes early.

8. Packing Your Teaching Kit

Bring only what you use:

- Oils featured in the class
- Diffuser (clean)
- Fractionated Coconut Oil
- Draw Entry Form (future follow up tool)
- Class Handouts
- Enrolment forms
- Pens
- Samples
- Host gift
- Water bottle
- Roller for demos (optional)

Optional extras:

- Bliss balls
- On Guard apples
- Lemon/Lime infused water
- Modern Essentials or Essential Life Book
- EoE Books App Suggestion

Keep it duplicable.

9. Contacting & Confirming

Two days before:

- Confirm guest numbers
- Confirm address + parking
- Ask if the host needs help with set-up
- Send an encouraging message

This helps the host feel supported and reduces last-minute surprises.

Sales Psychology Tip:

You want your attendees to be focussed and not have the burden of distraction pulling at their attention. A confused mind says no, so setting up a clear and distraction free space sets you and the attendee up to win.

Section 1 - Prepare

10. Preparing Yourself as the Presenter

- Review your script (aloud)
- Practise your opening
- Rehearse your story
- Rehearse the enrolment close
- Visualise the class going well
- Apply your grounding oil

Set your posture:

"I'm here to help. Everyone will enrol at the level that suits them."
You will feel calm, confident, and ready.

11. Class Prep Checklist

A Week Before:

- Choose class type
- Host sends invites
- Print materials or order Class Handouts from your Virtual Office

2–3 Days Before:

- Host sends reminder
- Pack kit
- Confirm numbers

Day Before:

- Host sends "excited for tomorrow" message
- Pre-fill enrolment forms

Day Of:

- Arrive early
- Diffuse welcome blend
- Begin on time

After Class:

- Enrolments
- Book Wellness Consults
- Thank host

SECTION 2 — Present

Part 1 - ESSENTIAL OILS MADE EASY CLASS SCRIPT

(Teaching overview - See Essential Oils Made Easy Comprehensive Class Script document for complete script to use on the day of your class)

Class overview and structure

Time: 45 minutes

Flow:

1. Welcome & settle the room
2. Host edifies you (2-3 minutes)
3. Your opening script
4. Share your story
5. What are essential oils
6. Why essential oils
7. Why dōTERRA
8. How to use essential oils
9. Wellness Goals
10. Top 10 oils
11. How to purchase
12. Introducing kits
13. Enrolment close
14. Three types of customers
15. After class flow

1. Welcome & Settle the Room

"Welcome everyone! Thank you so much for being here tonight.

I'm really excited to share these natural solutions with you. Please grab a seat and make yourselves comfortable. You'll notice a draw entry form on the top of your clip board there. If you have not filled this in, please do so now as you will go into the draw to win 'xyz' prize."

While people are arriving, get them to complete the Draw Entry Form. Explain that this will give them a chance to win a prize at the end of the class. As you collect them you will be able to see if there is a theme as to the top wellness concerns of the attendees. If so, you will know to give extra attention to this during the class.

Distribute the Class Handout + pens.

Wait for the room to settle.

2. Host Edification

The host should share:

- Who you are
- Why they invited you
- One way the oils have helped them

Keep it to 2-3 minutes.

Sales Psychology Tip:

When the host introduces you and edifies you, it builds immediate trust in the room and supports the attendees to be able to listen openly to what you have to offer in the class.

Section 2 - Present - Essential Oils Made Easy Class Script

3. Presenter Opening Script

"Hi everyone, thank you for having me tonight! I'm really excited to share how essential oils can support you and your family's health in simple, natural ways.

These oils have made such a difference in my life, and I love helping people learn how to use them with confidence."

Hold up the class outline.

"We'll go through this together. You can make notes as we go and take this home with you so you will have little reminders on how to use the oils. At the end of this class, everyone will be able to go home with their own wholesale account so you can get the oils at the best price.

Now I love hearing your experiences and answering your questions so please feel free to stop me as we are going along when something you want to know more about comes up."

4. Share your Story

Share briefly:

- The problem you had
- What you tried
- What changed
- The oil that helped you most

Pass that oil around.

1-2 minutes only.

5. What are essential oils?

Pure plant extracts from leaves, flowers, roots, resins and peels.

They are nature's defence mechanism for plants – protecting them from threats and helping them thrive.

They've been used throughout history for health and wellness support.

Give simple examples for each.

6. Why use essential oils?

1. They are natural and safe
2. They are effective
3. They are affordable

In this section we are distinguishing dōTERRA essential oils from all other essential oils on the market. We want to make sure the attendees understand you can't utilise other oils in the same way we suggest to use dōTERRA essential oils, not only will they not get the same results but it can be dangerous to do so without the high level of quality control dōTERRA offer.

Sales Psychology Tip:

This line uses the "assumption of action" principle — positioning enrolment as a natural next step rather than a big decision. When people hear that everyone will have the option to set up their wholesale account, it removes pressure and uncertainty while normalising the idea that joining is expected and easy. It also anchors the class toward a clear outcome from the beginning, helping guests listen through the lens of "What would I use these products for?" rather than "Should I buy?" This dramatically increases conversions by framing enrolment as the obvious, straightforward conclusion. Letting people know and feel comfortable to interject and ask questions makes for an interactive class where the audience is invested and showing interest. This spreads and impacts the whole group's feeling of your content and the products and oils.

Sales Psychology Tip:

This creates relatability and positions you as someone just like those who are attending, but just a bit further along the road, able to guide them to solutions.

Section 2 - Present - Essential Oils Made Easy Class Script

7. Why dōTERRA essential oils

- Most tested
- Most trusted
- Global sourcing
- Transparent quality
- Safe and potent

8. How to use:

Here you are introducing people to the senses. How we interact with the oils in our everyday life. This will be a delight and a wonder for them. Particularly those who haven't experienced oils before. Take the time to let people have their experience. This will also carry on when you are presenting the top 10 oils. The oils begin to do the talking and the teaching. It's a wonderful thing. *Don't miss the opportunity to capture the power of their experience in the class.*

There are three main ways to use essential oils:

1. ORAL (Internal) – where appropriate and labelled for use

You can add a drop to water, take in a capsule, or place under the tongue (for oils that are labelled for internal use).

This can nourish the whole body – including digestion and immune function.

This is most effective when you are wanting a systemic outcome, immune support, digestive health, nervous system support, pain, etc.

Instruction: Drop 1-2 drops of lemon into a jug of water and pass around cups for people to taste

2. TOPICAL – on the skin

Oils are powerful – one drop can service every cell in your body.

We apply topically when we want a localised effect: for example,

- on the chest for respiratory support,
- on the tummy for digestion,
- on the back or neck for muscles and tension.
- on top of a rash/cut

We always dilute it with Fractionated Coconut Oil (FCO), especially for kids, elderly or sensitive skin. That keeps it safe and helps the oil absorb more slowly and effectively. The ratio is 1 drop of essential oil in 10ml of FCO for babies, 2-3 drops for kids and 5-8 drops for adults.

Instruction: Pass around peppermint essential oil and FCO have them take 1 drop of peppermint and a few drops of FCO into their palms rub together and rub on the back of their neck or sore spot.

3. AROMATIC – in the air

This is as simple as using a diffuser or even a drop in your hands and inhaling. (pass around 1 drop of peppermint and have them rub palms together and inhale)

Inhaling oils can change how we feel in seconds – they connect straight to the limbic system, the emotional centre of the brain.

We can purify the air, reduce odours, and support respiratory health and mood at the same time.

Diffusing in the bedroom can support deep sleep, or with a respiratory blend it can support easy breathing through the night if someone has a sniffle.

Section 2 - Present - Essential Oils Made Easy Class Script

Diffusing is versatile and you can blend whatever you or your family needs into the diffuser for immune support, clearing the air or bringing calm and reducing stress.

Instruction: Pass around Wild Orange essential oil, instruct them to take 1 drop into their palms, rub together and inhale. Tell them that Wild Orange is joy in a bottle, great for uplifting moods. Let them know that citrus oils create photosensitivity when used topically so do not rub onto their skin 6-12 hrs before sun exposure.

9. Live a Wellness Lifestyle

Have guests fill in what they are feeling and what they want more of. Connect their goals to the Top 10 oils.

Sales Psychology Tip:

Getting guests to identify their top wellness concerns before introducing products shifts their mindset from passive listening to active problem-solving. It anchors the class to their needs, not generic information. Once someone names a problem, they naturally become more open to solutions – this is a core behaviour-change principle. It also helps them connect the upcoming product education directly to their own goals, making each oil or supplement feel immediately relevant. This simple exercise dramatically increases conversion because people don't buy products – they buy solutions to the concerns they've already acknowledged.

10. Presenting the Top 10 Oils

Go through each oil with:

- What it's used for
- Example story
- How to use it

Here is where the oils begin to do the talking. Pass around each oil as you speak about it so that people can have an experience of them. The oils are potent and capture the senses. They will say 1000x more with their aroma and the experience people have with them, than all the things you can say about the oil. Invite people to take a drop of each and use the appropriately.

- Take one drop into your palms,
- Rub together and inhale
- Place onto the appropriate body part for support.
(you can leave out oregano - they can just smell the bottle)

Note: The class script has the example of creating a FLOOT (Frankincense, Lemon, On Guard, Oregano, Tea tree) blend. This gives you an opportunity to highlight the value of these oils and you can also swap this for your favourite DIY examples.

Keep it simple and relatable. Here you can spend more time on the oils you have identified that the people in the room need.

Section 2 - Present - Essential Oils Made Easy Class Script

11. How to Purchase - 3 Ways to Buy

1. Retail (no one chooses this)
2. Wholesale (better than retail and saves you 25%)
3. Wholesale + points (Loyalty Rewards Program — Most popular, smartest buying choice, biggest savings long-term)

"Choose the kit you love most — I'll help you pick what best suits your goals."

Sales Psychology Tip:

Presenting three clear options of starter packs uses the "Good-Better-Best" model, which helps people self-select based on value, not price. Most won't choose the cheapest when they understand the benefits of the larger kits — this is the anchoring effect in action. By confidently explaining why each option is ideal for you, you reduce overwhelm and decision fatigue, making it easier for attendees to see where they naturally fit. The goal isn't to push the biggest pack, it's to show that there's a solution for every need and budget, which increases conversions and helps people feel in control of their choice.

12. Introducing the Kits

Hold up the kit page in the Class Handout.

"These kits are the smartest way to start because they give you everything you need to get results immediately."

Explain briefly:

- Household Care - Which offers the best value
- Home Essentials - which is the most popular
- Build your kit over 3 months - This gets you the Home Essentials kit split over a 3 month period.

Key line:

"Most people start here because it has the Top 10 oils we just went through."

Home Essentials Enrolment Options

"To make it super simple, there are three main ways people get started.

1. **Home Essentials Kit – 'Most popular'**
 - This is your top 10 oils + diffuser – everything we talked through tonight.
 - This is our best selling kit and saves you around \$215 AUD | \$241 NZD, dōTERRA also waive the membership fee.
2. **Household Care Kit – 'Whole home overhaul'**
 - Best value if you're ready to do a full home and health reset.
 - You get a big collection of oils + diffuser and delivers the biggest savings of around \$522 AUD | \$582 NZD.
3. **Build Your Kit Over 3 Months**
 - If you prefer to ease in, you can spread your top ten oils over three months.
 - You still enjoy savings and you can build as your budget allows.

When we wrap up, I'll come around and ask you:

- Which oils spoke to you?
- What's your budget?

and we'll pop you into the right option.

Section 2 - Present - Essential Oils Made Easy Class Script

13. The Enrolment Close

"You've seen the oils, you've experienced them, and now you get to choose the kit that fits your needs.

Turn to the enrolment page in your Class Handout.

Tick the kit you'd like to start with, or tick the box for individual products and list them here.

I'll come around and help you choose what suits your goals and your family's needs best."

Pause, then say:

"Once you've chosen your kit, we'll fill out your details here so your order is on its way.

Then I'll book in your **Wellness Consult** — a 20-minute session where I'll help you use your new products with confidence."

14. Three Types of Customers

"Most people fall into one of three categories:

- **LIVE** – You want to use the products for yourself and your family, to live a low-tox, wellness lifestyle.
- **SHARE** – You naturally talk about what you love and you'd like to have your products paid for by sharing with friends sometimes.
- **BUILD** – You feel a pull towards creating income and impact by helping others with natural solutions.

This is not something you need to decide now, but for you to know the opportunities that dōTERRA has for you. When we chat afterwards, you can ask any questions you have about these and let me know what peaks your interest.

15. After Class Flow

- Guide guests to choose their kit
- Support enrolments
- Book Wellness Consults (within 48 hours)
- Celebrate with them

Sales Psychology Tip:

This is the time that being assertive and directing your audience in what to do next becomes critical. A clear direction that normalises people taking the action of turning the page and ticking which kit they want gives silent permission for others to follow. You'll get greater success if you use firm and directive language here. Remember, the greatest service to the person is that they are empowered to take care of their health with essential oils at their fingertips in their own home. Be positive in showing them how.

SECTION 2 — Present

Part 2 - WELLNESS MADE SIMPLE CLASS SCRIPT

(Teachers overview - See Wellness Made Simple Comprehensive Class Script document for complete script)

1. Opening Script

"Tonight we're going to talk about foundational wellness — energy, vitality, sleep, digestion, focus, and cellular health. You'll learn simple daily habits that create long-term wellbeing."

2. Foundational Pillars

1. Nourish the Body (LLV) - Detox the Body (Lemon Oil)
2. Support Metabolism & Digestion (PB Assist+ & TerraZyme)

3. Product Breakdown

Each product will be explained simply:

Lifelong Vitality Supplements

- Vitamins
- Omegas
- Antioxidants
- Energy, mood, sleep etc.

Lemon essential oil

- Hydrate, Cleanse and detoxify

4. Upgrade products

MetaPWR

- Metabolic health

PB Assist+

- Probiotic
- Gut balance

TerraZyme

- Enzymes
- Nutrient absorption

The class script goes into each of these products in depth and tells you what to say about them and how they can support someone wanting to target different areas of their health. This is where you could tailor the content to zone in on products that have been indicated by attendees in the draw entry form. For example: if a few people have noted digestive upset or gut health as a concern then you may focus on PB assist+ and TerraZyme.

5. 2-Minute Foundational Routine

Morning and evening habits that take 2 minutes a day.

Sales Psychology Tip:

Here we are showing the customers how quick and simple it is to achieve incredible results in their health. 2 minutes a day. We are removing the barrier that it is too hard, takes too long or isn't "their kind of thing". This is "wellness made simple".

Section 2 - Present - Wellness Made Simple Class Script

6. Enrolment Close

"Trying to cobble together everything that is in this pack from your health food store generally costs \$300-500 per month and still leaves significant gaps in nutrition or an over supply of cheap and non bio-available ingredients your body doesn't need. dōTERRA's Lifelong Vitality Pack tops up the gaps in your nutrition from the levels achieved in the normal western diet. Not leaving you under nourished and no over-supply creating unwanted stress on our organs and systems."

"We have created this pack and sell it as a members benefit product at a fraction above the real cost so at just \$165 for a month's supply of Lifelong Vitality Supplements and a 15ml bottle of Lemon Oil with 250 drops that will also last the month at 8 drops per day in your water, it represents amazing value. We are **so certain that you'll feel results** that you can even use the product and if you're not satisfied that it has worked for you, all you have to do is contact our Member Services team and a **full refund** of the purchase price of your LLV will be returned, **no questions asked!**"

We've made it simple with a 3-step approach and a 3-month plan so you're not guessing.

To get started:

- Choose your Foundational Wellness Starter Pack with your optional upgrades
- Fill in your order details
- And map out your personal 3-month wellness plan.

*"Once you've chosen your kit, we will book in your **Wellness Consult** — a 30-minute session where I'll help you use your new products with confidence."*

One of the best things about getting started with these products with dōTERRA is that we can set it up for your supplements to land at your door step each month. You'll also get free shipping and earn points to exchange for free products every month. The reward points you accumulate pays for 2 months of supplements for free every year."

Next steps:

"Turn to your enrolment page.

Tick the kit or products you'd like to begin with.

Then we'll fill in your details and we will help place your order."

7. After Class Flow

Supporting enrolment on the day honours the participant's decision to show up and invest their time, energy and hope into finding solutions. It honours the host who opened their home and created the space. And it is the best use of your focus and leadership to ensure you connect with everyone in the room and guide them toward the option that will best support their health, their home and their next steps.

- Guide guests to choose their kit
- Support enrolments
- Book Wellness Consults (within 48 hours)
- Celebrate with them.

Sales Psychology Tip:

Keeping options simple helps attendees to make a decision. The 1 starter pack for this class with optional add-ons makes this a very simple decision, they either add the add-ons or they don't. A clear mind says yes, so keep it simple, don't try to over complicate something that has been made simple for you and simple for the customer.

Sales Psychology Tip:

The end of the class is not the moment to exhale – it's the moment your investment truly increases. This is when you support your attendees to follow through on what they've just experienced and take the next step while their excitement, clarity, and curiosity are alive. Now is the BEST time to help people enrol. We all know how quickly life becomes busy and how easily priorities shift once we return to our everyday rhythms, so leaving enrolment for another day is not only ineffective – it's a disservice to them. It will take ten times more effort to enrol someone even one, two, or ten days after a class because the momentum has faded and the experience is no longer fresh in their mind.

SECTION 3 — Follow Up

Follow-up transforms customers into confident, long-term wellness users.

1. Purpose of Follow-Up

- Build confidence
- Teach them to use what they bought
- Help them see results
- Support them to set up LRP
- Keep the relationship warm

2. Post-Class Messages

For new enrolments

"I'm so excited you got started tonight! Your kit is on its way, can't wait to support you. Let's book your Wellness Consult so I can personalise your plan."

For those who didn't enrol

For someone who prefers a chat - "Thank you for coming to the class! I loved having you there. Based on what you shared, I have a couple of recommendations that would support what you're wanting to work on. When would suit you for a quick chat so I can show you the best enrolment options?"

For someone who prefers text communication - "It was so lovely having you at the class. I've put together a couple of kit options that match what you were interested in. I'll send them through now. Let me know which one feels like the best fit and I'll help you get set up."

3. Booking the Wellness Consult

Book within 48 hours.

Best practice is to schedule this at the time they enrol.

Keep it to 30 minutes.

4. Running a Wellness Consult

- Review what they ordered
- Teach how to use each product
- Create their daily routine
- Help them set up their Loyalty Rewards Program
- Connect them to your community

Sales Psychology Tip:

At the class, make it a priority to set a clear follow-up time with anyone who wants to "think it over." This simple step creates an agreed-upon moment for you to reconnect, which dramatically increases the likelihood of genuine communication, rather than missed messages or people unintentionally disappearing back into their busy routines. When you've established a set time and day, you have their permission, their expectation and their attention. This makes the follow-up feel natural, respectful and welcomed, positioning you to support them with clarity instead of chasing them later. Don't skip this—setting the agreement upfront is one of the most effective ways to help people make a decision they already desire to move toward.

Section 3 - Follow up

5. Introducing the Loyalty Rewards Program

Explain simply:

"This is the smartest way to purchase your oils each month, earn points, and receive the free Product of the Month."

"Bringing these oils into your home will change your health, but choosing the Loyalty Rewards Program as your accountability to ongoing wellness can truly change your life. It's more than just a rewards system for your monthly purchases—it's your built-in support structure to make sure you always have what you need, when you need it. You'll be consistently stocking the essentials that keep your home well, while being rewarded generously for doing so. For our family, joining the Loyalty Rewards Program was one of the best decisions we ever made. It keeps us on track, supported, and empowered—month after month."

6. Ongoing Customer Nurture

Set reminders in your phone for the following sequence to follow up with your new customer. That way you won't forget each step and relieves you from having to remember.

- Week 1 message
- Week 3 tip
- Month 1 Loyalty Rewards check-in
- Monthly education invites

In Closing -

The most important things for you to remember:

As you step forward to teach your first class, I want you to take a deep breath and remember this: you are carrying something people genuinely need. You have the cookie. You have solutions that change homes, ease burdens and empower families. Your job is simply to offer it with clarity, confidence and heart.

Your posture matters. Show up as the guide, not the guru. You don't need to know everything, you just need to know enough to lead people toward their next right step. Stand tall in your conviction, stay grounded in service, and trust that your presence in that room already makes a difference.

Preparation is your anchor. When you follow the simple steps you've been given—prepare, present, follow up—you are setting yourself and your host up for success. Lean into the process. You don't have to reinvent anything. You only need to walk the path that's been laid out for you, a path that has been proven, practiced, and duplicated thousands of times.

Confidence grows through action. You'll find your rhythm by doing, not by waiting to feel "ready." Your first class won't be perfect, and it doesn't need to be. What matters is your willingness to show up with authenticity, warmth, and belief in what you're offering.

And finally, remember this: your class is not about performing; it's about connecting. People want to be seen, supported, and inspired. When you speak from the heart, when you're genuinely listening, when you guide them simply and clearly, people feel that—and that's what moves them. You are capable. You are prepared. You are part of a community that rises together. Trust yourself, trust the process, and trust that what you have to offer is needed more than ever.

Now take courage, step forward, and teach.

Your first class is the beginning of something incredible.