



Target Audience – Be specific, be relevant

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Discover your area of interest or expertise

- Stay within your comfort zone to begin with

- Basic 10 oils

- One or two areas only

Find out who your potential customers might be

- who has similar interests?

- you are not looking for everyone

Like attracts like –

- you will find similar people are in your contact list

- you will find similar groups/places

- Look for patterns

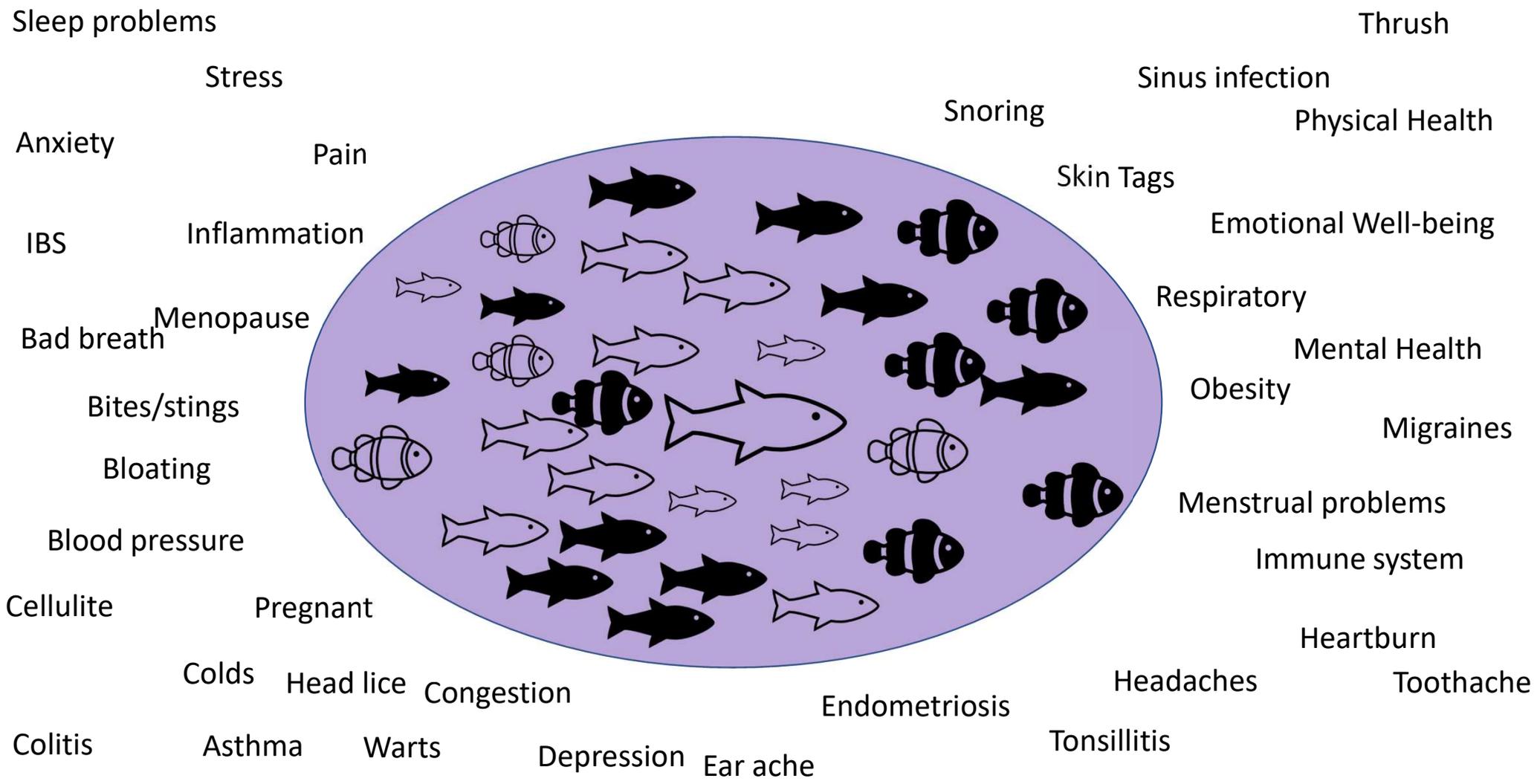
Define who your target audience is

- Be non judgemental – yeah but!

- Seek to understand from their perspective, not yours

- Be curious and ask questions

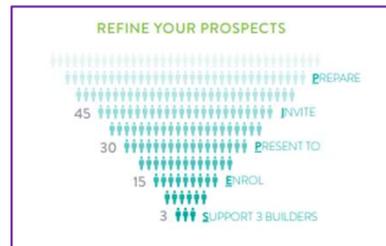
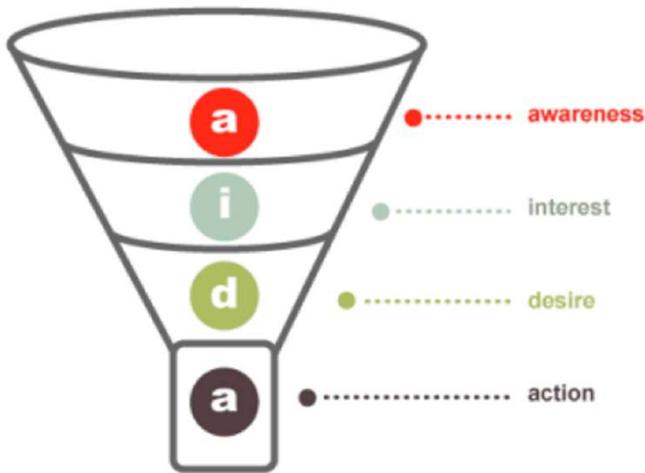
Identify possible problems



Update contact list

Name	Communication method	Ailment	Actions
Rebecca Francis	WhatsApp	Stress	
Beverley Cook	WhatsApp	Sleep	
Jason Davidson	WhatsApp	Back Pain	
Susan Peters	Instagram	Stress	
Jane Walters	Facebook	Sleep	
Leonie Turner	WhatsApp	Back pain	
Charlotte Winters	Instagram	Pregnant	
Mary Stuart	Facebook	Asthma	
David Bowers	Facebook	Stress	
Trudy Reeves	WhatsApp	Sleep	

Take action



Raising awareness

Everyone on your spreadsheet ask the question
If I knew of something that could help you with xxxxx
would you want me to tell you?

Sifting for Interest

Do you have an interest in essential oils and natural
products?
Ask permission to continue
Would you like me to give you more information?
Share stories, testimonies /keep the conversation going

Desire to know more

Send testimonies/information,
samples or invite to a class

Rejection

It's a numbers game
Its not personal
If you haven't got a yes yet – find more
people to talk to.

No at any stage does not mean no
never – it means not now

Ask for help from your mentor at any step of this process for
help if you are unsure.

Record action – update contact list

Name	Communication method	Ailment	Actions
Rebecca Francis	WhatsApp	Stress	Invite to class
Beverley Cook	WhatsApp	Sleep	Send sample & follow up
Jason Davidson	WhatsApp	Back Pain	Invite to work from home
Susan Peters	Instagram	Stress	Invite to class
Jane Walters	Facebook	Sleep	Invite to host a party
Leonie Turner	WhatsApp	Back pain	Invite to host a party
Charlotte Winters	Instagram	Pregnant	Invite to host a party
Mary Stuart	Facebook	Asthma	Invite to work from home
David Bowers	Facebook	Stress	Invite to class
Trudy Reeves	WhatsApp	Sleep	Send sample & follow up

Record action – update contact list

Name	Communication method	Situation	Actions
Rebecca Francis	WhatsApp	Mum at home	Invite to class
Beverley Cook	WhatsApp	Looking for a new business alongside existing	Set up zoom call with upline
Jason Davidson	WhatsApp	Therapist	Invite to sample
Susan Peters	Instagram	Not interested in business	Invite to essential oils class
Jane Walters	Facebook	Loves oils	Invite to host a party
Leonie Turner	WhatsApp	Spare time income	Invite to class
Charlotte Winters	Instagram	Just lost job	Set up zoom call with upline
Mary Stuart	Facebook	Might be interested in the future	Invite to class/sample
David Bowers	Facebook	Not interested in oils	Invite to recommend referrals
Trudy Reeves	WhatsApp	Doesn't know anything about oils	Have a 121 call to explain more

Action is the key to success
'If its meant to be its up to me!'

- Keep it simple
- Understand where your interest and passion lies
- Keep to 10 core oils
- From contact list identify who your target audience is
- Raise awareness
- Sift for interest
- Create desire
- Invite to – sample/class/1-2-1/host a party online or offline