

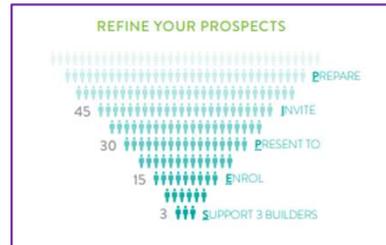
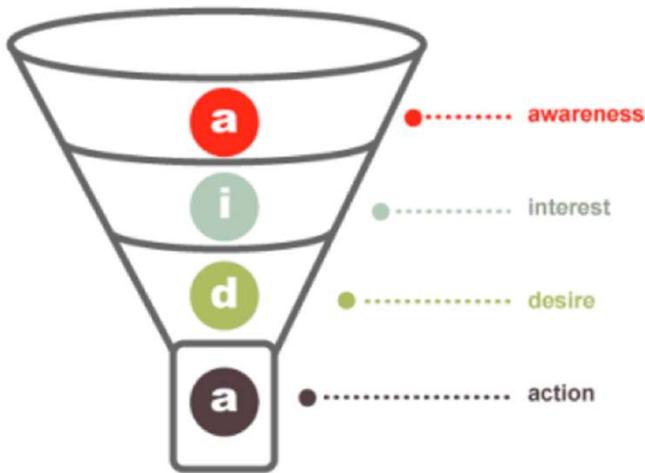


Engagement – Be specific, be relevant

# Record action – 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 – be specific



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

## Raising awareness - sleep

If I knew of something that could help you with your sleep would you want me to tell you?

## Ask permission

In order to know how best to guide you, can you please give me some more information

## TED – Tell, Explain, Describe

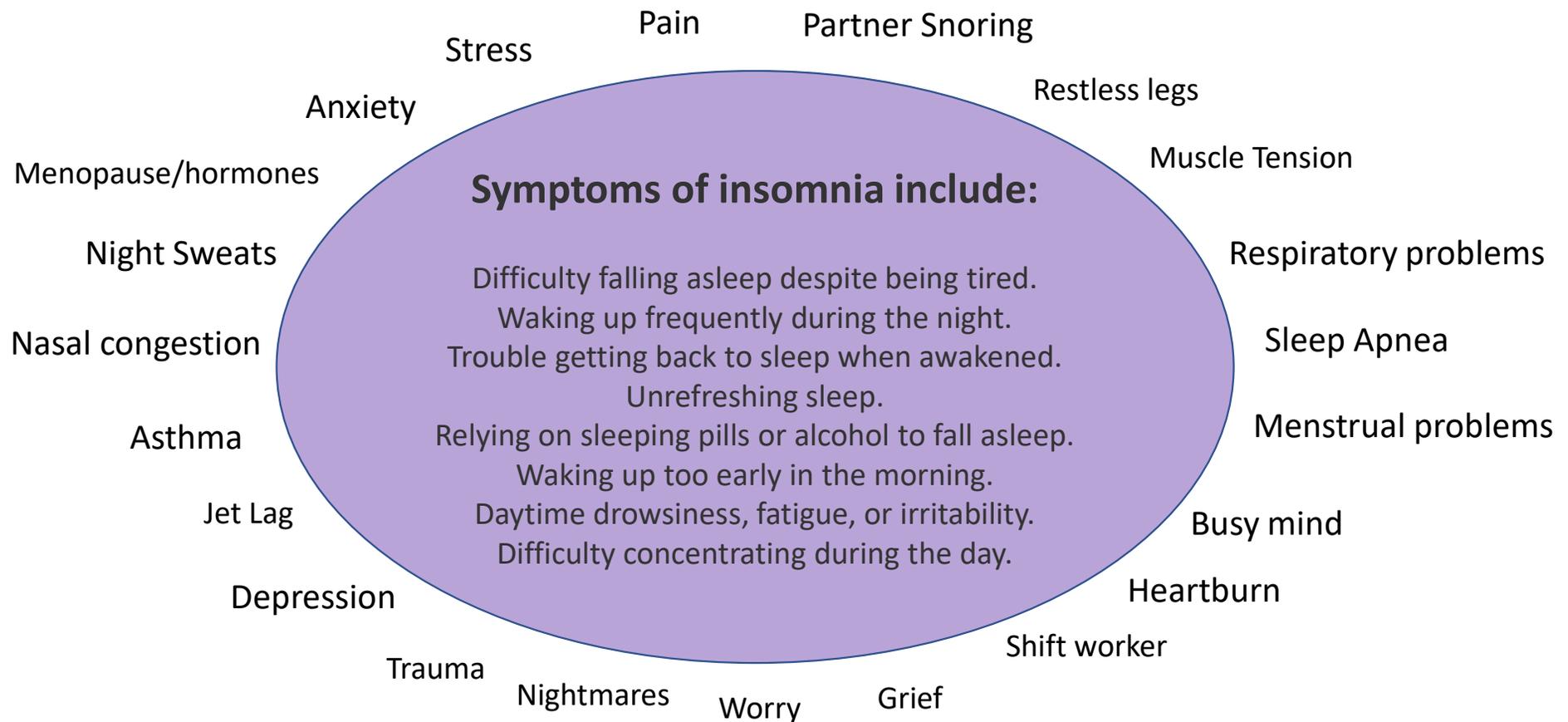
Be curious – not interrogate

Find out what the problem is from their perspective

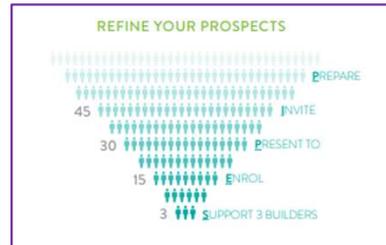
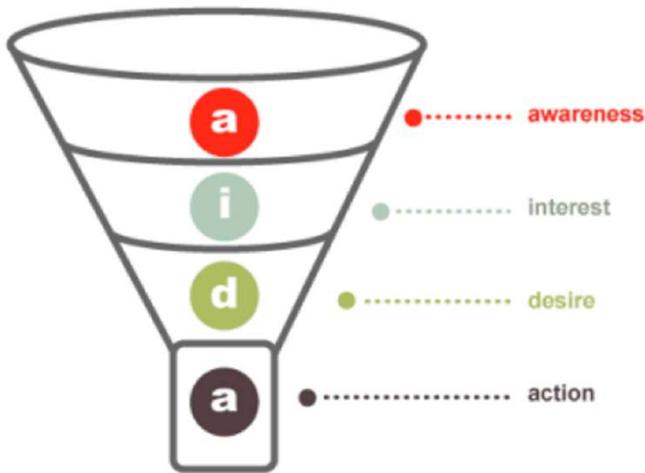
Don't make assumptions

Relay back to them your understanding to check for clarity

# Some reasons for poor Sleep



# Take action - Engagement



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

## Raising awareness - sleep

If I knew of something that could help you with your sleep would you want me to tell you?

## Ask permission

In order to know how best to guide you, can you please give me some more information

## TED – Tell, Explain, Describe

Be curious – not interrogate

Find out what the problem is from their perspective

Don't make assumptions

Relay back to them your understanding to check for clarity

## What have you tried so far to help with this?

## Would you consider finding out more about how Essential Oils could help you?

Give options – I could

- Pop round and give you more info
- Invite you to an online 1-2-1 to discuss more
- Invite you to an online class specifically on sleep with other people like yourself
- Send you more information
- Give you a sample to try

What are you most comfortable with.....

# Record action – update contact list – be relevant

Name	Communication method	Ailment	Actions	Follow up
Claire Francis	WhatsApp	Sleep	Invite to sleep class	
Beverley Cook	WhatsApp	Sleep	Send information on serenity	
John Davidson	WhatsApp	Sleep	Send sample - snoring	
Mary Peters	Instagram	Sleep	Invite to womens health class - menopause	
Jane Walters	Facebook	Sleep	Invite to sleep class + friend Penny	
Fiona Turner	WhatsApp	Sleep	Invite to essential oils class to find out more first	
Sue Winters	Instagram	Sleep	Invite to sleep class	
Amy Stuart	Facebook	Sleep	Send sample of lavender	
Andy Bowers	Facebook	Sleep	10.30 on 17/10 going to meet	
Trudy Reeves	WhatsApp	Sleep	Invite to sleep class	

## This approach might help you to:

- Feel more in control when you have a clearly defined target audience and you are being specific and relevant with them.
- Feel more confident would about helping others on a subject you know about
- Feel more successful and positive building this kind of contact list
- Feel more professional in one particular area
- Save time talking to and researching for people with other circumstances you don't know about.