



## How to get ENROLLMENTS from your workshops

This is a recurring question I often hear and one that deserves some reflection, study and preparation to shift.

We LOVE organizing and co-teaching workshops, but sometimes when we put all our effort on finding a yoga teacher & location, planning a successful workshop, marketing the workshop and the actually DOING the workshop...we forget to integrate the same messaging into our workshop as we do in all our other workshops, which is to **INVITE** people to join us in using doTERRA oils in their own home.

There are really 2 “audiences” in most workshops – particularly as you teach regular workshops in the same studio...so over time you’ll have 1) those new to doTERRA, and 2) current Customers and Advocates.

**How many of you teach what I’ll call “regular” doTERRA classes? How OFTEN do you teach these per month?**

**How many people who attend your class, end up enrolling with you?**

- Why do you think that is happening? (experience with oils, impact, feeling, words you use, overall vibe)
- Is it your explanation of WHY you believe in the oils and why everyone should have it?
- Is it because you are/are not offering a special offer?
- Were you offering to help them choose a special kit?
- Did you offer them additional support after their kit arrives (Membership overview)
- Were the BENEFITS of joining doTERRA, joining YOU, and empowering themselves with oils clear?

**Knowing your “Success Ratio” of number of classes: number of attendees: number of enrollments** can help you see where you need to focus your efforts to get better at enrolling MORE people from your workshops (if they are new), or helping people increase their belief that the products WORK if they are already enrolled – and eager to add the oils you shared in the workshop into their next order.

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## Main Reasons Why People Don’t Enroll, and How to Improve Your Success Ratio

Here are some key places in your class where your INTENTION is communicated so the audience will know **what you hope for them** in the workshop. “Closing” in a class isn’t an end-of-the-workshop mention, rather it is how you weave your intention for your audience into your workshop throughout. *You are HELPING people know HOW to get doTERRA oils into their life---you aren’t selling anything. Take the emotion out of it and open your mouth!* 😊

People will be excited about the oils and after the class they may be a little bubble-headed. If they are too foggy to focus, ask them to at least schedule an APPOINTMENT with you to talk later in the day/next day about the oils – while they are still there with you. This is a very important step!

Realize some people will need more time before they are ready to buy.

It’s not ABOUT the money...(they are spending it anyway somewhere)....but that is what they say!

But according to Presidential Diamond leader, Diane Shepherd it is really about one of these 7 reasons.



## TOP 7 REASONS PEOPLE DON'T ENROLL

- #1 – Lack of trust in you.
- #2 – No sense of urgency.
- #3 – What it takes to fix the problem is more work than the actual problem.
- #4 – They have a different alternative.
- #5 – No power to make the buying decision.
- #6 – May not have the money.
- #7 – Not interested.

## Set Yourself Up For Success From the Start!

**First – Know who's in your audience.** Find out how many people in the workshop are already doTERRA members so you can tailor your approach:

“Has everyone here signed up on our sign in sheet so you can learn about future workshops and classes?”

“Please raise your hand if you are already a doTERRA member?”

“And who has used essential oils before?” (note the differences and remember faces for afterward!)

**Then – Prepare, rehearse and memorize some key phrases** you can say in the beginning of the class, and with each oil you present. Make this wording your own---included in our newsletter this month (March 2017) are some ideas you can follow along from other team leaders who are very successful in doTERRA that you can listen to, read and adapt to YOUR style. You want this to sound like you, for them to get to know you and trust you as you go. It will be VERY obvious if you are sincerely interested in helping them get and use doTERRA oils, and if you are the open-hearted guide they've been waiting for. No matter what words you use – use your voice to convey excitement – enthusiasm – energy!

**1 – Beginning of class** – “I am really excited to introduce you to the doTERRA essential oils and blends we are going to be using in today's EssentialYoga Program workshop. I know so many of us are familiar with the way we can use the essential oils for our physical wellbeing, **but there is such a deep emotional benefit to each oil** that we will be using, and that I'll explain, that **I can't wait** for you to experience them in a new way and realize what a wonderful tool they can be at home to support your body, your mind, and your spirit...as well as your yoga practice! At the end of our workshop – **I know you'll want to take these and other oils home with you.**”

### 2 – With each oil presented

“So **I know you're going to love** using the \_\_\_\_\_oil we are going to apply/pass around/drip next. Notice how it feels once it is applied/inhaled/you drink it. **My hope for you** is that you'll choose to bring \_\_\_\_\_ into your home oil collection so it can help you in some of the following ways... (then begin the physical & emotional benefits). I'll tell you **how you can get the oils you love** right after our workshop.”

“I can’t wait for you to experience the \_\_\_\_\_ oil, which we are going to apply/pass/drip next. This is one **you are going to want in your home** collection because it is so good for.....”

“I am so glad we are using this oil of \_\_\_\_\_ because I use this oil personally for \_\_\_\_\_ (tell a story about your own use of this oil and what it did for you). This is one of the main oils **you’re going to want to have at home right away** for \_\_\_\_\_.”

**3 – End of class after the summary of oils.** “Using essential oils for our body and emotions and spirit is **always a choice**. Like any healthy habit, the oils we have presented today in our workshop are SO multi-dimensional and helpful, that **I know that you’ll want to choose** to bring them into your life. We would love **to have you join us** in what has truly become a movement that focuses on using the tools nature provides, to get well and stay well. We have some amazing deals we can **tell you about today** after the workshop. So please come see me or \_\_\_\_\_ and let’s get you started with **oils of your own at home**, that meet your needs and budget.”

“I’d like to give everyone here a sample from tonight’s class. **It has my contact info** on it right here, so I hope you’ll feel free to call me, text, or email with any questions about the oils or doTERRA. This is SUCH a phenomenal company/oil line/addition to your practice, that **I would love to be the person that helps you get started on your oils journey.**”

#### **4 - Questions for after class when you are speaking to individuals or a small group:**

“What oils **did you like best** from our workshop?”

“Have you seen the **kit options** that include \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_?”

“Would you want to get a wholesale account **tonight**, and **can I help you** with that?”

Again – make your wording your own! If you want to be successful with your EssentialYoga Program workshops – you have to ASK people to join you and not just at the end of the class. **It is really important to let people know HOW they can get your oils, and to tell them that you (or your co-instructor) would like to be the one(s) to help them on their oils journey.**

#### **Follow Up – it’s where the Fortune lies as we often hear!**

Remember:

- You have their contact info that you captured with sign in...use it!
- Contact them within 48 - 72 hours or you’ll lose the window of time while this is still fresh in their minds.
- Have a class scheduled for just after the workshop – online? In person? That everyone can attend to learn just about the oils vs oils & yoga
- Make SURE everyone has your contact information!