

You Can Make a Difference Even 100 Years from Now

by Vicki Opfer

When I first joined Young Living, I was not very happy that it was a network marketed company, because as a teacher of natural healing, I was not familiar with the model, and what I did know about it I didn't like. I figured that products which were network marketed were way overpriced and of low quality.

Once, an old college friend asked to come over to the house to talk about something really important. Of course I said yes, and when he and his wife arrived, their only intent for being there was to sign us up in Amway. How disheartening..

So when I realized that YL was network marketed, I actually tried to talk my daughter into letting me buy her oils at the health food store instead, and when that didn't work, I told my sponsor, very sternly, "I will NEVER share these with another living soul!" Famous last words...

It took me quite awhile to get comfortable with network marketing. Once I fell in love with the oils and saw what they could do, I was determined to share them with others - with integrity and without hype. I read books on MLM (Multi-Level-Marketing), went to lectures, listened to tapes, etc. I found that some of what I learned was relevant to me and how I did business, and some wasn't, but it was helpful to see how the MLM experts conducted their businesses and were successful. I now believe that network marketing is the best way to market our products.

What I learned was that in a typical business environment, the company who produces a product is paid 20% of the retail price for producing it. The other 80% is split between the national distribution company, the regional distributor, the local distributor, and the retailer. If you're not sure of this, look it up. If you have a product that you want to sell, you have the right to take it to small shops and ask them to carry it for you. But if you have a product for which you want a wide distribution, you must use the system in place, which is what I mentioned - national, regional, local, and retailer...

Network marketing works differently. At Young Living, 52% of the cost of the product is retained by the company and 48% is distributed, in very small amounts, to quite a few people like you and me... For example, if you were in my group, and spent \$100, I might get nothing, \$1.50, \$5, or even \$15 from your purchase, depending on where you are in my organization. These are not large commissions. The beauty is that when I enroll you, and you enroll several friends, and they each enroll several friends, eventually, even though the commissions on each purchase are small, they can add up to large commission checks. This takes time, patience, and active participation, but for those who have the tenacity to keep working and the willingness to learn new skills, it is quite amazing... very joyful, actually...

Interestingly, there seem to be two kinds of companies who use network marketing. One is a company which has come up with a "very cool" compensation plan, and they want to see how effective the plan would be. They look for products to "run through the plan"... Quality may or may not be an issue...

The other kind of companies who uses network marketing are those who have exceptional products which they would like to effectively distribute to a large group, as quickly as possible. Through network marketing, and the fact that they are able to keep more than 20% of the cost of the product, they are able to use the very finest, and often expensive, ingredients... THEY have to find a compensation plan worthy of their products, which is often a trial-and-error process, much like what we've experienced with Young Living...

Other GREAT news about the company being able to retain 52% instead of 20% is that it not only allows them to use more expensive ingredients, it also allows them to create farms, do research, and develop educational materials and incentives for us.

Another GREAT thing about network marketing is that it is RESIDUAL income - not income based on the number of hours a person can work. Once the business gets rolling and new leaders develop in your organization, it seems to grow on its own - whether or not you get out of bed that day. This can be a HUGE blessing if someone in your family needs your help or attention, and you have to change your focus temporarily - the business continues, and you still get paid. Several years ago, I had the privilege of studying privately with Dr. Bernard Jensen for a month. At first, I was concerned about my Young Living business, but I just could not turn down this once-in-a-lifetime opportunity, so I went. At the end of the month, my business had actually grown - in my absence!!!

Another very important part of network marketing is that, say, for example, as we're playing with the oils, someone realizes that by rubbing frankincense and lavender (mixed together) on their breasts every morning, their fibroids disappear... (This happened to someone in my group, who shared it with me, and I had the same experience...) IF a research group learned of this, and set up studies (who would pay for them, I wonder?) several years from now, this information might help women prevent breast fibroids... (Hmmm... do you think they would go to the expense of using high quality oils in their research? What would happen if they didn't?)

Since we're network marketed, we can buzz this type of information around throughout our groups, and women, everywhere, can begin to take advantage of this protocol NOW... See what I mean? This is a MAJOR advantage over traditional marketing, don't you think?

Probably the most marvelous part of doing business this way is the family that develops. Richard Bach, author of Illusions and Jonathan Livingston Seagull says that our real family is the one we choose, not necessarily the one we're born with... Many of the friends I have made in Young Living are more like brothers and sisters to me than friends, regardless of which organization they're in... In Young Living, we're all wonderfully interrelated because of our desire to help ourselves, others, and the world. It's HUGE... It's EXQUISITE... It's LIFE-CHANGING...

And the very very best part about working with Young Living is that I feel useful here - like, together we really CAN make some small difference in the world we live in. 100 years from now, people may not be as sick because of what we learn and share with each other today... This is intriguing to me, and keeps me going when I'm tired...

So I know that I've rambled here a bit about network marketing... I hope that you can understand WHY I get so excited and why I think that this is the best method to market our oils and other wonderful products...

Editor's Note: Personally trained in the early years of YLEO by Gary Young, Vicki Opfer has been a teacher in the use of essential oils and a trainer in raindrop technique for many years. As a top earning Diamond Distributor, she is one of the ten most successful leaders in Young Living.



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