

Here are some tips and tricks from field leaders on how to grow your business and build momentum during this unique time. Hope this helps!

### **Creating Community through Online Classes**

People are yearning for community now more than ever before. Online classes can be an effective way to create community and connection

- Consider hosting an online class to help bring people together for a common cause.
- If you are afraid or unsure of how to hold an online class, consider reaching out to someone that is successful with online interaction, and see if they'd be willing to provide you with some coaching or even consider holding a kick off class for you and your team
- Work together with others to host community/cross-team classes

### **Tips for Holding Online Classes**

When holding online classes, strive to build rapport and connection with the class attendees **BEFORE** the online class begins.

- You can build connection through sampling, phone conversations, emails, video chat, etc.
- Establishing a connection **prior** to your class will highly increase the likelihood of people enrolling **during** your class
- Keep your online classes short, simple, and relevant. If the class is too long, you will lose people, especially online. Shoot for about 30 minutes or so.
- Choose an online platform that will allow for interaction in order to relate. You might consider using Zoom, Microsoft Teams, or Facebook Live, to name a few.
- Invite people during your online classes to type in the chat if they'd like a sample of whatever oil you're teaching them about. Have them private chat you their phone number and address so you can follow up with them after the online class.
- Do the prep work: To be successful online, it takes more effort and follow up than in person. It is always easier to say no face to face than over a computer screen. Do yourself a favor and adequately prepare so you can be successful. Have meaningful interactions with your customers before the class, and send samples in the mail well in advance.

### **Sharing Through Online Platforms Is A Great Way to Connect and Communicate**

There are many different ways to communicate effectively online. Here are some ideas and suggestions to get you started.

- Consider recording yourself sharing a short and powerful message pertinent to the needs of your team. Share the message with others.
- Find a doTERRA video from our doTERRA website that speaks to you. Share that video with others and include your testimony of it. Our Co-impact Sourcing and Healing Hands videos are incredible! Can you think of one you'd like to share?

- Share messages through Social Media, daily if possible. It could be in the form of a written message, a video, a song, a live session, a book suggestion, a question, a story, a caution, a promo, a product miracle, tips and tricks, best practices, word of the day, etc
- Juan Gomez, Market Development Manager, shared this story about the positive impact effective online sharing can have on your business:
  - I was invited to do a virtual event recently and during the event I called on people to answer some questions. Out of the three people I called on, two didn't have accounts and they just joined the call because a platinum leader posted it on her Instagram page, and other people chose to repost. It was awesome!

### **Authenticity and Relatability Are Fundamental for Successful Online Engagement**

One of the biggest things we're hearing now is to be unafraid to show up online unplugged and authentic. On a recent doTERRA live, Susan Bursic shared that she found herself trying to be like other online builders and got away from her true self and her strengths. Once she flipped back into doing things her way she quickly lit up and was able to light others up as well in her own way. As we all know, trying to do new things, whether its online or in person can be draining so her message was to:

- Do the things you were doing in person, but just on an online platform instead.

### **Other Tips and Tricks for Effectively Building Your Business While Social Distancing**

#### 1 - Strengthen and Build Relationships

Example: One leader sat down and made a list of everyone they ever enrolled in doTERRA and is working her way through contacting everyone on the list. The purpose of the call is to check in and see how they are doing in today's current environment and let them know that they are there for them. There is no other motive to sell products or recruit for building, but really a chance to reconnect and serve and lift which in many cases has opened up new opportunities.

#### 2 - Leverage the Power of Community and Collaboration

Example: One leader rallied together with other leaders and team members to launch an essential oil study (as recommended by Allyse Sedivy on the daily mentor calls) to build their warm market and get some new leads. Rather than try things alone or in isolation, leaders are looking outward and collaborating and coming together to magnify and amplify their individual efforts to reach a larger audience, use the strengths of everyone in the group and accomplish something great without having to know or do everything on their own. One member of the group is creative and designed all the graphics for the EO study, another is very tech savvy and runs the zoom calls, another is organized and created guidelines, and documents outlining expectations for leaders and participants, etc. so they don't have to do it all, they can rely on the talents and skills of others to try something new.

#### 3 - Establish a Routine

Example: For those who have been doing doTERRA full-time as a business from home a big adjustment is now having their husband and children also at home full time and needing their attention. If they have a private office space, some leaders have made signs or set up systems

so family members know when they can interrupt (i.e., they have a picture of a traffic light and use the colors to indicate whether they are busy or not, so, yes you can interrupt me if you need something (green), ask mom/dad/another sibling for help (yellow) or I'm unavailable (red). If they are using a shared space and their dining table doubles as the space for homework and meals and work, then they have established routines to help everyone respect their space and time and can be productive and get more done because they are less distracted and everyone is on a schedule.

### **Serve First, Sell Second**

We are living in a time where people need help, seek to serve them and be a friend first, then sell them only after you've shown them you genuinely care.