

Update



Why I have decided to STOP running these classes!
For A good reason ;-)

#1 *New York Times* BESTSELLING AUTHOR

JOHN C.
MAXWELL

SOMETIMES YOU

WIN

SOMETIMES YOU

LOSE
LEARN

LIFE'S GREATEST LESSONS
ARE GAINED *from* OUR LOSSES

'I HAVE LEARNED' and can
now Intelligently move
forward!


What have I learned!

Despite targeting people who are **self employed** to attend a '**Business Class**' offering to **Help them** grow their business, it **has not improved their response to me after a lead has been acquired! i.e. replying to my WA/Email/or picking the phone up!**

I was targeting many countries, **ringing internationally did NOT see many people answer** (perhaps seeing an international number doesn't help)

The numbers booking onto the class was AMAZING! Turning up for the class is WAY below what we get on our Intro To Oils Class'

Sunday, 31 January 2021

 06:30pm - 07:30pm

16 of 100 Invitees

Event type **Grow your Health & Wellness Practice**

[▶ Details](#)

Thursday, 28 January 2021



06:30pm - 07:30pm

22 of 100 Invitees

Event type **Grow your Health & Wellness Practice**

[▶ Details](#)

Tuesday, 26 January 2021



11:00am - 12:00pm

10 of 100 Invitees

Event type **Grow your Health & Wellness Practice**

[▶ Details](#)

Monday, 25 January 2021



07:00pm - 08:00pm

15 of 100 Invitees

Event type **Grow your Health & Wellness Practice**

[▶ Details](#)

Sunday, 24 January 2021



06:30pm - 07:30pm

10 of 100 Invitees

Event type **Grow your Health & Wellness Practice**

[▶ Details](#)

Thursday, 21 January 2021






06:30pm - 07:30pm

10 of 100 Invitees

Event type **Grow your Health & Wellness Practice**

[▶ Details](#)

When I adjusted my ads to just UK

Tuesday, 2 February 2021 TODAY		
 11:00am - 12:00pm	1 of 100 Invitees Event type Grow your Health & Wellness Practice	▶ Details
Thursday, 4 February 2021		
 06:30pm - 07:30pm	2 of 100 Invitees Event type Grow your Health & Wellness Practice	▶ Details
 06:30pm - 07:30pm	1 of 100 Invitees Event type Grow your Health & Wellness Practice	▶ Details
You've reached the end of the list		

Class Observations!

My Targeted FB Leads **did NOT know I was with doTERRA!**

This meant I did NOT send them anything doTERRA related before the class! i.e. videos which we know makes a huge difference..

The drop off rate was noticeable after I started to talk about doTERRA in the presentation!

The guest I managed to get a response from after the class said; It was not what they expected or, they were not interested in doTERRA! I got the impression attendees were expecting specific TIPS and IDEAS that would help them build their business i.e do these 5 things to get more clients etc!

Because I had not managed to speak to most of the people before the class, no rapport, no understanding of their biz!, This always impacts results!

Conclusion

I LOVE doTERRA, and I LOVE talking to people about doTERRA, and doTERRA is an INCREDIBLE company and I felt like I was HIDING this!

Also, therapists join doTERRA EVERYDAY... but they reply to Essential Oils Advert, to learn more, or see how they can develop an income... but of course they are OPEN to who we are from the outset.. This makes a huge difference!

- It REMINDED me just how AMAZING and POWERFULL our OILS CLASSES are! & FOUNDATIONAL for builders!
- How great the doTERRA marketing videos are BEFORE the class!
- I STILL intend to target Therapists but leading with doTERRA oils/business working with oils
- I intend to STOP doing the Therapist class...after Sunday 6th Febs class!

The LEARNING has been INVALUABLE... and I'm actually MORE excited because this experience has helped me to appreciate where the REAL VALUE is... and what still works the best, SHOUTING doTERRA from the rooftops not suppressing it!

The class will still remain on the resource site, if you wish to use it, or take content from it!

We have identified an opportunity from all of this!

We are going to create presentation that will be placed on the resource site that you can use when someone Says, I would like to know MORE about the business side and how I can earn money with doTERRA after they have been on a class.

This will make it easier for you to share your screen and in simple terms walk them through how!

It will help You to more confidently give that little bit extra that is not covered on the Oils Class.

It will NOT be Complex, just enough info to help you to get them enrolled.

Irony!



- ✓ Turned my Oils ad on, 2 people joined in 48 hours!
- ✓ 2 joining this week, 1 x Beautician, 1 x Reflexologist!
from our oils class!!!