Update



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

#1 New York Times BESTSELLING AUTHOR **IAXWELL** SOMETIMES YOU SOMETIMES YOU LIFE'S GREATEST LESSONS ARE GAINED from OUR LOSSES

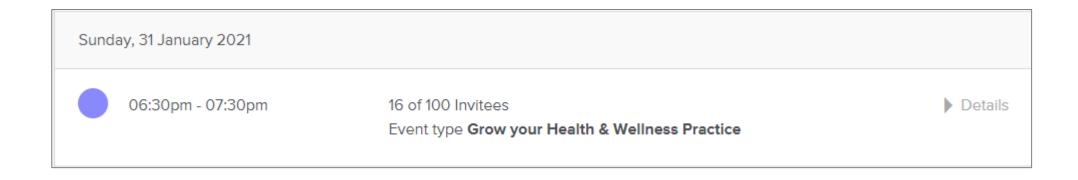
'I HAVE LEARNED' and can now Intelligently move forward!

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!**

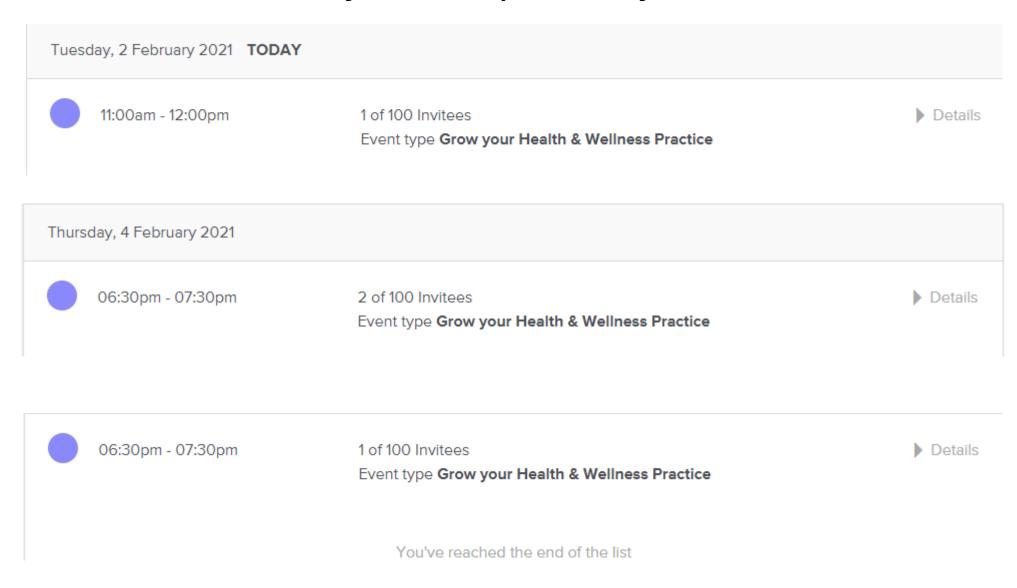
I was targeting many countries, ringing internationally did NOT seen many people answer (perhaps seeing an international number doesn't help)

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'



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



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!!!