

Setting Goals

Setting Realistic Goals

It is important to remember that your Young Living business is a “4-year-career.” Some people build their Young Living businesses very quickly and others do not. The people that build their business very quickly often had other platforms, like blogs or another online presence, that gave them a wider audience and it’s important to not compare your progress to anyone else’s growth in this business. That being said, you have the opportunity to build a long-term residual income with Young Living if you persevere.

Here are some things to take into consideration when establishing your goals:

- Typically, the more hours you put into the business, the faster growth will occur.
- “Income Producing Activities” build this business. It’s important to come up with a plan for what those activities will be.
- Your method will affect your growth. If you decide to “Strategically Place” (more on that in the next section) then you may rank faster, and if you pursue the “Rising Star Bonus” (again, more on that in the next section) then you may take longer to hit ranks.
- Finding and training other business builders increases your odds of building a larger network and residual income faster.
- Life happens. Unexpected things happen in life that could cause us, as well as our downline members, to reassess our priorities and our goals. Be flexible and understanding if goals change.

While everyone grows their businesses at different paces, it may be good to see a very general guide of what growth is realistic if you decide to choose to make a 48 month commitment to your Young Living business:

- ★ Senior Star - Executive: 3 months
- ★ Executive - Silver: 6 months
- ★ Silver - Gold: 6-8 months
- ★ Gold - Platinum: 6-8 months
- ★ Platinum - Diamond: 8-10 months
- ★ Diamond - Crown Diamond: 6-8 months
- ★ Crown Diamond - Royal Crown Diamond: 6-8 months

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Other people choose to not only focus on ranking when they building their Young Living business. Here are some other goals that people set:

- Build a strong foundation by pursuing the “Rising Star Bonus” (more on that in the next section).
- Coach a certain amount of builders to a specific rank.
- Earn a certain dollar amount. This may happen through enrollments, qualifying for bonuses, or others ranking in the organization.
- Focus on increasing the organization by a certain amount of new members each month. Some people work towards having a set number of people in their downline within a certain time frame.

If you are actively working this business, and talking to a lot of people, you will hear plenty of “nos!” It is very important to have income producing activities, or “actionables,” to focus on that are not dependant on anyone’s response to you. Here are some examples:

- Make a set number of care calls each day.
- Coach a person through the “Health Goals” worksheet (Section: Sharing Young Living).
- Host a certain number of classes each month. *If no one shows up use that time to do more actionables!*
- Work a set amount of focused hours each day.
- Contact a certain amount of people from a prospect list each day.
- Read leadership books. “*Readers are Leaders*” (See Resource List for suggestions)
- Read books on essential oils. (See Resource List for suggestions)
- Send “thank you” cards to your customers.
- Send a word of encouragement to a builder in your organization.
- Send acknowledgement cards or letters to your business builders.
- Work on documents like welcome letters, thank you letters, newsletters, etc.
- Study Young Living products and essential oils in the Essential Oil Desk Reference.
- Listen to calls and watch videos of successful network marketers. (See “Resource List” for suggestions)

One Successful Approach

Coaches and upline often get asked, “What did you do to build your business?” Adam Green, Royal Crown Diamond, shared 3 very practical goals he set to build his business at the 2013 Young Living Grand Convention. Below you will find Adam’s goals along with some added tips:

3 Steps to Success:

1. Talk to 3 People Every Single Day. Get that prospect list out and decide who you will contact, reach out to someone on social media that has posted about an ailment that you think could be helped by oils, and/or decide your errands are not over until you talk to a stranger about Young Living.

2. Schedule 2 Classes Every Single Month. When classes are on the calendar you have a place to invite the prospects you’re talking to each day.

3. Find 2 People Each Month That You Can Coach. Network marketing is all about duplication. Duplicating yourself by coaching someone else through the business process will build your powerful organization.

Young Living: The S.M.A.R.T. Way

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By using the S.M.A.R.T. method of goal building you can develop goals that create a foundation for your vision as a Young Living network marketer. Below are examples of “simple” goals that we often hear, and then examples of how to build S.M.A.R.T. goals.

S.M.A.R.T.	Simple Goal	Smart Goal
<p>Specific Well defined so that anyone can understand the goal</p>	I want to do the Young Living business.	I am committed to be a YL business person by being coachable and disciplined. I will complete “Young Living: The SMART Way” by 03/01/15
<p>Measurable Needs to have parameters in order to know if the goal was achieved.</p>	I want to be a Young Living Silver.	I will be a YL Silver by July 31, 2015 by talking to 3 people each day, hosting 2 classes each month, and finding 2 people to coach each month.
<p>Attainable Must be a realistic goal that challenges you.</p>	I want to quit my full-time job.	I will sacrifice time on social media and watching t.v. after work in order to invest time in my YL business and downline.
<p>Relevant Make sure the goal is consistent with your other goals and will aid you in achieving your long-term goal.</p>	I want freedom from the typical employment structure.	I will schedule time each day to learn the network marketing model in order to be debt-free and have more freedom with my time by 6/1/16.
<p>Time Oriented Create a time frame for when you want to accomplish this goal.</p>	I want my spouse to stress and work less.	I will make \$2,000/month on my 6th commission check to supplement my spouse’s income.

Now it’s time for you to make some goals! Under the “Simple Goal” section write down one goal and/or reason you had for deciding to pursue the Young Living business opportunity in each box, and then use the S.M.A.R.T. model to turn your goals and reasons into “Smart Goals!”

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