**STRESS AND ANXIETY**

**ESSENTIAL OIL USAGE STUDY**

WELLNESS ADVOCATE

Preparation Guide

## IMPORTANT DATES:

* **March 9** – Kick Off Conference Call
  + **8 pm (CST),** 6 pm (PST), 7 pm (Mountain) & 9 pm (EST)
  + Leaders – during the week, check-in 1-2 times with your participants
* **March 16** – 1st follow-up Study Group Conference call
  + **8 pm (CST),** 6 pm (PST), 7 pm (Mountain) & 9 pm (EST)
  + Leaders – during the week, check-in 2-3 times with your participants
* **March 23** – Final Study GROUP call
  + **8 pm (CST),** 6 pm (PST), 7 pm (Mountain) & 9 pm (EST)
  + Leaders – during the week, check-in 2-3 times with your participants

## PREPARATION:

**FEBRUARY 28 – MARCH 8**

* Have a goal to invite 15 – 20 people to participate in the usage study
  + We don’t want flakes
  + Goal is to get 15-20 to ***commit*** to the Stress Study
  + Keep a running list of those committed
    - Name
    - Email address
    - Phone number
    - FB name
  + Keep another list of those not available this time but interested in future studies
* Weekly contact with study participants will be done through conference calls – this is where they will learn about how to use their oils. Don’t have them start using oils prior to the first call!
* Fill small sample bottles
  + Peppermint (10-15 drops)
  + Wild Orange (28 drops) – fill rest of bottle with fractionated coconut oil
  + Balance – Grounding Blend (28 drops)
* Prepare mailers, if applicable, or bags for delivery. Bags/envelops should include:
  + Welcome handouts
  + Peppermint
  + Wild Orange
  + Balance
  + A-Z Guide
  + The Essential 10 handout
* Mail or deliver packets – prior to March 7
  + Make sure ALL participants have their oils and supplements – in hand by, March 8
    - Stress that they are NOT to try any of these until after our initial call on, Sunday, March 8. We will give instructions, on that call, as to what products they should use, when to use them and how often. It is VITAL that they follow our protocol or we won’t be able to really get a clear picture of what works for them
* Instruct ALL participants to save the conference line number and access code to their phone
* PRIOR to, March 20, you will need to send out the Completion Questionnaire.

**PARTICIPANTS COMMITMENT:**

* Watch a 2-3 short videos – in the comfort of their home
* Fill out a Pre-Study Questionnaire and return to you
* Attend Three, 20-25 minute conference calls
* Follow the usage study protocol and use the oils as directed
* Connect to the Facebook page and be willing to give honest feedback or testimonies
* Fill out a Completion Questionnaire before the final call of our study

**PRIOR TO MARCH 9:**

* Provide the video links that participants should watch, prior to March 8

**MARCH 8:**

* Call each participant to remind them of the Conference Call and confirm they have the number

**MARCH 10-15:**

* Connect with your participants to see how they are liking the oils and if they are noticing any differences with their stress and anxiety levels
* ***If*** your participant shared their testimony on the group call – send out their “Thank You” gift

**MARCH 16:**

* Call or text participants to remind them of the call and how to access
  + **Conference Call Number:** [(712) 775-7270](tel:(712)%20775-7270)
  + **Access Code:** 708591

**MARCH 17 - 22:**

* Connect with your participants to see how they are liking the oils and if they are noticing any differences with their stress and anxiety levels
* ***If*** your participant shared their testimony on the group call – send out a “Thank You” gift

**MARCH 20:**

* Send out Completion Questionnaire to your participants

**MARCH 23:**

* Call or text participants to remind them of the call and how to access
* Incentives will be announced
  + FREE Essential Oil Book “oil bible” with each $275+ kit purchased within 48 hours
  + FREE diffuser with each $500+ kit purchased within 48 hours
    - These incentives will need to be provided by the Wellness Advocate Sponsor – unless other arrangements have been made
  + We will NOT be able to securely CLOSE any deals during this call – so it will be the responsibility of each **WA** to make contact with each of their participants, after the call or the following day, to determine how the participant wants to get oils into their home
  + Another possible incentive the WA may want to make is, if the participant will give the **WA** 3 referrals, then the participant will be gifted a doTERRA keychain

**MARCH 24:**

* ***If*** your participant shared their testimony on the group call – send out a “Thank You” gift
* Call your participants help them purchase the Enrollment Kit that fits them best

**Extras:**

* There will be a Facebook page created just for the Study. Participants will be encouraged to check in on this page and to share their successes
* If you hear any great success stories, please, let the Stress Study Leader know. We will want short but powerful testimonies on each call.