



Grand Convention New Distributor Pricing Promotion Proposal

Background

Distributors that sign on with Young Living between September 1, 2007 and May 1, 2008, can register for convention for just \$50. This is phenomenal pricing considering what they can gain by attending convention.

Objectives

- Drive convention registration by promoting this great deal and the return on this investment for new distributors.
- Drive convention registration by promoting this great deal and the return on this investment to upline distributors in order to get them to encourage their downline distributors to come to convention.

Audience

- Primarily female 50+
- Not terribly Web/tech savvy

Possible Positioning Lines

- Where Else Can \$50 Open So Many Doors?
- Where Else Can You Get So Much for So Little?
- What's Jump Starting Your Young Living Business Worth to You?
- Welcome to the Ultimate Return on Your Investment
- How Far Can a \$50 Investment Take Your Business?
- How Far Can You Go on \$50?
- Because Once in a Lifetime Only Comes Once.
- The Best \$50 Investment You'll Ever Make
- The Best Return You'll Ever Find on a \$50 Investment

Key Messages

- Get an incredible return on your investment with:
 - 4 days of hands-on business and product training for just \$50
 - Access to experience and purchase virtually every Young Living product
 - Limitless networking opportunities with fellow Young Living enthusiasts.
 - The chance to see and hear Gary Young and others
 - A personalized plan for better wellness, purpose, and abundance
 - The chance to experience Young Living Lavender Farms
- Attending convention will impact your business for years to come.
- Upline distributors only: Young Living is subsidizing the cost of new distributor registrations to help you get people to convention and build your business.

Promotion Tactics—New Distributors

- Targeted e-blasts to new distributors promoting pricing (only to new distributors that haven't registered for convention at the time of mailing).
 - February 1
 - March 1
 - April 1
 - April 24
- Promo/plug at end of online sign-up process if possible.

- If not, see if there is a confirmation e-mail that goes out that can be customized with a mention.
- Promo at end of new registration calls (part of promo to get reps to get sign-ups).
 - Provide script to DNS.
 - Promote participation via internal contest (details TBD).
- Mailed invitation to all new distributors that have signed up since September 1. (Mailing to go out March 15)

Promotion Tactics—Upline Distributors

- Targeted e-blasts to upline distributors encouraging them to get their new recruits to convention.
 - February 1
 - March 1
 - April 1
 - April 24
 - In each e-mail promote the top five distributors with the most registered from their lines as a way to create competition.
 - Reward top distributor with the most registered from their line with free airfare to convention (**Doug**, please approve.)
- Conference call(s) with Silvers and up—asking them to get people there, rent a bus, outlining potential impact on their business.
- Automatic e-mail to upline distributor when a new distributor enrolls or inclusion in existing e-mail if one exists.

Promotion Tactics—Joint

- Order drop (to go out 2/15)
- Promotion banners on market sites (alternate with convention promo banners)
- Up-leveled mention on convention microsite.
- On-hold message addition.
- E-news inclusion— as add-on to regular convention plug.
- Sidebar in February *Success* article
- DNS mention at end of calls with associated promo to get reps to get sign-ups (focus: business building: get your new recruits there).
- Possible wrapper on both mags.
- Video (hosted on YouTube) to promote benefits of convention, distributed virally by e-mail (e-blasts), added to convention microsite and offered to upline distributors (via YouTube link) to distribute themselves (if enough footage exists).
- Promo/plug in product order confirmation e-mail if possible.

Other

- Cull “testimonials” either from 07 eval forms or from direct request to distributors and use in video and other promotions.

Approvals

By signing below, you agree that the objectives, key messages and promotion tactics are on-target and any change in these items may result in delays in execution.

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