

BOSS UP!

THINKING OUTSIDE
THE BOOK FOR
YOUR YOUNG LIVING
BUSINESS



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OH HEY, YOUNG LIVING FREAKS!

This has been my favorite “letter to the reader” I’ve written so far because I feel like I know you. You and me? We’re, of course, different in some ways but mostly, we’re a whole lot alike.

I was there for Valorgate.

I was around for the stock issues of 2016.

I was knee deep in my business when the FDA came a’knockin’.

I went through the warehouse/shipping debacles.

I was around when Peace & Calming and Valor were in the starter kit.

I got a voucher for a diffuser when I started.

I remember believing a dude with an abacus was in Gary’s basement cutting checks for business members at one point.

I have been with this company since 2013—the start of the growing pains (and pains they were, amiright?).

But look at us now. Over \$1 billion in sales and some of the best lessons I learned in my business were during Young Living’s tough transition time from mom-and-pop business to mega-corporation. It was thrilling, it was scary, and it was an unforgettable time for me—one that set me on my path.

It was during this time that I discovered my favorite part of my business wasn’t the product sales. It wasn’t the time to do something all on my own. It wasn’t starting a new team. It wasn’t making marketing graphics. Instead, it was teaching women how to grow a profitable business. It was showing women how much power they possess. It was passing down ideas on how to work smarter, not harder. It was encouraging women to be brave and say yes more often. My business group gave me a crystal-clear picture of what I wanted to do for the rest of my life, and here I am as a result of that time.

I will forever be grateful to Young Living for shining a light on my purpose.

My calling. My why. My ikigai.

Young Living taught me to have thick skin but to show up with a big heart. Young Living taught me that dreams come true in unexpected ways. Young Living taught me what being an entrepreneur really means. Young Living is the reason Boss Up! exists.

So I want to do something special for my YL tribe, something that singles you out and makes you feel fully loved as you are. I want the following pages to give you that extra leg up on your competition (which is not another YL distributor as much as some leaders will tell you; it's big-box stores, grocery stores, discount stores—all the places selling sub-par essential oils for thirty cents a bottle).

The best way to get the most out of Boss Up! is to read each chapter, fill in the blanks and do the exercises in the book, and then come back to this guide and consider some ways to apply the content directly to your YL business. I'm going to give you some additional insights, some things to think about, and some extra questions to answer that will apply directly to you as a YL distributor.

I'm going to draw on my experiences to help you reach the success you're hoping for in your life. I'm going to be honest about the pitfalls I see many YL members make. I'm going to shed some light on what your customer (who is not a YL member) may be thinking and feeling during your interactions.

My honest and sincere hope is that I get to shake each of your hands on that RCD stage one day. As I always say, they'll make a bigger stage if they have to. Trust me, there's room for all of us up there.

I'm here. I'm in your corner. I'm cheering you on. I believe you can do whatever you truly set your heart, mind, and body to.

Your biggest fan,

Lindsay

PS. How much did losing Valor suck? Thank God for the crack corporate team we have to save us all from ourselves as we hoarded our bottles and only used it on "emergency" basis.

INTRODUCTION

“LET’S BE HONEST. FOR MOST PEOPLE
THE FEAR OF THE JOURNEY IS ENOUGH TO SQUELCH
THEIR DREAMS ALTOGETHER.”

1. Do you agree with the statement above?
2. What have you held back doing because you were scared at the time?
3. Looking back, what’s one thing you wish you would have done but didn’t because of fear?
4. I find that writing my fears out is the most productive activity when it comes to overcoming them. Nothing stops fear in its tracks like reading your fears over and realizing how improbable they actually are. Take some time to list the things you’re fearful of specifically in your Young Living business. What is your worst case scenario? Try to narrow down the things that continually hold you back, not only in your business, but in your life.
5. Look back at your list. Can you see how improbable it would be for all of these things to happen? Could you see how good it would be to experience some of this hardship in your business to teach you some new skills?

I’ve found that the times when I’ve had to face some of my deepest-rooted fears have been the most profound learning opportunities I’ve experienced.

6. What are the chances that fear is sticking around waiting for you to lean into it? Maybe your YL business is waiting for it, too?

CHAPTER 1 : THE “RIGHT KIND” OF MOM

“IT’S ALL OKAY. YOU’RE DOING IT RIGHT. STOP WORRYING.
THERE IS NO ‘RIGHT KIND’ OF MOM.”

In this chapter, I made a list of all the reasons I’m not the “superstar mom.” This list helped me define the things I didn’t want to be/do and helped me accept the kind of mom I did want to be. By writing down all the things that many believed I should be ashamed of, I realized how dumb it is to try to fit myself into the “superstar mom” box. I’m not like other moms and that’s awesome.

1. What kinds of things do you feel pressure to do as a mother that you just don’t enjoy? Make a list of the ways you don’t fit the typical mom mold.
2. How might not fitting the mold in different parts of your life prepare you for success in your Young Living business?
3. What are some lessons you’ve learned as a parent that you’ve been able to apply to your business?
4. How has the comparison game within Young Living held you back in your business?
5. Is there a social media account (or six) that you need to unfollow to help you cut out the comparison of your life to others? I challenge you to unapologetically unfollow those accounts now and work on focusing on your own family.

6. What kind of culture do you notice within your target market that you'd like to lead some change in? Can you make a plan to be a leader for change? What will you have to do? Who could you enlist to help you?
7. Do your kids deserve the gift of a happy mother? What small thing could you do today to make yourself happy and, therefore, show your kids a happy mama?
8. Has guilt ever kept you from the things you love? Can you identify small sacrifices that leave little priority for your needs, and see how making these sacrifices over and over can create unfulfillment? Why is your happiness not as important as the rest of your family or your friends?
9. Is there a conversation with your spouse or kids you need to have to better explain how important your Young Living business is to your personal fulfillment?

CHAPTER 2: THE ROAD MAP TO FREEDOM

"THE NUMBER-ONE MISTAKE I MADE IN MY FIRST
FREELANCE BUSINESS WAS NOT MAKING ANY MONEY."

In this chapter, I talk about the hardest thing I've walked through in my life—the loss of my mother. I also talk about all the good that has come out of it and how it changed my life. Looking back on your own life, what trauma or perceived negative event changed your course? Was it for good or for bad? How might that experience help you in your Young Living business?

1. Have you ever been so sure about something that every move you make only solidifies the end result more? Have you wanted something so badly you willed it into existence? How was that experience different than willing your business into success?
2. I talk about loving the business of women's entrepreneurship more than any product in the world. What do you love more than any physical thing?
3. What about the typical MLM scared you at first? What have you tried really hard to avoid? Write down your answers because you'll need to remember these feelings for the entirety of your YL career. Your experience gives you some extra insight into your customer's feelings and thoughts.
4. Has anyone ever asked you to do something in your business that didn't sit right with you? Do you feel like you can adapt your YL business to your personality or are you trying to fit into someone else's box?

5. There are an infinite amount of ways to build your YL business. What are some of the things you're not willing to do that you see others doing? What would you enjoy doing to get more business coming your way? What things will you do with excellence to make up for the fact that some activities just won't be your bag?
6. Have you thought about what a six-figure a month paycheck would buy you? What kind of freedom are you working toward? What would you do with the money if you weren't worried about what other people think?
7. Is your YL business something you love to do and want to be fully committed to until you retire or is it a vehicle? There's no right answer and hear me, don't let any leader tell you that building your dream business on the back of your YL business isn't okay. It's totally okay because it's what you want. You're not here to do what they want for your life. Remember who is looking out for you and who is looking out for themselves.

CHAPTER 3: FINDING YOUR THING

“...THAT PERSON I USED TO BE BEFORE I BECAME
A MOM IS STILL IN THERE SOMEWHERE.”

1. Make a list of the things that are so much better now that you have kids.
2. Make a list of the things that are not so much better. It's okay to be honest here even though you may feel like you're doing something wrong. Every good thing has a down side and vice versa. Just be honest.
3. "Caillou is the devil" Agree or agree? (Just kidding. I had to. HAHA)
4. What are some of the traits you believe make a "good mom?" (Note, I use "good mom" in quotes because good is a personal perception not an actual measurement.)
5. If you've ever felt like you're failing at motherhood, ask yourself this question: Who is better equipped to mother your children than you? Nobody? Exactly. You are the mom they need. Only you.
6. Can you get on board with the notion that you can work and provide a great childhood for your kids?
7. What's one of your secret mom shames? Is there another mom in your group or in your friend circle who you can talk to about that BS and get some encouragement? Would your spouse want to know if you were feeling shame around your ability to both work and parent? Would you be brave enough to talk about it with other moms who might feel the same way?

8. I tried oils for the first time because of my kids. Oils had a hand in changing my life because I would not have tried them if I didn't detest mothering sick kids so much. How has finding YL essential oils helped you be a better parent to your kids? How might building a business on that idea also help you be a better parent to your kids?
9. List a few of your passions.
10. List a few of your hobbies.
11. How do your passions and hobbies make you uniquely qualified to be a great Young Living business builder?

CHAPTER 4: SUCCESS PHILOSOPHY # 1 : THINK LONG-TERM

“...YOU CAN PUT YOURSELF ONTO THE PATH TO DISASTER
IF YOU DON'T HAVE A CLUE WHERE YOU WANT TO GO
OVER THE LONG HAUL WITH ALL OF YOUR WORK.”

1. What makes you different than other YL distributors?
2. Take some time to think about your process of walking with a customer: from initial contact to getting onto ER and becoming an advocate of the product. Write your process down and tweak it so it stands out, and you can build your business on what you offer that others are not willing to offer.
3. Who is your biggest competition? And I'll say again, it isn't another YL distributor. It's whatever oil is easier to get. YL Peppermint takes three days to deliver to your customer's house, but what can she get right away at the grocery store that will do the same thing, only faster? A sick kid is a sick kid and moms need to work fast. There's your competition.
4. How can you build value into the YL product line for your customers to see? What makes your product different so that it's worth the price tag and the time it takes to get it?
5. How can you make the process easier for your customers?
6. What would an extra \$500 or \$1,000 do for you and your family right now? How might it affect your lives? What is stopping you from making this happen with absolute and total certainty?

7. Disruption is one of the key components to my own business success. How can you disrupt the industry right now?
8. Who is your target market? How are you uniquely qualified to reach them? I don't want three answers here. Give me fifty. Fifty reasons why...GO!
9. How happy is your future customer that you're doing all this foundational work to make their experience the best it can possibly be? Can you see the value?
10. List five things you need to say no to more that will result in one or two things you want to be able to say yes to.

CHAPTER 5:
SUCCESS PHILOSOPHY # 2:
BE UNAPOLOGETICALLY
YOURSELF

“YOU—THE REAL YOU, FLAWS AND ALL—
ARE THE KEY TO YOUR BUSINESS SUCCESS.”

1. Take some time to reflect on your most recent YL business conversations. List a few times where you pretended to be something you weren't in order to fit the mold or to fit in. List some times where you sacrificed what would be right for you to make someone else happy.
2. How often are you putting your flaws into your everyday conversations and business transactions? When was the last time you allowed yourself to feel the vulnerability hangover that sometimes follows talking about things that are less than perfect in your life?
3. Think about how you can inject more of the real you into your social media posts, customer conversations, and team interactions—even if it turns out (and it will turn out even if you put the fake version of you out there) you aren't for everyone.
4. I dare you, for an entire week, to not apologize for things that don't deserve your apology. Catch yourself and change your words. Words matter. Take the arm rest, girl—you deserve that extra arm rest.
5. What can you learn from the Naomi Osaka vs. Serena Williams match that can help you win in your YL business?

6. How will it benefit your YL business to let the people who don't connect to the real you go, to let them be fans or followers of another person? What would be some drawbacks you would personally have to endure if you built your business on something that wasn't real?
7. What is your go-to excuse as to why you aren't as successful as you want to be right now in your Young Living business?
8. Who do you find yourself feeling jealous of instead of inspired by? How can you change your mindset? What about her specifically sets you off or makes you feel that old, familiar jealous feeling?
9. Who will be your truth person? Find one. Love them. Give them permission.

CHAPTER 6:
SUCCESS PHILOSOPHY #3:
TELL STORIES AND CONNECT
THROUGH FEELING

“DARE TO TELL YOUR STORIES—ALL OF THEM.”

1. Take five minutes to read through the storytelling section of this chapter and memorize the five parts of a good and satisfying story.
2. How can using all five parts of a story help you connect with customers and sell more product?
3. What kind of story do you get when you only hear the first half of a story (the background and rising action)?
4. What kind of story do you get when you only hear the second half of a story (the falling action and resolution)?
5. Can you think about and write down a few examples of really good stories that you could watch or listen to over and over? Why? What about it is appealing to you? Think through stories of your life, television stories, movies, books, etc.
6. Can you find a real-life example of someone on social media who is skilled in storytelling? Turn on notifications for their posts and study them. How can this activity help you succeed in your Young Living business?

7. What imperfection can you tell a story about this week to connect with your tribe online or in person?
8. Find a friend or team member and practice storytelling with one other. Allow the other to give constructive feedback about your story. How does your face look? What is your body language saying? Don't get upset when your friend does you the favor of not catering to your ego by telling you only good things.
9. Make sure to return the favor to your friend.
10. What is your Young Living story? Keep it short and sweet and make sure you include all the integral parts of a good story when you tell it.

CHAPTER 7: SUCCESS PHILOSOPHY #4: BRAND CONSISTENCY MATTERS

“CONSISTENCY IS A CRITICAL PART IN THE TRUST-BUILDING THAT YOU WILL NEED TO HAVE BETWEEN YOUR BRAND (YOU) AND YOUR CUSTOMER.”

1. What do you want to do with your business? How does your YL business serve a higher purpose for you? How does it help others?
2. How and why are you emotionally connected to your Young Living business?
3. What makes you similar to your audience? What is your common pain point? What is your common interest?
4. Look through your social media feed and text conversations. How often are you focused on what you want rather than what the customer wants? How often are you talking business, so someone will see your posts? If you need more help in this department, I strongly suggest grabbing a copy of *Getting Noticed* and reading/listening through it. *Getting Noticed* is the short guide I wrote to standing out and selling more through social media, and I've seen it change the way people communicate with their customers to reach success.
5. Have you ever felt like you or your team are trying to fish from every pond to get customers? How many ponds do you currently have lines in? Who are you trying to reach?
6. What is the benefit to your Young Living business if you just focus on meeting needs for a specific group of people?

7. How often are you talking about yourself in your social media feeds or in your conversations so people can get to know you and connect with you?
8. Can you name a time when you felt like you were being sold something? How did that feel? What was the outcome?
9. Do you write like you speak? Do the practice exercise in the book to figure out how you might be able to learn how to do that. What is the benefit to your YL customers when you write like you speak?

CHAPTER 8: SUCCESS PHILOSOPHY #5: THE UNSALES TACTIC

“...WHILE SALES IS INDEED A SKILL, IT ISN'T THE PART OF YOUR JOB WHERE YOU COMPLETELY ABANDON EVERYTHING THAT MAKES YOU WHO YOU ARE AND BECOME SOME KIND OF SALES ROBOT.”

1. Have you ever been asked to sell in a certain way that made you feel uneasy and uncomfortable? What was the result?
2. Can you recall a time when someone was trying to sell you something, and you were left feeling weird about the transaction? What was the result?
3. Can you list ten customer needs off the top of your head right now?
4. How can you show empathy for your customers when they tell you about their health issues or open up about the reason they may want to use essential oils?
5. What was your pain point when you became a YL member?
6. What was your pain point when you became a YL distributor?
7. How can you insert the product or business into your normal conversation, so that your customer feels seen and understood, and your suggestions are of value to them?

8. Find a friend or team member and, first, role-play selling each other products that are not Young Living. Pick something random like a food item the other person hasn't tried. How might you present the value of trying this food item to them? How would you convince them to try it without backing them into a corner?
9. Now try the same exercise as above but with YL products and the business options.
10. What kind of phrases can you use to help your customer open up to you a bit more?
11. What was your biggest holdback to trying YL the first time? What are your customers possibly experiencing that may hold them back?
12. How are you challenging the status quo in your business? If you are not, what can you challenge and throw a wrench into?

CHAPTER 9: SUCCESS PHILOSOPHY #6: PUT ON YOUR POSITIVE PANTS

“OUR POTENTIAL IS LIMITLESS. IT’S TIME WE ACT LIKE IT...”

1. On a scale of 1 to 10, how genuinely excited are you to work your Young Living business right now? Be honest. It’s okay. How can you increase that number? What do you need to cut out? What do you need to do more of? What needs to change?
2. On a scale of 1 to 10, how positive are you about your business? How can you increase that number? What do you need to cut out? What do you need to do more of? What needs to change?
3. If you have a business group, what are some of the non-negotiables you have for them? Have you explained them? Have you told your group why you’re putting boundaries on their time in your group?
4. I dare you to take some time to write a tally mark for every time you complain about anything in the day.
5. Is there a person you follow or know who constantly complains or gripes about something or someone? How do you feel after you spend time around them or on their feed?
6. How can you implement the two solutions for every problem within your team?

7. Is there a person in one of your groups right now who is stirring the pot, and who you know you need to have a conversation with (or remove if the conversation has already happened)? Now is the time to make that move.
8. Have you put yourself and your face/body into your feed enough to let your followers feel like they've seen you? If not, it's time to change that.
9. I dare you to book a photography session with someone who will provide digital files for your social media feed. It doesn't have to break the bank and it can be a great investment into feeling good about yourself online while also letting your customer feel like they've seen you recently.
10. How do you normally deal with crisis in your Young Living business? What needs to change? How can you prepare your team for crisis?

CHAPTER 10:
SUCCESS PHILOSOPHY # 7:
KEEP LEARNING

"THE TRUTH IS, IF YOU'RE DOING BUSINESS RIGHT,
MISTAKES ARE INEVITABLE."

1. Has there been a time in your life when you publicly failed?
2. Has there been a time in the last month where you publicly failed?
3. Can you name a time in your life where you allowed another person with different experiences to speak into your business and you took their advice to help achieve the advancement of your business or life?
4. Write down someone you look up to in your Young Living life who can guide you on your path to success. Find them. Follow them. Emulate them. Let them guide you.
5. Can you name a time in your life where you were closed off to constructive criticism about your business or life, and it came back to bite you?
6. Have you been able to detach your Young Living success from your worth?
7. Have you been able to detach your Young Living failures from your worth?
8. What was the last thing you were willing to change your mind about when you got new information or grew a bit?

9. Do you have a mentor? Could it be time to find one? Start by building relationships with the people whom you look up to. Start finding ways you can take the lessons they're teaching you (even from afar) and apply them to your business.

10. Do you have a budget in your business for continued education? List two events you'd like to go to so that you can take your business to the next level.

CHAPTER 11: SUCCESS PHILOSOPHY #8: UNDERSTAND YOUR WHY

“DON'T WORRY IF YOU GET EMOTIONAL
WHEN YOU TALK ABOUT YOUR CONNECTION
TO WHAT YOU DO. THAT'S APPROPRIATE.
AFTER ALL, YOU'RE DOING WHAT YOU WERE BORN FOR.”

1. What is it about your Young Living business that gets you up in the morning? Why do you love what you do? What is your YL **ikigai**?
2. List a few things you've learned about yourself throughout your time in Young Living.
3. What do you plan on doing with the money you make from your YL business? I challenge you to write a long list of things you'd like to be able to do in your life that cost money and connect those things to your everyday business tasks.
4. When was the last time you shared your **ikigai** with your team members or your customers?
5. Do your team members and customers know how passionate you truly are about your business through your actions as well as your words?
6. I mentioned that if you want to play big you have to risk big. What was the last big risk you took in your business? Did it go well or not well? What did you learn?

7. Choose a risk you can bring into your Young Living business in the next month. Rip off the Band-Aid and just try it.
8. Can you see how taking a risk also puts some of your following at risk? What are the benefits of losing followers who can't handle change?
9. What are the drawbacks of having everyone like what you do all the time?

CHAPTER 12:
SUCCESS PHILOSOPHY #9:
TREAT YOUR BUSINESS
LIKE A BUSINESS

"YOUR BUSINESS ISN'T JUST
SOMETHING YOU DO. IT'S DEEPLY IMPORTANT TO YOU.
YOU NEED TO OWN THAT FACT."

1. What is one part of your business that you're looking forward to offloading to someone more qualified than you to do?
2. Who can you reach out to for help with treating your business more like a business and less like a hobby?
3. Do you have some preconceived perceptions about money that may need to go before you can invite financial freedom into your life?
4. Have you avoided talking about money with others because you find it to be awkward?
5. When was the last time you had a money discussion with your team members?
6. Was there a time in your life when not getting a contract came back to bite you? Did you ignore your gut feeling in order to be "nice"?
7. I dare you to create a will and trust this week (immediately) to protect your family and avoid chaos should something happen to you.

8. Do you have an accountant you can trust? They won't break your bank. Reach out to someone in your area or ask a trusted friend/business partner to recommend someone to you if you aren't a tax expert.
9. Have you ever gotten a quote for business insurance? It's surprisingly a lot less expensive than I initially thought, and we did part of ours through the company that has our home and car policies. Maybe this is the week to investigate an umbrella partnership. As someone working in the health and wellness industry, I'd say it's a must.
10. Is there a hard conversation you need to have with your spouse, a friend, or a family member who can't get on board with your life goals? I challenge you to have that conversation and speak your heart.
11. Can you arm yourself with numbers and feelings ahead of the next challenging conversation you will have about your Young Living business?

CHAPTER 13:
SUCCESS PHILOSOPHY #10:
SET GOALS + WORK HARD
+ REFUSE TO FAIL

“WE ALL WANT SUCCESS, RIGHT?
WELL, LET’S RUN AFTER IT THEN—NOT JUST IN BUSINESS,
BUT IN OUR PERSONAL AND SPIRITUAL LIVES,
IN OUR FINANCES, AND WITHIN OUR FAMILIES.”

1. A huge chunk of the population has never written down a goal before, despite the facts surrounding how much more you can do with a clear goal in front of you. When was the last time you wrote goals in your life and business?
2. Spend some time drawing a picture with colors and details about what you want your life to look like ten years from now. Keep that paper where you can see it in your office for some instant inspiration and motivation to keep working hard.
3. I dare you to share your goals with your teammates so they can get to know you better and understand what you’re working for.
4. Has the idea of balancing all the parts of your life ever made you feel pressured to do more and be more? How did that make you feel? Was it motivating for you?
5. Have you ever let perfection derail you from your goals? Has perfectionism made you feel less excited about hitting one goal because the other wasn’t hit?

6. On a scale of 0 to 100 percent, how dedicated are you to your goals? I often talk about how important your mindset is when it comes to reaching your goals. You have to be willing to go all in. You have to get to a place where the pain of not reaching your goals is worse than the pain you'll endure to get there.
7. Do you feel prepared for the amount of hard work it will take to change your life and your business and reach your goals?
8. What can you do to focus on what you want out of your business and be relentless in pursuit of your goals for your YL business?
9. How do you get in the way of your success? What pattern do you find yourself in that you can identify before it starts again?
10. Ask your truth person to alert you when they see you start to self-sabotage.

CONCLUSION

“TAKING ON A NEW BUSINESS IS A RISK,
AND IT MAKES A LOT OF PEOPLE UNCOMFORTABLE.”

1. What was the last thing you read or heard directly from someone else that was hurtful and untrue? How did hearing that make you feel? Did it affect your life for a significant amount of time? How did it affect your business?
2. What is the drawback of hearing only good things about you and your business?
3. What is the benefit of hearing specific negative feedback about yourself and your business?
4. Can you think of a specific time when you stared down your fear and did the thing anyway? How did that go? How did you feel afterward?
5. Do you have a history of quitting when things get hard? Can you think back to something you quit because you were afraid to fail?
6. What is your biggest fear in your Young Living business? What is the worst thing that could happen if that fear becomes a reality?
7. Have you seen fear hold back the members of your team? I challenge you to love people enough to encourage them and to speak truth to them before they self-sabotage and quit on themselves.
8. What is the biggest takeaway you've learned through *Boss Up!* that you will implement into your business or life?
9. How confident are you that the success you want is within your reach?

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