

# Workshop Preparation Planning Checklist

Academy members usually will take on the role of Essential Oil Instructor for *The EssentialYoga Program* workshops they co-teach. The Yoga Instructor role is the 2<sup>nd</sup> person involved. Of course if you are a Yoga Instructor – this may be flipped in a studio where you normally teach, but for the purposes of growing your team outside your studio, please follow the approach outlined with you as the Essential Oil Instructor. Stay flexible on how you define the roles with your new potential team member and co-teacher. Just remember to be clear on who is going to do what so you don't skip an important step.

Also keep in mind that many of these steps will need to be repeated for the "next steps" in your efforts with this Instructor or Studio, particularly as you begin scheduling additional essential oil classes and workshops. So use it as a guideline or checklist for EACH class/workshop you schedule.

## Workshop Overview: Instructor & Studio agreements

- Co-instructors interest and commitment to enrolling as a Wellness Advocate? (this is not a requirement but very helpful if they can see the potential in providing workshops and building a team)
- Date & time, studio space confirmed
- Workshop theme and practice intention or approach to coordinate with theme
- Explain flow of workshop – 10 – 15 min Introduction, 90 minute workshop, 10 min close, Q&A and enrolling afterward
- Pricing for workshop - % split to studio, instructor and to cover costs of oils (Academy member will likely need to donate their time for the longer term goal of business building).
- Oils to be used and number of sets required for estimated attendees
- Handouts and marketing fliers for follow up steps needed
- Identify process to accept registrations and payment of participants
- Confirm plans for next events after the first workshop ----will there be an essential oil class at the studio scheduled soon after the workshop? Another workshop the following month? A special class for the studio staff?
- Discuss and confirm follow up after workshop

**NOTE: It is highly recommended that you send a follow up email on this discussion to your co-instructor to confirm all of these decisions.**

## Coordinate Workshop Flow with Yoga Instructor and Essential Oil Instructors

- Create a **Class Outline** (see example) and provide a copy to your co-instructor
- Clarify how hand-off between the two of you will occur – when and signal
- Review expectations, intentions, contraindications, concerns
- Plan for assistants to apply oils if class size requires – who, when and how to prepare them

## Preparation for Enrollments

- Confirm plans for who will get enrollments and actually facilitate enrollments after workshop
- Confirm plans to follow up with workshop attendees about getting oils
- Finalize plans on who brings paperwork:
  - Sign In Sheet
  - Enrollment Kit fliers
  - Wellness Advocate Enrollment Agreement
  - Wholesale pricing lists
  - Loyalty Reward Program overview
  - Business cards

## Essential Oil Instructor Preparation:

- Create or review oils script and outline
- Prepare opening comments
- Prepare edification write up for yourself that is easy to read aloud
- Prepare closing script
- Prepare oils and appropriate number of sets for distribution
- Bring stainless steel water bottles with water in them and paper cups
- Bring diffuser and extension cord in case needed
- Bring Tear Pad handouts
- Bring pens for participants
- Bring reference books used in oils descriptions: Modern Essentials, Emotions & Essential Oils, Living Healthy & Happily Everafter, Aromatherapy for Healing the Spirit
- Bring other products to set up display to share with workshop participants afterward
- Insure needed paperwork and handouts desired are ready and available for immediately following workshop (preferably outside the studio space where you can encourage people to join you and learn more)
- Create and bring fliers for the "Oils 101" follow on class coming up in the days following the workshop for participants. This can be in studio, at another location or online...but a critical building step
- Create and bring fliers for the next *EssentialYoga Program* workshop – recommended!

## Yoga Instructor Preparation:

- Create appropriate sequencing for workshop theme including pauses for oils application
- Understand HOW oils will be used and applied throughout workshop
- Create edification write up for yourself that is easy to read aloud
- Determine use of music (consider that attendees will need to hear the oils explanations throughout too)

## Marketing for Successful Workshops

- Create flier with details – description, photos, link to register, phone, address, date & time
  - Develop marketing materials, handouts and posters to match “look” for studio or use sample flier templates from *The EssentialYoga Program*
  - Create mini versions of fliers to hand to students and friends
- Post flier and/or its content on:
  - Studio website, blog, calendar
  - doTERRA Events calendar
  - Community on-line calendars
  - Local coffee shops, yoga studios (where allowed), natural food stores bulletin boards
- Schedule time to text friends and contacts who you want to insure will attend
- Prepare handout for next classes ---essential oil classes, *EssentialYoga Program* workshops, etc