

# Steps for Teaching Online Classes

## 1. DECIDE ON YOUR PLATFORM:

- a. [Zoom Room](#): Free for classes less than 40 min with less than 100 people
- b. [Facebook Live](#): Class into a private group. You could setup a private FB group only for your online classes & delete the video 3 days after streaming
- c. Use a Google Form to invite people to your class. This allows you to collect emails and you can email out the link for your class a few days prior. [Here's a sample form](#) to copy/edit

## 2. CONSISTENCY IS KEY: Schedule 2 x Online Classes each week: 1 AM and 1 PM

## 3. ESTABLISH A CONSISTENT SAMPLING PROCESS

- a. Post on social media / email that you're offering samples for your next class.
- b. Pro Tip: Sample to a health concern and send 2 vials with 10-12 drops each ([see Ange's examples here](#))
- c. Direct those interested to a Sample Request Form ([see Ange's example here](#))
- d. Pro Tip: have the sample request form automatically add their email to a 'warm market' segment in your email platform ([FloDesk](#) is a great one)
- e. When you receive a completed form - write them a personal message and ask them a question to simply engage so you can qualify whether to send them a sample or not. ie) *I'm so excited for you to experience doTERRA - have you ever used essential oils before?*
- f. When you decide to send a sample package out, let the person know and ask them to message you once it arrives so you can give them the link to your next online class
- g. Plan to send a reminder email 2 days before the online class

## 4. TEACHING THE CLASS:

- a. Keep the class 20 - 30 min max. [Here is a slide deck you can use](#)
- b. Close the class with an time sensitive enrolling promo such as a free wild orange in their welcome package
- c. Invite them while still on air, to text you that they're ready to start. And give them little shout outs on air as they do
- d. While you're waiting for them to text you, remind them that you would love to teach an online class for their friends + family. Show them a keychain filled with oils & let them know that for every person they invite that shows up, you'll give them an oil in their keychain

## 5. FOLLOW UPS:

- a. Enroll those that are interested and schedule their wellness consult for next week
- b. Anyone that doesn't enroll - keep their email in a 'warm market' segment for future emails about promos etc. (check out [FloDesk](#))