

Find the hidden gold in your downline

Almost every downline holds hidden gold: people who once said yes and went quiet. Gold hunting here simply means reconnecting: opening the conversation again, without pressure and without tricks. And you already own the treasure map, because the list sits in your back office.

Why quiet members are gold · the warm list you already have

- They know you, they know the oils, and once there was a reason to say yes.
- **Reactivation is simple:** anyone who hasn't ordered for 12 months or more and places an order again officially counts as reactivated. No form, no threshold; one small bottle already counts.
- **And it counts:** the volume of a member who wakes up counts towards your TGV for 12 months from the month after that first order, the team volume that opens your deepest payout levels.
- **One catch, with a golden edge:** the account has to still exist. Dormant accounts get cleared away over time, and anyone no longer in there you enrol again as a new member. That often works out well: the new-enrolment promotions, Fast Start for whoever enrolls, and the free placement of the new frontline rules.

Why people go quiet · five reasons, five tones

- **Disappointed** in a product: acknowledge it honestly, defend nothing, find out what exactly happened.
- **Budget:** stack value instead of discounting, and keep the way back in small.
- **Forgotten:** the LRP quietly ran out and nobody noticed. Tone: "we lost sight of each other", never "you stopped".
- **The contact faded** (sponsor gone, connection thinned): the relationship first, no product yet.
- **A season of life** (a move, illness, full years): give room. If now isn't the moment, that's fine too.

Which of the five it is, you'll hear in the first reply.

How to open the conversation again

Four messages to send exactly as they are, or in your own words. The rules weigh more than the text: always from your own name, one person at a time, and no offer and no link in the first message.

- 1 The opener (field-tested).** “Hi [first name], are you actually still using your oils, or are they sitting in the cupboard?” That’s all it is. Whoever replies is warm; whoever stays quiet gets left in peace for now.
- 2 The opening with history.** For anyone who once joined through you or your team: “Hi [first name], a while ago you joined our team, and honestly, we lost sight of each other after that. So here’s a personal message. Are you actually still doing anything with your oils, or are they mostly sitting in the cupboard? Either is completely fine, I’m just curious how you’re doing.”
- 3 After silence.** Second try, no stress: “Hi [first name], no idea whether you saw my first message. No problem if you let it sit. I’m simply curious how you’re doing.” After three tries with no reply: let it rest and try again next quarter.
- 4 The card.** For your most valued former contacts, by post: “I thought of you the other day and wanted to say hello. How are you?” A handwritten card stands out immediately between the app messages.

AND WHEN A REPLY COMES IN

Ring them, or send a voice message; don’t send a link. Ask how they are, what they’ve been through and whether they have any questions. The order link comes after the conversation.

Grōw

NO DOWNLINE YET?

Gold sits in your list of friends too

Builders who are just starting have no quiet customers to wake, and the same approach still works. Your gold seam is your own circle: friends, family, old colleagues, the people you already know.

1 Write your list. Everyone you know, without filtering on “they’re probably not waiting for this”. The names you dread are exactly the ones that belong on it.

2 Reconnect without an agenda. “Hey, I was just thinking of you. How are you?” No oil, no offer, no link.

3 Stay in touch. Ask on and be genuinely curious. This can take weeks; there’s no deadline.

4 Wait for the question back. Stay genuinely in touch and it comes on its own: “so what are you up to these days?” That’s your moment, not before.

5 Only then the invitation. Small and open, as the book puts it: “I’ve started something new that makes me really happy, and you’re one of the first people I thought of. May I tell you about it sometime?” Then you hold your tongue and let the other person answer; that staying quiet is half the craft.

SMALL AND OPEN

You ask whether someone is open to something: a conversation, a coffee, a look over your shoulder. Nothing more. And you’re clear: skip the mysterious warm-up, and the needless sorry-to-bother-you as well.

Gold hunting is a team sport

Your active team members know the faces behind the names better than you do. Hand each of them their own piece of the list, and keep the overview yourself.

1 Split by line. Every active leader gets their own people; whatever's left is yours. A few dozen names per person is easy to oversee.

2 Pick a fixed rhythm. 5 to 10 people a week, at a fixed moment in the week.

3 Every reply is a hit. Whatever the answer: respond personally, listen for which of the five reasons you're hearing, and choose your follow-up to match.

4 Whoever comes back gets help straight away. Switch the LRP back on together and make sure the first week holds a small success moment with a product they immediately like; without a habit, someone slides away again within months.

5 Make it a reunion. Invite people who've woken up to a workshop or a kitchen-table evening, simply to see each other again.

THE GROUND RULES

No bulk messages and no cc: everything comes from one name. No public discounts your loyal customers don't get. And no promises about health or income.



from **Tanja Thielen** · author of Grōw
for everyone building with essential oils · do pass this guide on