



***PRACTICING YOUR PITCH: STRATEGIC STEPS FOR  
STARTING AN AROMATHERAPY PROGRAM IN A  
HEALTHCARE SETTING***

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## THIS SESSION

- **A review of the beginning steps to setting up a healthcare-based program with essential oils.**
- **Examples of how essential oils are being utilized in the healthcare setting.**

# WHAT HAVE YOU DONE SO FAR?

Do you currently have a program?

Do you work at an institution/hospital/office?

Are you an independent business owner?

Are you preparing to enter the healthcare setting?

Have you already attempted and how did that go?

What is your role?

What is your current aromatherapy education level?

What is your goal?

# WHAT ARE YOUR CHALLENGES?

- Skepticism
- Limiting Beliefs
- Perceived Budget
- Educational Deficit
- Champion Support
- Institutional Focus
- Lack of connectivity
- Lack of Evidence
- There is this one person that keeps getting in my way.....

# BLOCKS & CHALLENGES

## Inside Knowledge

Do your homework:

Do you know the Institution or Enterprise?

What is their Mission, Vision & Value Statement?

How are their publicly published Feedback scores?

What is at least one goal they are in need of meeting?

## Language

Practice:

Have you discussed what you want to do out loud?

Do you have an elevator speech?

Are you prepared to approach this healthcare environment?

Are there any cultural, internal needs or about this enterprise which you need to address?

## Content Expert

Professionalism:

Do you have the credentials?

Will you meet their expectations?

Do you have a plan or approach to their needs?

Do you have a business plan?

# PREPARING YOUR PITCH

## General Pitch

- Elevator Speech

The 4 Basic Components:

1. What is aromatherapy?
2. What problems can aromatherapy help with?
3. How can you implement it to help those problems?
4. What is the benefit both in dollars and non-dollars in return?

## Focused Pitch

- Laser in on the needs of your audience
- Create a business model
- Have budget alignment in mind
- Suggest a phased approach and starting point
  1. This is how aromatherapy can help you meet that goal
  2. The cost will far under weigh the continued lack of positive outcome and the current state due to ....
  3. Measurable results can be reported by using data such as....
  4. Cost can be as low as .... To start if you start a staggered phase program focusing on one location/group/patient population at a time such as...



# PARTNERS COUNT

Success and Sustainability are achieved with partners

- Leadership
- Champions
- Education
- Providers
- Scope and Standards
- Accreditation
- Safety

# COMMUNITY IS THE HEART OF ANY ENTERPRISE WORTH APPROACHING

Complete your package with a thoughtful community outreach leg of your approach.

Do your homework to find out what your focused enterprise is doing in the community and dove tail a piece of the aromatherapy program into it.





# QUESTIONS



THANK YOU!

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