



# Using aromatherapy for powerful networking e-book

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# about the author



Jennifer Jefferies, “Life Balancing Specialist” is an accomplished author, international business educator, naturopath and aromatherapist. Jennifer is known for her dynamic, information filled presentations throughout China, Taiwan, Hong Kong, Irian Jaya, New Zealand and Australia. Her background includes over 14 years as an international professional speaker, and for the last 22 years she has owned or managed retail stores and clinics throughout Australia.

Jennifer has personally travelled the road to ill health and business burnout and back. From age 17 being indoctrinated into the regimented work ethic of the Regular Army to managing a chain of pharmacies and progressing today being an internationally recognised professional speaker, living, working and enjoying a balanced life.

Jennifer’s books include:

- The 7 Steps to Sanity - How to Balance Work and Play
- Sanity Savers – Tips for Work/Life Balance
- Calm Kids -A Guide for the use of Natural Therapies with Children
- Network or Perish
- Essential Man/Essential Woman – Mens and Women’s Health
- The Aromatherapy Insight Cards
- If you Want Great Skin, Throw Away your Cosmetics
- Amazing Scents, A guide to aromatherapy

Jennifer’s passion in life is informing people on ways, they can integrate natural therapies into their work and personal lives to achieve the feeling that they are really LIVING and not just EXISTING.

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# Aromatic Networking:

## Creating an environment for success

*Picture this: you are at a networking event; there are 50 people in the room, including you. You are all there in the hope of expanding your business by meeting someone new or catching up with someone you've met before. You are all there to make an impression. How will you make yourself stand out in the minds and memories of everyone who meets you?*

Have you ever noticed how your memories are locked-in to your sense of smell? We've all experienced the power of an aroma that instantly transports us to another place and time: like when you pass by a bakery and the smell of fresh bread baking instantly brings back memories and warm, fuzzy feelings from your childhood.

In the same way, you can use aromas to create a powerful point of difference, to set yourself and your business apart and lock-in the memory of meeting and working with you as a pleasant connection. I'm talking about more than just wearing your favourite perfume. I'm talking about tapping into and utilising the emotional properties of pure aromatherapy essential oils.

## Unlocking confidence and creating memories

Most of the information published, and the work that aromatherapy practitioners do in clinics, focuses on the physiological effects and benefits of essential oils: in my clinic, I have primarily worked with their emotional and metaphysical benefits. These are less well known, but are by far the most powerful aspects of essential oils as they deal directly with creating positive memories and associations in a person's brain.

Essential oils affect the body and mind through our sense of smell and through interaction with our body's natural chemistry. When oils are inhaled, olfactory receptor cells are stimulated and the impulse is transmitted to the emotional centre of the brain: the limbic system. The limbic system connects areas of the brain linked to a number of body systems as well as to mood and memory. The properties of the individual oil, its fragrance and its effects determine how these systems are stimulated.

The use of essential oils in a networking environment is very practical and can draw on both the physiological and emotional properties of oils to create a positive environment and positive memory associations. This can be done on a large scale by vaporising oils which give people throughout the room a sense of ease and wellbeing, or on a smaller scale by creating a special aromatherapy perfume blend which you wear for your own benefit and the benefit of those close by you.

Imagine attending a networking event where you feel confident enough to introduce yourself to anyone in the room; where you are totally present and receptive to everything that you hear and where you are able to hold comfortable and balanced conversations that leave everyone feeling excited about the prospect of doing future business together. Using essential oils can't guarantee that you'll be successful with everyone you meet – but they can help you to draw on the courage and confidence you need to increase the number of quality connections you make at an event. If over-excitement and enthusiasm is more your issue, you can use grounding essential oils to help you maintain a calm confidence that doesn't railroad people and ruin chances for future business opportunities together.

### Oils Ain't Oils

The first aroma most people think of when aromatherapy is mentioned is Lavender. That probably has something to do with the fact that most of us received Lavender soap from our grandparents years ago! Don't worry, you're not going to smell like your grandmother's Lavender soap when you create a blend to wear to your next networking event: we're going to focus on utilising some of the more dynamic essential oils.

So what are aromatherapy essential oils? Basically, essential oils are the fragrant elements that can be taken from just about any part of a plant: flowers, flowering tops, leaves, fruit, rinds, seeds, bark, roots, resin and berries. In some cases several different oils can be taken from one plant: the orange tree for example gives Neroli from the flowers; Petitgrain from the leaves; and Orange from the fruit. Each of these three essential oils has its own distinctive personality and therapeutic properties.

To receive the therapeutic benefits of essential oils, you must use genuine essential oils – not synthetic replications that are no more than perfumes or fragrant oils. Synthetic oils, even if chemically similar to pure essential oils, lack the natural elements that make pure oils so valuable for therapeutic use. To ensure that the essential oils you buy are 100 per cent pure make sure you check the packaging and labelling:

- **Packaging.** Essential oils are always stored in amber, blue or green glass bottles; the coloured glass protects the oils from light.
- **Labelling.** The label should include:
  - Both the common name of the essential oil and the botanical name of the plant it originated from.

- The part of the plant used to manufacture the oil (different parts of the plant yield different types and quality of oils).
- The name of the country where the oil was produced (the same botanical species can produce essential oils with different chemical compositions when grown in different environmental conditions).
- The ingredients, that is, whether the oil is 100 per cent pure or diluted with another oil such as Jojoba (pronounced ho-ho-ba); there is a big difference in price between 100 per cent pure essential oil and diluted oil. Some essentials are very expensive to produce because of the quantity of plant material required to extract the oil and the price should reflect this: for example, it takes approximately 30-40 roses to produce just one drop of rose essential oil, which is why pure rose oil is incredibly expensive!
- A TGA (Therapeutic Goods Administration) license number; this shows that the oil is registered with a government body and is guaranteed to be what it claims to be.

### **Aromatherapy Safety**

There have been many claims made about the safety of essential oils over the years. You may be familiar with some of the warnings about certain oils. Much of this information, however, has been based on the internal use of herbs and not the essential oils. Research by London-based experts Robert Tisserand and Tony Balacs, who are considered world-leaders in essential oil science, has shown that the essential oils available over the counter in most retail stores are safe if they are used in the traditional ways of aromatherapy: that is through inhalation, massage and compress. Reports of adverse effects from using essential oils used in these ways are extremely rare and there are no essential oils contra-indicated for pregnancy, high blood pressure or epilepsy if used in these ways.

## The Steps to Aromatic Networking

As a professional speaker I am constantly at networking events and my work depends on me being able to differentiate myself from other speakers in the industry. I also need my audiences to remember me. I achieve this in one of three ways, depending on the environment I am invited in to and whether I am presenting at the event or not:

1. I apply my aromatherapy perfume. I work with two basic blends (see one of my personal recipes below).
2. If I am speaking I give an aromatherapy wand or scented business card to everyone in the room.
3. If I am using the room for longer than a keynote presentation I scent the whole room using an essential oil vaporiser.

## Before the event

### Your aromatic perfume

Using an aromatic perfume is the easiest (and my favourite) way to use essential oils for any meeting. It's easy to blend your own aromatherapy perfume: start with a bottle of pure Jojoba Oil. Any of the recipes in this chapter can be used to create an aromatherapy perfume – simply triple the number of drops of essential oil shown in the recipe and add to a 50ml bottle of Jojoba Oil. To apply, put a couple of drops on any pulse-point just like you would with any perfume. It's that simple.

This is one of my favourite blends that I wear to networking events. It is blended primarily to help me prepare myself, rather than to lock-in a memory for the people I meet and I find it works very well for me. Those around you will think that you simply enjoy wearing interesting perfumes; but you will know that you are receiving the emotional benefits of the fragrances as well.

Jojoba Oil		🔹 50ml
Vetiver	(grounded and centred, 'un-messable')	🔹 3 drops
Bergamot	(cheers your heart to regain confidence)	🔹 12 drops
Basil	(speak and express yourself confidently)	🔹 5 drops
Rosewood	(be receptive to all that is possible)	🔹 10 drops

## Essential oils on the road

If you have been invited to attend a networking event away from your workplace, you can still take steps to control your environment. Make your own Power Blend (see recipe below) to vaporise in your car on the way to the meeting. You'll arrive standing tall, feeling energised and self-assured – ready to take on the world feeling optimistic and focused, but also in an emotional space ready to listen and network.

Car diffusers, which plug into the cigarette lighter in your car, are available for vaporising oils on the move. This is a great way to prepare and get your head around the event while you're on your way there. The scent lasts up to a few days and you'll receive the emotional and physical therapeutic properties of the particular essential oils you choose.

## At the event

So, you arrive having done the basics of applying your aromatic perfume and/or driving to the event in your aromatic car. You now want the people you meet to take away a lasting memory of you and what you do. The easiest way to achieve this is with aromatic business cards or wands.

## Aromatic business cards

Choose three or four essential oils that suit the outcome you are seeking and blend drops of each oil in a small bottle. Put one drop of the blend onto each of your business cards. It might be that you want the people you are meeting to feel uplifted and optimistic – and therefore to be receptive to you and your message. In this case you could use a drop of a blend that contains Rosewood (be receptive to all that is possible), Grapefruit (be optimistic) and Orange (fun in a bottle – lighten up and stop being so serious). Any of the recipes in this chapter could be used to create your aromatic business cards, or you could create your own blend. You might even mention the fact that your cards are scented as you introduce yourself by saying: “Would you like one of my aromatic business cards?” Believe me, people love aromas. By using just one drop of your blend, the aroma will be subtle but powerful and not strong enough to be ‘in their face’ or to annoy them.

## Aromatherapy wands

I use these at every event where I speak. It uses exactly the same system as scenting your business cards, but instead I use wooden tongue depressors (‘wands’). I choose from a couple of blends depending on what I want to create. I then add one drop to one end of each wand. On the other end of the wand I place a small label printed with my details. So simple, but each person takes away an anchor and memory of me and my work.



## Oil vaporisers

If you can, be in control of the environment. Set the atmosphere in advance so that the air within the meeting room greets the participants, putting them in the mood for constructive work. I prefer to use electric oil vaporisers in the workplace. They are safe, efficient and you don't have the worry of naked flames and water. Select the essential oils of your choice and add ten drops to the vaporiser, plug it in and turn it on. The ceramic bowl produces just enough heat to release the scent of the essential oil.

## After the event

Keep the theme by sending a scented thank you card to those people you meet. Again, if you use only one drop, it will not overpower them or make them think that you're trying to be romantic! What you will be doing is creating a positive memory association and a powerful point of difference.

## Aromatic Recipes for Successful Networking

These blends are suggestions for oil vaporisers. You may choose to create your own blends – ‘tease your nose’ and enjoy creating your own combinations that suit you and your organisation uniquely.

### Emotional Energizer

Stimulate your mind and emotions to achieve all that is possible for the day; be ready to tackle anything that arises.

May Chang	<b>*Stimulating*</b>	◆ 3 drops
Mandarin	<b>*Happiness*</b>	◆ 4 drops
Rosewood	<b>*Receptive*</b>	◆ 3 drops

### Power Blend

Draw on your stamina and reserves of inner strength to push through self-imposed barriers. Find your confidence and sense of self-worth recharged and your outlook to be positive, focused and optimistic.

Ginger	<b>*Stamina*</b>	◆ 2 drops
Grapefruit	<b>*Optimism*</b>	◆ 3 drops
Nutmeg	<b>*Increases Energy*</b>	◆ 2 drops
Pine	<b>*Raise Self-Worth*</b>	◆ 3 drops

### Grounding

This is for those who think too much. When you have a full mind to contend with, stay grounded and balanced so that you can achieve all you desire.

Vetiver	<b>*Centred*</b>	◆ 2 drops
Cedarwood	<b>*Courage*</b>	◆ 2 drops
Geranium	<b>*Re-balance*</b>	◆ 4 drops
Bergamot	<b>*Regain Confidence*</b>	◆ 2 drops

### Improve Memory/Remember Names

So important when networking. Stay stimulated and focused. Expand your life experiences and allow yourself to use your mind and retrieve what is stored inside.

Petitgrain	<b>*Retrieve Information*</b>	◆ 3 drops
Lemon	<b>*Rationality*</b>	◆ 2 drops
Lemongrass	<b>*Expansion*</b>	◆ 1 drop
May Chang	<b>*Stimulating*</b>	◆ 3 drops

## Relieve Overwhelmed Feelings

Learn how to use oils to stay centred through times when you feel overwhelmed. Allow yourself to move between your conscious and subconscious mind to focus on the positives in the situation and to rationalise what is actually happening.

Petitgrain	<b>*Retrieve Information*</b>	◆ 5 drops
Lime	<b>*Eases Stress*</b>	◆ 2 drops
Vetiver	<b>*Centred*</b>	◆ 3 drops

## The Perfectionist

For those who think they are going to get it right every time. Better to have quality networks that work for you than quantity networks that go nowhere. Re-balance extremes, and be realistic. Release your attachments and ease the stresses that you create for yourself.

Geranium	<b>*Re-balance*</b>	◆ 5 drops
Clove	<b>*Removes*Attachments*</b>	◆ 2 drops
Lime	<b>*Eases Stress*</b>	◆ 3 drops

## Releasing Negative Emotions

Let go and live. Be optimistic about the future and focus on the positives. Nothing from your past has to influence your future unless you let it. See past negative patterns as learning experiences, and move on.

German Chamomile	<b>*Let Go*</b>	◆ 2 drops
Grapefruit	<b>*Optimism*</b>	◆ 6 drops
Cypress	<b>*Transition*</b>	◆ 2 drops

## Fear of Success

If you are living your dreams and not letting yourself get caught up in the past, you cannot fear the future. You remove and prevent any anxiety from creeping in because you have courage and feel supported in your goals. You will succeed. Get out there and do it.

Ylang Ylang	<b>*Release frustration*</b>	◆ 3 drops
Cedarwood	<b>*Courage to make change*</b>	◆ 2 drops
Bergamot	<b>*Regain confidence*</b>	◆ 2 drops
Jasmine	<b>*Live with Passion*</b>	◆ 3 drops

## Release your extrovert within

Locate and release the extrovert within. Feel safe and confident to explore the possibility of freeing a passion that may have been hidden for some time.

<b>Pine</b>	<b>*Raises Self Worth*</b>	◆ <b>2 drops</b>
<b>Orange</b>	<b>*Lighten up and have fun*</b>	◆ <b>4 drops</b>
<b>Rosemary</b>	<b>*Invoke confidence*</b>	◆ <b>2 drops</b>
<b>Cinnamon</b>	<b>*Emotionally Warming*</b>	◆ <b>2 drops</b>

OILS	PHYSIOLOGICAL BENEFITS
<b>Basil</b>	Speak and express yourself confidently.
<b>Bergamot</b>	Cheers your heart to regain confidence.
<b>Cinnamon</b>	Release your extrovert within.
<b>Cedarwood</b>	Be courageous and gain the strength to do anything.
<b>Clary Sage</b>	Gain clarity in where you want to go.
<b>Clove</b>	Create possibilities by releasing attachment.
<b>Cypress</b>	Focus on moving forward through change.
<b>Chamomile</b>	Let go of negative patterns and habits.
<b>Frankincense</b>	Protect yourself from 'energy-suckers'.
<b>Fennel</b>	Assert yourself.
<b>Grapefruit</b>	Be optimistic.
<b>Geranium</b>	Balances perfectionist workaholics.
<b>Ginger</b>	Stop procrastinating and warm your cold heart.
<b>Jasmine</b>	Live in the NOW with passion.
<b>Juniper</b>	Release negative thoughts and embrace change.
<b>Lavender</b>	Nurture your environment.
<b>Lemon</b>	Let go of irrational emotional outbursts.
<b>Lemongrass</b>	Remove self-imposed limitations and boundaries.
<b>Lime</b>	Ease through change and cruise through life.
<b>Mandarin</b>	Release your inner child.
<b>Marjoram</b>	Release unneeded anxiety.
<b>May Chang</b>	Rid yourself of 'poor me'. Jump in and be noticed.
<b>Myrrh</b>	Remove mundane thoughts. Release your dreams.
<b>Neroli</b>	Stop waiting. Make choices now.
<b>Nutmeg</b>	Stimulate and revitalize emotional energy.
<b>Orange</b>	Fun in a bottle. Lighten up and stop being so serious.
<b>Patchouli</b>	Bring all areas of life together and enjoy balance.
<b>Palmarosa</b>	Embrace change and be adaptable to situations.
<b>Pine</b>	Increase self worth and self-confidence.
<b>Petitgrain</b>	Retrieve stored information and ideas.
<b>Peppermint</b>	Find you purpose. Don't play others' games.
<b>Rose</b>	Nurtures your heart to regain passion for life.
<b>Rosemary</b>	Invoke confidence and creative energy.
<b>Rosewood</b>	Be receptive to all that is possible.
<b>Sandalwood</b>	Be still and peaceful on the inside. Contemplate.
<b>Tea Tree</b>	Release struggle and understand what is happening.
<b>Thyme</b>	Will power and strength to handle challenges.
<b>Vetiver</b>	Grounded and centred 'un-messable'.
<b>Ylang Ylang</b>	Release anger and be peaceful.

## Interested in learning more?

Jennifer Jefferies is one of Australia's best-known authors and speakers and she has a prescription for modern living. Her powerful message is of work, life and balance – and how to have it all through the *7 Steps to Sanity*. Jennifer shows us how to achieve more success and happiness by learning how to manage ourselves, our time and our lives. With uncommon common sense Jennifer will show you or your team how to incorporate simple lifestyle changes into every day life that will help you to feel better and achieve more than you ever thought possible.

**Go to:** <http://www.jenniferjefferies.com>

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### Feedback:

Jennifer welcomes feedback on your experiences with nutrition and life.

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