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## A Business Plan Outlining Strategies To Effectively Motivate Individuals To Develop Clean, Sustainable Lifestyles

Kelsey Depew  
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A BUSINESS PLAN OUTLINING STRATEGIES TO EFFECTIVELY MOTIVATE  
INDIVIDUALS TO DEVELOP CLEAN, SUSTAINABLE LIFESTYLES

by

Kelsey Depew

A capstone submitted in partial fulfillment of the requirements for the degree of Master of Arts  
in Education: Natural Science and Environmental Education.

Hamline University

Saint Paul, Minnesota

December 2017

Primary Advisor: Trish Harvey

Content Expert: Patty Born Selly

Peer Reviewers: Ashley Hansen, Justin Depew, & Brent Anderson

## **DEDICATION**

I dedicate my capstone project to all adult individuals seeking information and consulting on how to begin a clean, sustainable lifestyle to help themselves, their families, and the beautiful Earth we live on. I hope to uncover effective strategies to educate and assist them with their wellness journey to a better life.

**EPIGRAPH**

"I alone cannot change the world, but I can cast a stone across the water to create many ripples." – John Muir

## ACKNOWLEDGMENTS

Thank you to my husband, Justin Depew, for always being by my side and encouraging me to explore my passion for the environment and for helping others. It has been a long twisty road full of potholes, switchbacks, and misdirections, I own it all to you to keep me going and pursue my dreams and ambitions.

Thank you to all my past environmental professors and educators for fostering my drive to learn more and develop my environmental ethic and education theory. Each one of them have played a role in developing my passion to be an amazing steward for Earth.

Thank you to my primary advisor at Hamline University, Trish Harvey, my content expert Patty Born Selly, and my peer reviewers, Ashley Hansen, Justin Depew, and Brent Anderson, for endless hours of support and advice during the capstone process.

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## CHAPTER ONE

### Introduction

#### Overview

In 2017, I started a small business called Cut Fluff. The mission of Cut Fluff is to educate and inspire individuals to create their own clean, sustainable lifestyle to lower their impact on earth. Ultimately, Cut Fluff was created to show and teach others how to live a lifestyle that does not inflict harm on the natural environment. I started this business because I saw an opportunity to help individuals change their daily habits and to decrease the number of natural resources needed to support their lifestyle.

It is said that if the global population reaches 9.6 billion by 2050, the equivalent of almost three planets will be required to sustain current lifestyles (Sustainable Development Goals, 2013). If we do not act immediately to change our consumption and production patterns, we will cause irreversible damage to our environment. In my opinion, we already have caused some irreversible damage. Climate change is caused by human activities and is threatening the way we live and the future of our planet (IPCC, 2014, p. 2; Karl, 2009, p. 9; Oreskes, 2004, p. 1686). By addressing climate change, we can build a sustainable more resilient world for everyone, but we need to act now. Thankfully thousands of people have already started the revolution of clean, sustainable living; however, thousands is not good enough. We need millions of people to join in on the revolution to save our planet.

I have dedicated my capstone project around advancing my business; therefore, my research question is, *what business strategies effectively motivate individuals to*

*develop clean, sustainable lifestyles?* This first chapter is devoted to my story and the reasons why I have chosen this question for my capstone project.

I begin with my backstory which covers my childhood up to my recent connections with nature. I then flow into my rationale and state my compelling reasons why I want to have an effective and successful business that educates and activates individuals to develop a clean, sustainable lifestyle.

### **Backstory**

My passion for the natural environment stemmed from an amazing childhood of growing up on a small farm in Iowa. There was a park right across from our homestead with a pond, stream, and two hills. I grew up spending many hours a day outside with my two older sisters. We built forts in our grove, made mud-pies with apples that had fallen from a tree in our yard, and we picked wild berries that grew in the park. My mother had one huge garden and a couple small gardens around the farm for strawberries and asparagus.

My love for nature might have been sparked on the farm, but it was fueled even more with family vacations. We would go on at least one, if not two, vacations a year. We traveled all over the United States visiting national parks or monuments, going camping and hiking, and doing lots of sightseeing. I remember always coming home from long trips exhausted from all the activities and sightseeing we did, but I loved it. My father was normally our trip planner, but I always felt like he made it up as we drove along. He simply picked a direction, piled us in the van, and just drove. We explored and took wild adventures all over the county. This is where I believe my love for nature and

beauty of the Earth began. We traveled to almost every state, and occasionally visited Mexico or Canada. This love for travel did not stop after we grew up and our family vacations stopped.

In college, I took three big trips with my alma mater. I traveled to Belize and Guatemala, Costa Rica and Nicaragua, and many European countries. After college, it has been a goal of my husband and mine to travel as much as we can. I love traveling, exploring new locations, and discovering new cultures and associated social norms.

This love for adventure from a young age has lit a fire under me to become an environmentalist. Yes, I said it, I am an environmentalist. It is always surprising to me how much stigma a simple word contains. During high school, college, and today, at least one sour face appears when I mention that I am an environmentalist. However, this is a term I associate with because I am a person who strives to protect the natural world from human destruction and advocate for environmentalism. To me, environmentalism means advocacy for education, preservation, restoration, and improvement of the natural environment.

My road to being an environmentalist is long and curvy. In high school, I battled with my future career path. I had a passion for nature, but I also wanted to tell everyone around me about the environment. My path was foggy and growing up on a small farm in the middle of nowhere Iowa did not help with discovering my opportunities. During my junior year in high school, I remember writing in my diary that I was going to change the world in some way by helping individuals understand the natural environment.

Two years later, I started at Buena Vista University (BVU) with the hopes of combining two majors, Environmental Studies and Digital Media, to make my dream

happen. My goal was to learn how to effectively communicate with participants and deepen my passion for the environment. At the time, there was much opposition from my family and friends for combining these two opposite majors. However, I had a goal in mind, and I had made a promise to myself to accomplish that goal.

It was not until I started my courses at BVU that I started to notice and learn how destructive our current lifestyles are to nature. Once I started learning about it, my eyes began to open, and I could see clearly how American culture has completely devalued the environment. Depression and guilt of my own lifestyle started to settle in after learning about climate change and the devastating state of our environment.

The feeling of lost hope started to set in after that. College did not prepare me for the aftermath of knowing about environmental issues and how to channel the feeling of hopelessness. It is hard to change life habits and start thinking and acting in positive ways after knowing that everything we do could be meaningless. I want to change that stigma. The Earth can bounce back; there is hope. The hope lies in humans recognizing their destructive behavior habits and actively doing something to change it. This is where Cut Fluff can help change the stigma, the feeling of hopelessness, and bring about positive energy to change lifestyles and save the world from our destructive ways of living.

I believe in leading by example. Over the past couple of months, my husband and I have discovered some ways to easily change our lifestyle habits and still do everything we like to do. These small changes have dramatically lowered our ecological footprint and the feeling is wonderful. It is easier than it seems; however, individuals need to be willing to be flexible and change for the better. It is essential to move past the feeling of guilt and the stigma of caring for the environment to achieve a clean, sustainable lifestyle.

A clean, sustainable lifestyle is defined, by me, as a toxic chemical-free lifestyle with a small ecological footprint. Once feelings of sorrow and loss are focused toward positive change, our world will be changed forever. In my opinion, a clean, sustainable lifestyle not only decreases an individual's impact on Earth, but it also brings wellness, purpose, and abundance into their life.

I became very interested in starting my own small business, Cut Fluff, after becoming involved with a company called Young Living. Young Living has helped my husband and I change our lifestyle to be toxic-free in every area from our personal care items to our cleaning supplies. Young Living does not only provide clean products to families, but they also have a unique Seed-to-Seal® process that promises sustainable practices from the moment a seed is planted to the sealing of the product for consumption. They also have sustainable packaging that can be reused and/or recycled. My husband and I have also become minimalist and zero waste enthusiasts. The saying, “less is more,” has never been truer for us. Desiring and owning less has taken a weight off our shoulders and has opened us up for a simple life with more time and money.

The business I am creating will educate and inspire individuals to reduce their impact on Earth and live a life that is clean and sustainable. Education will be presented through Cut Fluff's YouTube channel, online course site, and through the website blog. Inspiration will be presented through Cut Fluff's YouTube channel and social media sites. Cut Fluff's online courses will offer a wide variety of topics such as essential oils, minimalism, zero waste living, and toxic-free living.

Because of Cut Fluff's multiple income potentials, I have made a “donation promise” to my participants (income potentials are outlined in chapter two). These

promises are significant for me in developing integrity with Cut Fluff. I promise to donate fifty percent of my compensation to support environmental action groups who are dedicated to protecting the environment through environmental literacy, environmental education, conservation, restoration, greening cities, zero-waste efforts, and/or helping individuals, communities, and natural environments grow strong with wellness, purpose, and abundance. I have made this promise to support the local environmental advocacy community and back environmental action groups with the hopes of indirectly helping future generation. I have also created an online community to support individuals who are transforming their lives to be clean and sustainable.

### **Rationale**

There are many compelling reasons why I want to have an effective and successful business that educates and inspires individuals to develop clean, sustainable lifestyles. The top two reasons are the following:

- 1) Educate individuals on how and why their daily habits affect our health, the environment, and triggers climate change.
- 2) Inspire individuals to transform their lifestyles to be healthier by reducing their impacts on the Earth with positive consumerism.

Educating individuals on how and why their daily habits affect our environment and induce climate change is very important. Consumerism and the way we live our daily lives impact our Earth more than it may seem. When we buy an item, it is used or consumed in some way, then it is thrown away. It may not seem like a big deal at first, but the life of a product is cumulative. Individuals need to consider the whole lifecycle of

the items they purchase. Where did it come from? How was it grown/extracted? What processes did it go through to get here? Who was involved? Was nature disrupted? How will it affect my health? How do I dispose of this item? Will it go to the dump or can I reuse or recycle it? These are hard questions to ask because some companies do not readily give away this information.

Some companies will even mislabel or “greenwash” their products to appear to be positive for the natural environment. Greenwashing is a superficial display of concern for the environment that many companies use to sell more products (Dahl, 2010 & Mitchell, 2014). Depending on the consumer commodity, companies are not required to divulge all ingredients in products. To illustrate, essential oil companies are not required to reveal all the ingredients in their products. Here is why: essential oils are considered a fragrance and flavor ingredient. The FDA requires companies to list ingredients under the Fair Packaging and Labeling Act, but this law does not force companies to tell their trade secrets (FDA, 2015). Therefore, many companies can slide past the required labeling rule. They are also not required to disclose where their essential oils or other ingredients were harvested either. Because of this, it is hard to research if they indeed have sustainable practices. Also, for a company to label their essential oil bottles one hundred percent pure therapeutic grade, the bottle only needs to have five percent essential oil in it; the rest can be a carrier oil such as coconut oil or alcohol.

Mislabeling happens frequently in consumer products. Companies do it so they can sell more product and come away with higher profit margins. This overall can have dramatic effects on our environment and induce climate change, for example, polluting our air, water, and soil during every step of the consumerism process with greenhouse



gases and habitat destruction that will increase the pace of our changing world. It is high time we start thinking about the items we need versus the items we want and consider where, when, who, why, and how the items are produced.

Inspiring individuals to transform their lifestyles by reducing their impacts on Earth with positive consumerism is equally important. The United States is the top country to develop a culture around single-use throw-away items. This type of lifestyle uses many natural resources and then transforms them in a way that cannot be reused, recycled, or composted. How big of a problem is it? Everywhere we drive, everywhere we walk, everywhere we shop, everywhere we work, everywhere we go, everywhere we are, we see the effects of consumerism.

I think that if we did not have extreme consumerism, we would not see all the environmental issues we are dealing with today. We see it in the form of litter on streets or stuck in tall grasses, bushes, and trees. We see it at brick-and-mortar stores that are loaded to the brim with new products. We see advertisements of products on clothing, on billboards, in books, in newspapers, on shopping centers, on food products, in schools, in work settings, in our homes, and everywhere in-between. The effects of consumerism are reflected on ourselves and on our environment.

Our society has over time developed products to bombard us from every angle and at all times which is negatively reflected on us physically, mentally, and emotionally. The products that are being produced begin to pile up in the waste pile, but we grow up believing it is just the way of life. This type of lifestyle began back at the beginning of the industrial revolution when production of goods increased. Everyone alive today has grown-up with this lifestyle. If someone does not have the latest and greatest version of

the product, then they are out of date and old-fashioned. I am okay with this way of thinking if it did not mean boundless destruction on the natural environment, on our world, and on all organisms including humans. Our consumerism infatuation has moved humans from being considered “caretakers of nature” to “the cancer of Earth”. We are rapidly multiplying as a species every day, and our waste and destruction is following close behind. However, there is hope. From the book, *Cradle to Cradle: Remaking the Way We Make Things*, William McDonough (2010) stated:

Consider this: all the ants on the planet, taken together, have a biomass greater than that of humans. Ants have been incredibly industrious for millions of years. Yet their productiveness nourishes plants, animals, and soils. Human industry has been in full swing for little over a century, yet it has brought about a decline in almost every ecosystem on the planet. Nature doesn't have a design problem. People do. [...] Consider a community of ants. As part of their daily activity, they: safely and effectively handle their own material wastes and those of other species, grow and harvest their own food while nurturing the ecosystem of which they are a part, construct houses, farms, dumps, cemeteries, living quarters, and food-stage facilities from materials that can be truly recycled, create disinfectants and medicines that are healthy, safe, and biodegradable, and maintain soil health for the entire planet. (p. 142)

What if humans did the same as ants? Imagine a planet where everything humans made or used returned to the natural cycles of nature. All our materials would return to the soil, supply nutrients, and restore what was taken to support us (McDonough, 2010, p.140). Imagine designing packaging to be safely biodegradable after use. We could continue

wanting new products because we would know our old products (waste) would benefit natural systems. Instead of feeling guilty when buying things, we might find enjoyment in throwing their safe, healthy packaging onto the ground where it would quickly decompose and provide nutrients to the soil.

Consumerism and overconsumption have become controversial within society because of the role products play in our lives. We live in a society run by wants versus needs, and the way products are presented to us fuels the fire. It is hard not to fall for company gimmicks, and even knowing what I know, I find myself falling for them. It is hard to ignore and resist the urge to buy when surrounded by the pressure to want and crave products. Individuals need a place to go for support and to validate their decisions in creating a better life.

### **Summary**

I have thought for many years on how to change the world and how to make it a better place. After many years of not understanding my purpose, I have finally found my calling in creating Cut Fluff and educating and inspiring individuals to create clean, sustainable lifestyle. My project objectives and a list of important terms definitions can be found in Appendix A. This capstone is dedicated to flushing out my ideas and discovering a strategy to excel Cut Fluff. My primary research question is, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?* In the next chapter, I explore multiple resources through a literature review to analyze and determine the most effective and appropriate approaches to answer my burning question. In the third chapter, I explain the project in detail and determine methods I will use to

achieve the project. The fourth and final chapter concludes my capstone project and highlights what was learned throughout the process and predict my future research agenda.

## CHAPTER TWO

### Review of the Literature

#### Overview

The following literature review is supportive of my investigation which looks at the question, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?* To answer this question, I have researched three themes to fully understand the question. I will first discuss business strategies by defining entrepreneurship, small business plans, income opportunities, and network marketing. Next, I examine the practice of motivating individuals by outlining my role as an environmental educator and wellness consultant, understanding adult learning behaviors, and tactics of changing individuals' habits. Lastly, I introduce the clean, sustainable lifestyle by describing the three legs which are connecting with the outdoors, participating in intentional consumerism, and practicing minimalism.

#### Business Strategies

Defining a business strategy will determine the direction of the business and what the business will look like in the future. By defining a business strategy clearly, it can develop the business to achieve the overarching goals. A business cannot be all things to all participants. To be competitive and successful in the business market the business plan should focus on a few key goals and develop strengths that differentiate the business from others. Once the strategy is set, it can then start attracting participants (Kauffman, 2006). This section will discuss business strategies by defining entrepreneurship, small business

plans, and income opportunities, which will help formulate a successful business strategy. It is important to understand how to develop a successful business before beginning.

### **Becoming an Entrepreneur**

I want to be an entrepreneur that creates a successful business which is purposeful, abundant, and promotes wellness for individuals and Earth. For the purpose of my business plan, entrepreneur is defined as, “one who organizes, manages, and assumes the risks of a business” (Merriam-Webster Dictionary, 2017.). Studies have shown entrepreneurs have many common characteristics that relate to their success. First, it is fundamental that entrepreneurs enjoy what they do and take it seriously (Stephenson, 2009). If they are not taking the business seriously, then no one is taking the business seriously. However, I consider myself a right brain entrepreneur. A right brain entrepreneur goes through the creative process whenever creating something new (Lee, 2014, p. 4). The creative process is described as starting from nothing, finding inspiration, brainstorming ideas, playing with the idea and testing it out, sharing the idea to receive feedback, discovering ways to make it better, reflection and refining the idea, and then starting over again (Lee, 2014, p. 5). In the end, any type of entrepreneur is the foundation of the business and without the passion, focus, and creative of this individual the business will not be successful.

Next, entrepreneurs should plan every detail of the business, make financial plans, and remember the big picture of serving participants to the best of their abilities (Lee, 2014 & Stephenson, 2009). As the founder of the business, they should know where the business is going into the future and how they get there by organizing their thoughts

through writing plans. The plans should create a sustainable business that has a solid foundation with consistent speed. “Sustainable businesses are scalable and resilient. Their owners constantly learn more about and refine their work by cycling through their creative process; they repeat their success and increase their capacity to continue growing on their terms” (Lee, 2014, p. 6). Here again, the success of the business heavily relies on the entrepreneur’s knowledge and skills.

There are multiple common characteristics of entrepreneurship such as becoming a shameless self-promoter, getting to know the participants, becoming known as an expert, and limiting the number of positions they are responsible for (Stephenson, 2009). As a leader, it is common to want to do all the roles of business; however, learning to delegate is important to the success of a business. The entrepreneur needs to learn their own capabilities and limits. Continuous professional and self-development is required for all entrepreneurs (Lahman, 2015).

There are many benefits and risks to becoming an entrepreneur. Some benefits of entrepreneurship are being in control, finding enjoyment in a career, scheduling flexibility and freedom into the day, and deciding the salary (Britt, 2013). With any business, there are associated risks that can be avoided by appropriate measures. Some risks of entrepreneurship are administration work, staying competitive, giving up paycheck security, and having an unpredictable work schedule (Britt, 2013). Many entrepreneurs fail to pull back their efforts in making their business successful which can cause many problems with stress, freedom, and family time. The time and effort entrepreneurs put into their businesses are a complete reflection on the success or failure of their business. These risks are not relevant to the business I am creating.

## **Creating a Small Businesses**

An entrepreneur should understand the type of business they are creating and how to successfully run their business. I am creating a small business which can be defined as “an independently owned and operated company that is limited in size and in revenue depending on the industry” (small-business, 2017). In these terms, Cut Fluff is quite small because I am the only employee. There are many initial steps to take before starting a small business, but first, “in order to be successful in [a] new business [an entrepreneur has] to be fully committed to [their] vision” (Pinson, 2001, p. 2). Starting a new business requires a great deal of time and effort; if an entrepreneur is not fully committed to their vision, the business will most likely fail. When choosing what type of business to start, an entrepreneur should match their skills with their interests (Pinson, 2001, p. 2). With creating Cut Fluff, I am matching my skills of interpretation, environmental education, and digital media with my love for solving environmental issues and lowering ecological footprints to better our Earth.

Next, an entrepreneur should be aware of their financial situation and think about start-up costs (Pinson, 2001, p. 3). Most small businesses take a small fortune to start; however, the start-up costs of Cut Fluff are quite low. The main income is from inviting individuals to use Young Living products in their everyday lives instead of environmentally harmful products. There are no associated costs with recommending and inviting individuals to use Young Living. Another income producing activity is producing educational videos and online classes. The cost to set-up these up are also quite low and are within my budget.



Creating a business plan is critical when developing a business. “In creating and building a business, the entrepreneur assumes all the responsibilities for development and management, as well as the risks and rewards. Many businesses do not survive because business owners fail to develop an effective plan” (Haag, 2013, p. 19). The success of the business depends on the business plan because it is the heart and soul of the business (Lee, 2014, p. 4). Without a heart or soul, the business will crumble and die before it gets off the ground. The business plan allows the entrepreneur to release their thoughts onto documents which can be accessed at any time. This is a major benefit when the entrepreneur starts to feel lost or loses sight of their business’s goals.

The details of a business plan matter because a business plan defines the business concept, gathers data on the feasibility and specifics of the concept, focuses and refines the concept, and outlines the specifics of the business (Haag, 2013, pp. 20-21). At the bare minimum, Cut Fluff’s business plan must contain all the sections in the business plan template (see Appendix B). The different sections of the business plan lay out the concept and the focus of the business in a convenient way. This is handy when the business owner wants to either reference the document for themselves or show the business plan to someone else. Along with developing the multiple sections, Cut Fluff’s business plan will have creative elements. A creative framework and visual tools can spark fresh ideas and help move an entrepreneur through roadblocks on their way to their next level of success (Lee, 2014, p. 4).

## **Income Opportunities**

A major part of any business is the potential income. Cut Fluff has three current forms of potential income, the Amazon Associates program, YouTube Monetization, and Young Living independent-agent.

The Amazon Associates program is “one of the first online affiliate marketing programs and was launched in 1996” (Amazon Associates, 2017, para. 1). The program was created to help internet influencers create compensation by advertising to buy products from Amazon.com. When potential product purchasers click through the link and buy products from Amazon.com, the internet influencer earns referral fees. It is free to join and easy to use. It “provides customers the convenience of referring them to a trusted site where they can immediately purchase the products you advertise on your site” (Amazon Associates, 2017, para. 1). The internet influencer can earn up to ten percent in referral fees. Cut Fluff uses the Amazon Associates program to earn income as well as educate participants about products to buy that are clean and sustainable, for instance amber-glass roller bottles for essential oils.

YouTube Monetization earns internet influencer’s income by adding advertisements to uploaded YouTube videos. YouTube channels must have no less than 10,000 views accumulated from all uploaded videos. The influencer must agree to the YouTube Partner Program terms and sign up for AdSense to validate the relationship and rules. The YouTube videos cannot infringe on any copyright laws. If so, the channel could be terminated and banned from YouTube. The video content needs to be advertiser-friendly (no copyright infringement), all content needs to be created or have documented permission, and all content must compile with YouTube Partner Program policies,

YouTube's Terms of Service, and Community Guidelines (YouTube, 2017). YouTube videos do not make money based on the amount of views but on the viewer's engagement with the ad. The key to creating an income through YouTube monetization is creating a video with a targeted audience in mind, including keywords in title and description, and have a video template for all your videos (Video Power Marketing, 2017). Cut Fluff creates educational video content and intends to earn income through YouTube's monetization program once the channel hits 10,000 views.

Being a Young Living independent-agent is a giant potential income for Cut Fluff. Cut Fluff is about educating participants on toxins in their home and personal products that affect their health and the planet. The second part of educating participants is to invite them to switch their current toxic products out for non-toxic products made by an environmental-friendly company. The company I prefer my participants to use for cleaning and personal care products is Young Living. Young Living is a network marketing company, but does not require members to be independent-agents or pay outrageous membership fees. I am an independent-agent for Young Living which fits perfectly with Cut Fluff because I want to educate and inspire individuals to create a life free from unnecessary toxins. Young Living's mission is to bring high quality essential oils to every home in the world in a clean, sustainable way.

### **Network Marketing**

One aspect of a network market company is the stigma around all network marketing companies being a pyramid scheme. A pyramid scheme is a fraudulent scheme that has no real product (Diffen, n.d.). Enrollees are asked to pay money upfront in order

to enroll and all participants in a pyramid scheme make money primarily from enrollment fees rather than by selling products. Pyramid schemes are illegal and all investment in the company is fake. A network marketing company is different because it is a real marketing strategy where word-of-mouth and independent-agents are legitimate (Diften, n.d.). The commission is paid to independent-agents at multiple levels when products are sold. The independent-agents that are passionate and dedicated to helping others can surpass agents that are in their “up-line” breaking the “pyramid” shape given to network marketing companies. New and current members are asked to pay upfront for products, but almost all companies ask this of their customers. Young Living independent-agents earn compensation when new members enroll under them, when current “downline” members purchase products, and from shares in the company depending on rank. See Appendix A for a table that compares pyramid scheme to network marketing companies.

Young Living is different than other network marketing companies because they produce consumable products that are essential for everyday health and wellness regimes. They also have strict manufacturing and production policies that consider the health of the environment and the health of humans in every step. Similar network marketing companies were created in the wake of Young Living’s research and success of using essential oils for personal care, health care, and cleaning abilities. Competition is good; it pushes the best companies to be better. Young Living surpasses all the other companies and is the best complementary company to developing a clean, sustainable lifestyle because they are the world leaders in essential oils and environmentally friendly manufacturing and production practices.

Gary Young, the founder of Young Living, began the essential oils revolution in the 1980s, and has since grown his idea to be world spread and a billion-dollar business. Young Living has set the highest quality standards for the entire essential oil industry (Young, 2015). Besides being the number one essential oil company, see Appendix A for seven reasons why Young Living is the best company to work for. These seven reasons explaining why Young Living is the best company to work for have sparked many individuals' interests and have opened a floodgate of ideas for them to start a clean lifestyle.

The last feature of a network marketing company is the prospect of professionalism (Worre, 2013). The business will not expand unless the entrepreneur is passionate, intentional, and an expert in their role. The best part about a network marketing company is the independent-agent does not get paid without helping someone (Worre, 2013). The only catch is that they must accept a temporary loss of social esteem from ignorant people, meaning some individuals will put down the idea no matter the content or product (Worre, 2013). However, Eric Worre, at a presentation I attended for Young Living independent agents, stated that it is all worth it in the end because of the career that will be created, the freedom that will be enjoyed, the lives that will be touched, the people that will be met, the places that will be seen, the causes that will be contributed to, and the people that the entrepreneur will become in the process (2017). The world will not be saved by everyone playing "small". Together as a community, more important work will be done. Being a Young Living independent-agent is a promising venture for Cut Fluff to create a residual income.

The three major income potentials for Cut Fluff are sharing links for the Amazon Associate program, creating videos for YouTube Monetization, and being a Young Living independent-agent. However, these are not the only potential incomes. If other opportunities present themselves to create income, Cut Fluff will jump at the chance. As an income dedication, Cut Fluff donates half of all income to environmental action efforts, forty percent is recycled back into the company for business expenses, and the last ten percent is put into a savings account.

### **Motivating Individuals**

Creating a business plan requires choosing a target audience and understanding how they operate. It is impossible to force an individual to do something or to change, but it is possible to influence or “nudge” them to do something differently. Motivating is to inspire an individual to make a change in their life. A part of helping a person change behavior is to educate and coach the individual to success. It is important to understand the target audience and how to influence their decisions. This section examines the practice of motivating individuals by outlining my role as an environmental educator and wellness consultant, understanding adult learning behaviors, and tactics of changing individuals’ habits.

### **Environmental Education and Wellness Consulting**

In Cut Fluff, my role is an environmental educator and wellness consultant. In my opinion, an environmental educator is a person who is passionate about nature and is eager to pass that love onto others. They can also be called naturalists and interpreters

who teach participants about natural resources. I have been studying for many years to perfect my environmental education practices and along the way have achieved many certificates to teach different subjects. A couple of subjects I thoroughly enjoy discussing with adult participants are climate change, consumerism, ecological footprints, and all other related topics. When researching and discussing these topics with the participants it always pains me to learn how little everyone knows about our impacts on Earth. In my search to educate everyone on these subjects, I learned I cannot do it alone, for I need an army to teach the world about our impacts on Earth and the dire consequences of our lifestyles.

The environmental education role of Cut Fluff is important because individuals need to understand the situation before making changes in their life. In Sam Ham's (2013) book, *Interpretation: Making a Difference on Purpose*, he quoted the US National Park Service when they said, "People will only care for what they first care about" (p. 3). Individuals need to care about our planet before they make the jump to care for it. The best way of interpreting information and ideas to participants is through relatable, provocative stories (Ham, 2013, p. 65). I plan to use thematic interpretive stories in my education videos and online courses. It is important to use stories to connect my participants to creating a clean, sustainable lifestyle. Stories help individuals see themselves taking similar steps towards success.

The wellness consultant is the second part of my role in the business. There is a current focus on leading healthier lifestyles. "A wellness consultant helps people to lead physically as well as mentally healthier lifestyles. Wellness consultants advise people on healthier lifestyle choices in various areas" (Wellness Proposals, 2013, para. 3). In my

case, a wellness consultant assists individuals to lead clean, toxin-free, environmentally sustainable lifestyles that help with physical, mental, and spiritual well-being.

There are multiple “winning” qualities of consultants. A consultant should be professional, control their time, be a source of expert knowledge and resources, have good communication and listening skills, and maintain their role and reputation when with participants (Think Like a Consultant, 2015). This role is important to the business because after educating individuals about environmental issues and their ecological footprints, it is best to give participants actionable steps to clean-up their lifestyle and lower their impact on Earth. As a wellness consultant, I can assist participants in developing a clean, sustainable lifestyle.

### **Adult Learning Behaviors**

Selecting a target audience or market is critical in creating a successful business. “Given the current state of the economy, having a well-defined target market is more important than ever” because we cannot afford to target everyone (Porta, 2013, para. 1). When deciding on a target audience, an entrepreneur should explore common characteristics and interests in their selected market and develop a niche market around it. Developing a niche market means marketing to a specific demographic and determine how the service or product will fit into the demographics’ lives (Porta, 2013.). However, an entrepreneur should not narrow their niche market down too far; they should find the perfect balance that incorporates many people but not everyone. The niche market I have chosen for Cut Fluff includes adult individuals seeking to lower their ecological footprint, discover non-toxic household and personal care products, and be a part of a supportive



community. I plan to reach my target audience through online and in-person channels, such as sharing content on social media sites and tabling at local events.

Adults learn and process new information in different ways compared to youth. Andragogy was coined by Alexander Kapp in 1833 and made infamous by Malcolm Shepherd Knowles in 1967 (Crawford, 2004). Andragogy refers to the art and science of adult education and learning. There are five assumptions and four principles of adult learners.

The five assumptions of andragogy characterize adult learners. The first assumption is self-concept. Adult learners need to be involved in the design and development of their learning (Pappas, 2014). The learners acquire new information more effectively when they build on existing knowledge and can explore new topics on their own. The second assumption is adult learner experiences. Including a wide range of instructional content with models and theories can appeal to more learners (Pappas, 2014). Adults build on previous knowledge and experiences. The third assumption is readiness to learn. The utilization of social media platforms can tie learning to social development and is highly beneficial to learners (Pappas, 2014). Adults are more open to new learning opportunities if they know it helps them achieve a goal. The fourth assumption is orientation to learning. Emphasizing how the content and material is relevant to the learner will help them to actively engage in the content (Pappas, 2014). The last assumption is motivation to learn. “There must be a valid reason behind every eLearning course, module, or educational activity” (Pappas, 2014, para. 6). The learners need to be motivated to learn the content.

There are four principles of andragogy to follow when creating new learning opportunities. The first principle is “adults must have a hand in the design and development of their learning experience” (Pappas, 2014, para. 7). Adults want to be a part of the development, implementation, and evaluation of the curriculum. The second principle is “experience should be at the root of all eLearning tasks and activities” (Pappas, 2014, para. 8). The learning experiences are more important than the end result for an adult learner. The third principle is “real life application and benefits must be tied to the eLearning course” (Pappas, 2014, para. 9). The content in the learning opportunity needs to be relative and tie into real world benefits and applications. The last principle is “give adult learners the opportunity to absorb information, rather than memorizing it” (Pappas, 2014, para. 10). Giving adult learners time to experience and reflect upon information is key for deep understanding and learning new information and skills.

Cut Fluff has been designed to accompany the andragogy assumptions and principles for the participants. Adults learn differently than youth and therefore should be recognized in my business.

### **Changing Individuals’ Habits**

In the path of motivating individuals to change their habits, there is the possibility of changing someone else’s lifestyle habits. It is impossible to force others to change how they think, dress, or what they purchase or consume. No one likes to be told what to do. Even when a friend is seeking advice, they will not incorporate the advice into their life unless they are fully open to it and want to make the change. We are all “rugged-individualist” on the outside, but on the inside, we all want to “fit-in” (Fredin, 2017). It is

possible to motivate an individual to make a change when they think it is the best way to improve their health. For instance, “nudging” individuals to take baby steps or think a different way can be very effective for creating change (Thaler, 2009).

When motivating an individual to make a change you want to “embrace the power of one” (Hansen, 2012). Focus on one small “keystone habit” to change instead of committing to more (Duhigg, 2014). “Keystone habits lead to the development of multiple good habits. They start a chain effect in your life that produces a number of positive outcomes” (Scott, 2017, para. 17). It is easier to concentrate on modifying one small concrete behavior change than trying to modify multiple behaviors.

We assume we are being more productive with handling many things at one time; however, the opposite is true. Research on multitasking claims that handling more than one task at a time is proven to decrease our health and our productivity (Gulati, 2012). Only one task can be focused on at a time, so as a wellness consultant, I should assist my participants with changing one small keystone behavior. With focusing on one keystone behavior, the other habits and behaviors fall into place and are easier to adapt. The keystone behavior is different for every participant and depends on their current lifestyle decisions.

The next way to motivate individuals is to make our concepts and methods “sticky” (Hansen, 2012). The goal here is to create actionable, concrete goals that are obtainable and measurable by the participant and will continue to evolve. Their actions need to be physical and concrete and see a change happen. When creating my “sticky” goals, I should also “paint a vivid picture” for the participants (Hansen, 2012). The use of thematic, easy-to-follow, relevant, and enjoyable-to-process concepts using stories,

metaphors, pictures, and video helps participants envision a clean, sustainable lifestyle for themselves (Ham, 2013). When participants can envision their wellness journey and where to begin, it is more likely they will start down the path. As they go, changing their habits to embody a clean, sustainable lifestyle will become easier. Habit changing is also easier when surrounded by a like-minded community who cares about each individual's wellness journey.

There are seven rules for behavior change and helping individuals adopt a pro-environmental lifestyle. These seven rules have been adapted from a presentation of the *Psychology of Behavior Change* by Patty Born Selly.

Rule 1: To make the sustainable behavior a social default, for instance  
communicate how to make a good decision.

Rule 2: Create relatable informative pictures to educate the individual.

Rule 3: Present the information as an experience that makes "hidden" information  
visible.

Rule 4: Engage the individual through surprises and make them think about  
information in a different way.

Rule 5: Create an opportunity for competence and provide an opportunity for the  
individual to try a new behavior.

Rule 6: Make the real change a by-product of a small less-significant action.

Rule 7: Balance the urgency of changing an individual's behavior with the hope  
that everything will be "okay". (Selly, 2017)

The seven rules have been proven to be effective in motivating individuals to change their behaviors and are incorporated into my business strategy. Motivating, "nudging",

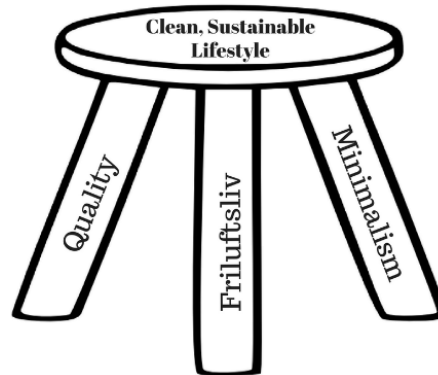
and inspiring individuals to change their lifestyles in a main objective for my business. Cut Fluff's mission is to educate and inspire individuals to create their own clean, sustainable lifestyle to lower their impact on Earth.. To make this happen, changing individuals' habits is a priority.

Creating a new business requires looking closer at the target audience and understanding how they operate. This section examined the practice of motivating individuals by outlining my role as an environmental educator and wellness consultant, understanding adult learning behaviors, and tactics of changing individuals' habits.

### **Clean, Sustainable Lifestyle**

The purpose of the entire capstone project is to activate individuals to lower their impact on Earth by developing a clean, sustainable lifestyle. A clean, sustainable lifestyle is defined, by me, as a toxic chemical-free lifestyle with a small ecological footprint. Everything has an ecological footprint – “the only metric that measures how much nature we have and how much nature we use” (Global Footprint Network, 2017, para. 1). The more wasteful consumers leave a bigger ecological footprint on the Earth. The development of a clean, sustainable lifestyle will lower an individual's consumption and swap out current essential items for environmentally-friendly items. This section introduces clean, sustainable lifestyles by describing the three legs which are connecting with the outdoors, participating in intentional consumerism, and practicing minimalism. How does an individual go about developing a lifestyle that is clean and sustainable and still live their life to the fullest? Figure one represents the three legs which are *Friluftsliv*

(connecting with the outdoors), quality (participating in intentional consumerism), and minimalism (practicing minimalism).



*Figure 1:* Depicts the three legs of a clean, sustainable lifestyle.

### **Connecting with the Outdoors, *Friluftsliv***

The first leg of connecting with the natural environment is an enormous piece of creating a clean, sustainable lifestyle. Finding this connection and passion is one of the most important parts of beginning the transformation. We come from nature and with our fast-paced society we tend to forget the basics of life. In the last few hundred years, we have been disengaged from the natural environment. Never before have humans spent so little time in physical contact with animals and plants, and the consequences are beginning to show. Connecting with nature on a deeper level can have major benefits. It has been researched throughout recorded human history and the results are always that the natural world improves our well-being (Capaldi, 2015, p. 1).

Studies show that time in nature improves our or mental, emotional, physical, social, and spiritual well-being. Individuals who are immersed in a natural setting are

more generous, whereas those immersed in a non-natural setting are less likely to give (Weinstein, 2009, p. 1327). Many individuals experience lower stress levels, improved cognitive function, inspiration to create, and have a greater sense of grounding when enjoying the outdoors. Being active outside also leads to more physical fitness. Many sports and recreational activities are performed outside and can be more enjoyable than indoor activities because of the welcomed benefit of connecting with nature.

“The most gratifying benefits of a nature rich life: the building of stronger relationships within the family, among friends, and in the community” (Louv, 2016, p. 3). Relationships with friends, family, and neighbors are enhanced when the time is spent with those individuals in nature walking and communicating. Sharing nature creates stronger family bonds and memories that last a lifetime. Connecting with nature also creates spiritual development which, “takes place deeply internally, and is extremely personal” (Rivkin, 2014, p. 60). A spiritual moment in a natural setting brings on the feeling of wonder, awe, joy, and inner peace. However, connecting with nature is not as simple as doing an activity in nature.

*Friluftsliv*, pronounced (frí-loofts-live), is another word for connecting with the outdoors on a deeper level. The essence of *Friluftsliv* is difficult to define. It is a philosophy deeply rooted in Scandinavian culture but has recently been adopted by people all over the world. The loose translation of *Friluftsliv* in English is to have a “free air life” which can be turned around to mean an “open air life”. The spirit of *Friluftsliv* can be viewed as an expression of biophilia which Edward O. Wilson suggests is that humans possess an innate tendency to seek connections with nature and all other forms of life (1986). “Friluftsliv, first and foremost, is about feeling the joy of being out in nature,

alone or with others, experiencing pleasure and harmony with the surroundings – being in nature and doing something that is meaningful” (Henderson, 2007, p. 23).

*Friluftsliv* means many things. It ensures positive ways of sharing time together. It is the foundation upon which a lifetime of quality experiences are built. It gives breathing room in a busy world and gives us an experience of freedom. “*Friluftsliv* gives us excitement. *Friluftsliv* gives us dreams. *Friluftsliv* is a gift from a parent to the children” (Henderson, 2007, p.25 – 26). It is not about expensive trips and activities. It can be as simple as eating a picnic in your backyard which is surrounded by nature. The following are a few significant elements of *Friluftsliv*:

- Experiencing nature is key,
- Practicing *Friluftsliv* is not dependent on large costs for travelling and equipment,
- The nature and cultural landscape used is easily accessible from permanent residences and holiday cabins,
- The passing of tradition is strongly anchored in natural social groups such as family and friends,
- *Friluftsliv* is not dependent on organizations: it is possible for individuals to choose their own time and place for practicing it (Henderson, 2007, p.27).

These elements shape the concept of *Friluftsliv*. They are easy to accomplish but take mindful and intentional thought. A great example of *Friluftsliv* is having children gambol about in the woods, pick up leaves and peer into hollow logs. Another example would be a group of single adults meeting every Wednesday outside to exercise in a group on walking trails. *Friluftsliv* helps develop that deeper connection to nature by giving purpose and meaning to the experience.



Creating a deep connection with nature and experiencing *Friluftsliv* is important to our health, but it also helps us create a healthy Earth and a livable planet. If our Earth is not happy, then our health begins to fail and more society-shattering disasters happen. Humans are currently making our planet upset and it is beginning to heat up. Nothing less than the future of our species is at stake in maintaining and restoring a relationship between human development and nature (Kellert, 2012). When we take care of our planet, it takes care of us. However, humans have become exquisite exploiters of our natural resources. As a consequence, we have overwhelmed all other vertebrate competitors and have become the ultimate competitor and no other species can withstand the selective pressures we bring to bear because humans can live virtually anywhere and can dominate any landscape (McDaniel, 2011, p.225).

Humans have become the ultimate invasive species “whose introduction causes or is likely to cause economic or environmental harm or harm to human health” (USDA, 2016, para. 3). When we harm our planet, we harm ourselves. We are our own worst enemies; however, it does not need to be this way. “Through the actions of each one of us, global culture can embrace an urgently needed ecologically centered pattern of living” (McDaniel, 2011, p. 228). For instance, developing a clean, sustainable lifestyle that only benefits our Earth and our health. We need to have passion for the natural environment before we change our behaviors to protect it and lower our ecological footprint. Developing this passion and then changing behaviors is the first key element in creating a clean, sustainable life.

## **Intentional Consumerism**

The second leg of creating a clean, sustainable lifestyle indicates the quality of items we consume. In my opinion, developing a mindful and intentional consumer habit is key when creating this lifestyle. The quality of products is important to how we consume. Quality is the “measure of excellence or state of being free from defects, deficiencies, and significant variations. It is brought about by a strict and consistent commitment to certain standards that achieve uniformity or a product in order to satisfy specific customer or user requirements” (Quality, 2017, para. 1). Quality to some individuals means to spend more money on something that they can find somewhere else for cheaper. Being frugal does not mean saving money, but it means spending your money wisely (Henry, 2015).

Mindful and intentional buying goes together with being frugal. Frugality means spending money wisely and intentionally to save money for items that are important. The bottom line is to have money to spend on goals, emergencies, and smarter buying decisions. We have become a society that gets caught up in buying the cheapest serviceable version of what we need, as long as we keep “saving money”; however, many products are made cheaply with synthetic and altered materials which demands maintenance, upkeep, or replacement after product purchase.

For instance, almost all our personal care products and cleaning products have some type of fragrance included in it. These fragrances can be synthetic or natural. For many products, it is the former even if they claim to be “natural”. Many of the products contain essential oil for natural fragrance. Many essential oils in today’s world market contain synthetics, have been adulterated in another way with a filler substance, or have

been contaminated by pesticides or other toxic-chemicals during early stages of product development. “It is hard to find an aromatherapy-labeled product that does not contain adulterated oils” (Life Science Publishing, 2016, p. v). Only some of the products we use every day that contain fragrances are regulated as cosmetics by the FDA (FDA, 2015).

Essential oils are a product not fully regulated by the FDA, and companies can slap almost any ingredient label on the bottle. The U.S. Food and Drug Administration (2015) stated,

FDA requires the list of ingredients under the Fair Packaging and Labeling Act (FPLA). This law is not allowed to be used to force a company to tell ‘trade secrets.’ Fragrance and flavor formulas are complex mixtures of many different natural and synthetic chemical ingredients, and they are the kinds of cosmetic components that are most likely to be ‘trade secrets’.

Young Living is the world leader in essential oils (Young, 2015). Young Living has a twenty-year-old quality system called Seed-to-Seal®. “The Young Living Seed-to-Seal® process ensures the highest quality possible of every essential oil poured into the bottle at [their] production facility, thus providing [their] members with the confidence that they are buying the very best essential oils available” (Young, 2015, p. x). Young Living members can also visit their different essential oil farms around the world to watch and help with the planting and harvesting of the plants. Members can visit with the farm managers and be walked through the distilleries as well.

Young Living conducts nine to fifteen different tests with every essential oil lot they receive from the farms. These tests test for synthetics, toxic chemicals, purity, specific gravity, optical rotation, and many other variables. Understanding the importance

of a company running extensive testing and quality control processes is key to buying high quality products. Before buying any product, an individual should know everything about where it came from, what it is made from, and what has been affected by the production of the product. A good question to ask is, “how environmentally-friendly is this product?”

Another piece of intentional consumption is the disposal of used products. A clean, sustainable lifestyle promotes living zero-waste. If everyone adopted a few of Bea Johnson’s, the famed Zero Waste Home blogger and zero waste guru, simple habits, “we could save thousands of tons of trash from landfills, improve air and water quality, and even save some money in the process” (Good, 2014, para. 4). The simple habits include being free from disposables, buying in bulk, loving leftovers, shopping at secondhand stores, taking care of clothes and personal items, bringing lunch in reusable containers, going digital and trying not to print, recycling everything possible, simplifying cleaning supplies, and making personal care items.

Most of the things we use end up in our landfill, in our environment, and in our water. The clean, sustainable lifestyle makes an effort to delete this harmful habit from our lives. The concept of “Leave No Trace” – a set of outdoor ethics promoting conservation in the outdoors – also falls under this category. The principles of Leave No Trace are plan ahead and be prepared, travel on durable surfaces, dispose of waste properly, leave what you find if its nature related, pack out if It is human-related (wrappers), minimize all impacts you make, respect wildlife, and be considerate of others. With intentional consumerism, we should be mindfully attempting to decrease our

ecological footprint as much as possible. Developing the habit of intentional consumerism is the second key element in creating a clean, sustainable life.

### **Minimalism**

The third leg of creating a clean, sustainable lifestyle is becoming a balanced minimalist. In the action of owning less, many benefits emerge that produce freedom, happiness, and abundance. Owning less also automatically lowers our ecological footprint. Owning less goes against our wasteful/fast-paced society. “It is contrary to every advertisement we have ever seen because we live in a society that prides itself on the accumulation of possessions” (Becker, 2017, para. 1). However, owning less can bring you more joy than owning more. Joshua Becker, a minimalist expert, lists out twenty-one benefits of living with less (see Appendix A). Becoming a minimalist is not about getting rid of everything you own. It is creating a balance between items you need to live a purposeful, abundant, healthy, and happy life. We live in a culture that is drowning in our possessions. We take in more every day, but rarely find time to discard.

The individuals in our society own bigger houses than ever before, but we still cannot manage to fit all our possessions in them. “Living with less creates time and space to discover what really matters” (Carver, 2016, para. 3). Not only fewer possessions but fewer commitments and busyness. It is learning to let go of things in our lives that bog us down and keep us from achieving our dreams and find our purpose. It is adding in value, silence, laughter, gratitude, patience, benevolence, joy, congruence, and love (Carver, 2014). Becoming a minimalist helps feed our passion for connecting with nature.

Developing the habit of owning less and becoming a minimalist is the third key element in creating a clean, sustainable life.

Putting together all three key elements, *friluftsliv*, quality, and minimalism, creates the three legs of a clean, sustainable lifestyle. The three elements are needed to balance the theoretical “stool” of lowering our ecological footprint on the Earth. Balancing these three elements helps individuals live a clean, sustainable life that is full of wellness, purpose, and abundance.

### **Summary**

This literature review supports my investigation which looks at the question, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?* In this review, I researched my three themes to understand the question. I first discussed business strategies by defining entrepreneurship, small business plans, and the Network Education Business structure. In the second section, I examined the practice of motivating individuals by outlining how to select a target audience, the role of an environmental educator and wellness consultant, and tactics of changing individuals’ habits. In the last section, I introduced the meaning of a clean, sustainable lifestyle and described the three legs which connects the outdoors, intentional consumerism, and minimalism. In chapter three, I describe and explain my capstone project in detail. The chapter focuses on the who, what, when, where, why, and how of the project.

## CHAPTER THREE

### Project Description

#### Overview

The following chapter outlines the methods I used to craft my business plan and following tools to run Cut Fluff. This chapter walks through the project design, identify the setting and target audience, detail the project's methods and procedures, and touches on the outcome purpose of the project. Identifying the who, what, when, where, why, and how as well as the importance in understanding the purpose and drive behind the project. Answering these questions move me one step closer to practicing the effective strategies that I uncovered in my literature to answer the question, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?*

I begin this chapter with defining my project methods and procedures. I then move on to defining my project design. Next, I move into the setting of my project and define my target audience. I end the chapter with outcome measurements and purpose.

#### Project Methods and Procedures

My business plan with accompanying tools are constantly involving but they will become official at the end of 2017. The business plan and tools are to be put into place as soon as they are ready for the public eye. The business plan is crafted first so the tools contain all the same messaging and atmosphere. I have learned that consistency is key when developing anything, such as developing a professional business. I want Cut Fluff to be coherent and uniform across all spectrums and marketing channels. There should be

one key message and an end goal that is easily understandable and relatable for my target audience. The business plan has been created off a standard business plan proposal which details the concept and focus of the business. (see Appendix B for Business Plan Template)

The first tool I created is my informative website which acts as a foundation for individuals seeking education and consulting (see Appendix C for screenshots of website). The website is a tool to learn more about my small business and to attract participants who need assistance. The website is also a portal to the online classes and supportive community. I used WIX to create my website. WIX is a website platform that allows you to create your own website for free and uses powerful technology that makes it easy for anyone to create a stunning, professional and functional website (WIX, 2017). There is no creative limit or coding hassle with the WIX platform. The platform made it easy to transform a desktop website to be a mobile-friendly website. The platform also made it incredible easy and simple to create a website with their templates and user-friendly platform.

The next tool created is a few online classes (see Appendix D for screenshots of course website). The online classes offer my participants a way to self-educate themselves on important topics and issues. It is also a place to gain information about recommended clean, sustainable products and lifestyle choices. The classes are handy at keeping track of individuals and gaging how dedicated they are at creating a new lifestyle. The more online classes accomplished by one individual will help me determine how motivated they are to learn about developing a clean, sustainable lifestyle. From



there, I can assist them with acting on the information and support their decisions to make their lives healthier and their impacts smaller on Earth.

I used Teachable platform to host my online classes. This is an education technology that offers a social online learning platform designed to deliver massive open online courses. Teachable also allows me to put prices on my online classes. Their slogan is to “create and sell beautiful online courses” (Teachable, 2017, para. 1). Teachable collects money easily through PayPal. PayPal is a safe, easy way to pay and get paid online; therefore, Teachable is a great resource for me to track individuals and price courses accordingly to the information they provide to the participant (2017).

The last tool I have created for my capstone project is a few light promotional materials that help encourage individuals to visit my website and online classes (see Appendix E for pictures of promotional material). The light promotional material is designed to invite individuals to create a clean, sustainable lifestyle instead of forcing individuals to “act now”. Many individuals do not like being told to do something, but making options that they can do is more effective. The material should be light and simple to understand without added pressure and stress to the recipient. The term “light” is being used to emphasize the importance of keeping the promotional material simple with no pressure or stress for the recipient to do something. I want Cut Fluff to remove stress from participants lives. The promotional material is designed and printed through a variety of distributors who provide the best templates and prices. Cut Fluff’s business plan and accompany tools are consistent with each other and are priorities for the success of the business.

## **Project Design**

This capstone project was designed to help me craft a business plan with tools to successfully operate and maintain my small business venture. Through this form of research, I can better understand the complexity of creating and operating a small business as well as maintaining it to be successful. For the project, I crafted a business plan which provided in detail the concept and focus of my small business. I also crafted tools to accompany my business plan. The tools I have created involve a website containing information about my small business, a place to host online environmental education classes, and light promotion material.

The business plan with tools are crafted by the information I have previously gathered about effective strategies to motivate individuals to develop a clean, sustainable lifestyle (see Appendix B for the Business Plan Template). The informative website assists my participants with resources and material about my small business and states my mission and goals. The website also contains information on how to contact me. The online environmental education classes are a great addition to Cut Fluff. They help my participants learn more about specific topics of their choice and leisure. The online classes are self-led, and the participants can access them on their own time. The light promotion material was designed to promote my small business in an easy minimalistic way. The promotional material was not made with the intention of forcing individuals to change their lifestyles. All aspects of the project help Cut Fluff grow as business.

## Setting

Cut Fluff emphasizes network connections. The business is built on educating individuals through social interactions. This could be an in-person or online experience. I value the relationships I have with participants and meeting their needs is another top priority. Some individuals are more likely to enjoy an online experience, and some are more likely to enjoy an in-person experience. The idea is to create a community of like-minded individuals who care deeply about their health, the health of the Earth, and want to start their journey to a clean, sustainable lifestyle.

The majority of the business has an online presence through the informative website, the online classes, and network community on social media. Our world is busy, and as an effective strategy, Cut Fluff is available on-the-go to accommodate full lives. Participants have access Cut Fluff wherever they are located with the online and mobile capabilities. They are instantly connected to the supportive community through social media as well. The online aspect is convenient for the participants and allows for more personalized visits to promote Cut Fluff and be a great community role model for a clean, sustainable life.

Another part of Cut Fluff is small group meetings, in-person classes and consulting, outreach events, and community projects. The in-person meet ups, classes, and consulting are restricted to my neighborhood where I live. This restriction is to limit the number of emissions I create by going to and from a location. I am willing to drive further only for an important outreaching event. An outreach event is an activity I would be a part of to promote Cut Fluff and inspire new participants to create a clean, sustainable lifestyle. This would entail going to farmer markets, town fairs, career fairs,

carnivals, concerts, etc. The idea is to talk with individuals in-person and have Cut Fluff be represented in the community.

The community projects are a volunteer service which is performed only in my geographical community. Community projects can help promote clean, sustainable living for all in the neighborhood, for example, asking people from the community to come out and join me in picking up litter. Cut Fluff has a large online presence as well as a supportive in-person existence. This setting allows Cut Fluff participants to be from all over the world and also in my local community.

### **Target Audience**

Cut Fluff is geared toward adult individuals who are seeking a more “clean” and “green” lifestyle and need assistance with creating a sustainable lifestyle. I have run into countless individuals who are in favor of a healthier lifestyle that increases their health and the health of the natural environment. These individuals also have strong feelings for nature and the passion for connecting and protecting it; however, they fail in one area – their everyday choices. It is becoming easier to choose clean, sustainable products, but it is not easy enough.

Cut Fluff focuses on an adult audience who wish to learn more about environmental issues. Within my environmental education academic career, I have noticed a lack of education geared towards adult individuals who know little about environmental issues. There seems to be a great generation gap in learning about the natural environment and how nature connects with any profession. Unfortunately, I have noticed a wide adult audience that lacks simple information about how the Earth works.

The adult audience is widespread; however, I do want to include all individuals who want to learn more about lowering their impact on Earth but are lost on where to begin. I do not want to limit Cut Fluff to an age range, a gender, a cultural group, or an income or economic range. I want to help any individual who needs assistance with developing a clean, sustainable lifestyle. Nature is very complex and the natural systems that connect with our social systems are hidden and should be uncovered for the benefits to be praised. Cut Fluff helps eager individuals be educated on natural systems and develop a clean, sustainable lifestyle which fits their daily activities and needs. For instance, individuals learn about plastic straws wreaking havoc on ocean populations and are inspired to purchase and use stainless steel straws instead. I plan to reach my target audience in a number of different ways. The top ways would be word-of-mouth, sharing on different social media platforms, and seeking out related blogs, websites, and forums to spread my content. Cut Fluff's adult targeted audience is large but manageable. Cut Fluff's online services (YouTube, Teachable, Facebook, Instagram, Young Living, Amazon Affiliate, Blog, etc.) can have limitless participants. In fact, the number of participants indicates the success of Cut Fluff. More participants equals more success.

### **Outcome Measurements and Purpose**

My capstone project serves as a plan to craft a successful business that effectively motivates individuals to create a clean, sustainable lifestyle. This type of lifestyle is important to cultivate into a social normality. Individuals should feel comfortable sharing what they are doing to lower their ecological footprint and make the behavior seem ordinary and regular. This lifestyle mindset should have been infiltrated into our society

from the beginning and maybe it was at some point; tactlessly, our culture has moved away from nature and has capitalized on financial greed.

With my project and my business venture, my hope is to make living a clean, sustainable life normal. Everyone should be living a life that makes the least amount of impact on the Earth. The health of our natural environment directly correlates to our health. I will be collecting data through a mixed methods process. I am planning to gather quantitative information by tracking the number of participants I interact with on a daily basis. I will gather the qualitative information by asking for reviews on the consulting, the online classes, and the website. By developing a clean, sustainable lifestyle, individuals can live a healthier, more abundant and purposeful life which will improve the state of the Earth. The number of individuals participating in Cut Fluff's online and in-person services is a measurable outcome that indicates the success of the business. As stated before, more participants generations more success for Cut Fluff, as well as creates a large society of individuals who wish to lower their impact on Earth. It is a win/win situation.

### **Summary**

My methods have been designed to maximize my potential to craft my business plan with its accompanying tools. The chapter reviewed the project design, identified the setting and target audience, detailed the project's methods and procedures, and touched on the outcome purpose of the project. Identifying the who, what, when, where, why, and how of the project is important in completing the project. Detailing the methods to the Cut Fluff business design answered the following question, *what business strategies*

*effectively motivate individuals to develop clean, sustainable lifestyles?* The next chapter concludes my capstone and highlights what was learned throughout the capstone process and the creation of the project. The chapter revisits the literature review, considers possible implications and limitations of the project, recommends future research projects, reflects my personal development, and states my future continuation of my small business.

## CHAPTER FOUR

### Conclusions

#### Purpose of the Project

My research question is, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?* I created a business plan and accompanying tools to share the business strategies I discovered to effectively motivate individuals. The business plan and tools have created coherency in my Cut Fluff business. The plan has features of a creative business plan with pictures and fancy fonts; nevertheless, the business plan also follows a formal business plan template. The few accompanying tools to the business plan include my informative website (see Appendix C), an online course (see Appendix D), and light promotional materials (see Appendix E). All features of the capstone project have helped Cut Fluff grow as a business.

The capstone process and learning more about my topic has taught me multiple techniques to motivate individuals to develop new lifestyles. Through writing the capstone paper, I now have a better understand of how small business are developed and managed. I also have a deeper understand on what a clean, sustainable lifestyle means to different individuals. All three of these facets have allowed me to comprehend my small business venture.

This chapter is dedicated to summarizing my capstone paper and project as well as reflect upon my capstone experience. I start with a reflection on my personal growth and where the business will go after this publication. The next section confirms and highlights important aspects from the literature review. The limitations and challenges



faced during the capstone process and crafting the project's purpose are then discussed. In the second half of the chapter, the implications of the project and how this capstone addresses the research question are addressed. The chapter ends with how I plan on communicating the results and how my project benefits the environmental education profession.

### **Personal Reflection**

In this section, I personally reflect on what I learned about myself during the capstone process and how my graduate studies have influenced my future plans and professional career.

Overall, the whole capstone process has been extremely positive. Because of it, I have become a new person who knows my skills and boundaries. I found direction and purpose in my life which brings me joy. Flushing out the details of my business and my future professional career has given me confidence to move forward and achieve my dream of educating others about nature. There has always been this urging need to communicate to the world about our beautiful planet and how humans are destroying it. Because of the capstone process, I have designed a business to do just that – to educate and inspire individuals to live better lives that do not harm our Earth.

The idea of a clean, sustainable lifestyle has developed over the last twelve months because of my graduate classes and personal realizations. The clean, sustainable lifestyle is about connecting deeply with nature, practicing minimalism, and participating in intentional (positive) consumerism. These make the trifecta for lowering ecological footprints. These three pillars form the stool that holds up the creation of a clean,

sustainable lifestyle. I have embodied this lifestyle that takes the idea of many other types of lifestyles and bonds them together. A life cannot just be sustainable; a life cannot just be clean, but it needs to be clean and sustainable. However, a life cannot be these things without some connection to nature. The connection to nature is the “why” when thinking of creating a clean, sustainable lifestyle. It makes the lifestyle have a deeper meaning. It’s not just about helping oneself but about helping the world.

Moving forward, I am excited to start implementing my business plan and using the accompanying tools full time. In my opinion, my capstone research and planning has helped me reach a point of readiness. In the future, I will continue to research and develop my professional and personal self. I have always had a need to learn more and that will never cease.

### **Summary of Literature Review**

I reviewed the literature that assisted with the development of my business plan. The review began with discussing business strategies, then examined the practice of motivating individuals, and lastly, it introduced the clean, sustainable lifestyle. The rest of this section is dedicated to summarizing and confirming various text from those three sections of my literature review.

### **Business Strategies**

The business strategies section of the literature review discussed four parts of starting Cut Fluff. The sections included defining entrepreneurship, small business plans, income opportunities, and network marketing. Defining a business strategy will

determine the direction of the business and what the business will look like in the future. It helps the business achieve overarching goals. Once the strategy is set, it can then start attracting participants (Kauffman, 2006). The business strategy sets the stage for participants. When creating my strategy, I have held steadfast at building Cut Fluff's foundation before reaching out to individuals. The entrepreneur of a business is the glue that holds the whole production together. Without a passionate and serious entrepreneur, the business will surely fail (Stephenson, 2009). The time and effort entrepreneurs put into their businesses are a complete reflection on the success or failure of their business. My passion for helping individuals to create clean, sustainable lives is firm. The need to help our Earth and our health flows through my veins.

Small businesses work differently than large corporations. The entrepreneur should understand all the roles and responsibilities of a small business. When choosing what type of business to start, an entrepreneur should match their skills with their interests (Pinson, 2001, p. 2). After the entrepreneur knows what type of business to start, the next step is creating a business plan. Before I started writing one word of my Cut Fluff business plan, I wrote down all of my interests and skills. The stars aligned with what I had already planned. The small business venture that I had dreamed about aligned perfectly with my talents. The success of the business depends on the business plan because it is the heart and soul of the business (Lee, 2014, p. 4). An entrepreneur should create a business plan that reflects their personality to ultimately help them achieve their dreams. I consider my Cut Fluff business plan to embody my personality and showcases my skills.

A major part of any business is the potential income. Cut Fluff has three current forms of potential income including the Amazon Associates program, YouTube Monetization, and Young Living independent-agent. Each form relies on consistent content to educate and inspire individuals to create a clean, sustainable lifestyle. The last form, Young Living independent-agent, is a part of a Network Market. The best part about a network marketing company is the independent-agent does not get paid without helping someone (Worre, 2013). Young Living fits effortlessly with Cut Fluff because I want to help individuals to create a life free from unnecessary toxins. My interests depend on seeing and knowing I am helping individuals change their lives for the betterment of their health and of Earth.

### **Motivating Individuals**

The motivating individuals section of the literature review outlined my role as an environmental educator and wellness consultant. It took a closer look at adult learning behaviors and flushed out tactics of changing individuals' habits. The environmental education role of Cut Fluff is important because individuals need to understand the situation before making changes in their life. "People will only care for what they first care about" (Ham, 2013, p. 3). This holds true on several different levels; for instance, if an individual never cares about their health or about nature, they will never willingly develop a clean, sustainable lifestyle. They would have no reason to do such a thing. Also for Cut Fluff, a wellness consultant assists individuals to lead clean, toxin-free, environmentally sustainable lifestyles that help with physical, mental, and spiritual well-being. "Wellness consultants advise people on healthier lifestyle choices in various areas"

(Wellness Proposals, 2013, para. 3). This role is important in supporting individuals to develop changes in their lives. Not only do individuals need education, but they need support on the new habits and adventure.

Selecting a target audience or market is critical in creating a successful business. “Given the current state of the economy, having a well-defined target market is more important than ever” because a business cannot afford to target everyone (Porta, 2013, para. 1). Cut Fluff focuses on adult learners. Adults learn and process new information in different ways compared to youth. Andragogy was coined by Alexander Kapp in 1833 and made infamous by Malcolm Shepherd Knowles in 1967 (Crawford, 2004). Andragogy refers to the art and science of adult education and learning. There are five assumptions of andragogy which characterize adult learners and four key principles to follow when creating new learning opportunities. Cut Fluff has been designed to accompany the andragogy assumptions and principles for the participants. These aspects are important to include because Cut Fluff’s content is to be created to assist the target audiences’ learning abilities.

It is impossible to force an individual to do something or to change, but it is possible to influence or “nudge” them to do something differently. There are many ways to “nudge” individuals to change their behavior. For a business to successfully “nudge” individuals, they have to know their audience and choose strategies wisely. A powerful strategy is to focus on one small “keystone habit” to change instead of committing to more (Duhigg, 2014). “Keystone habits lead to the development of multiple good habits. They start a chain effect in your life that produces a number of positive outcomes” (Scott, 2017, para. 17). It is easier to concentrate on modifying one small concrete behavior

change than trying to modify multiple behaviors. This strategy has been proven several times. Chunking up information about clean, sustainable lifestyles into “bite size” pieces has been successful. Individuals can become easily overwhelmed with everything there is to know and focusing on single habit changes has been fruitful. The smaller tasks and information are easier to digest and comprehend. The literature review also examined seven additional rules for behavior change and helping individuals adopt a pro-environmental lifestyle.

### **The Clean, Sustainable Lifestyle**

The introduction of the clean, sustainable lifestyle section of the literature review described the three legs which are needed to create the lifestyle. The three legs are connecting with the outdoors, participating in intentional consumerism, and practicing minimalism. The first leg of connecting with the natural environment, *Friluftsliv*, is an enormous piece of creating a clean, sustainable lifestyle. Finding this connection and passion is one of the most important parts of beginning the transformation. “The most gratifying benefits of a nature rich life: the building of stronger relationships within the family, among friends, and in the community” (Louv, 2016, p. 3). Connecting with nature also creates spiritual development which “takes place deeply internally, and is extremely personal” (Rivkin, 2014, p. 60). *Friluftsliv*, pronounced (frí-loofts-live), is another word for connecting with the outdoors on a deeper level. “Friluftsliv, first and foremost, is about feeling the joy of being out in nature, alone or with others, experiencing pleasure and harmony with the surroundings – being in nature and doing something that is meaningful” (Henderson, 2007, p. 23). This connection helps drive individuals to create a

low impact life such as a clean, sustainable lifestyle. *Friluftsliv* gives individuals a reason to care about their health and Earth.

The second leg of creating a clean, sustainable lifestyle indicates the quality of items we consume. Developing a mindful and intentional consumerism habits is key when creating this lifestyle. The quality of products is important to how we consume. Simple zero-waste habits “could save thousands of tons of trash from landfills, improve air and water quality, and even save some money in the process” (Good, 2014, para. 4). As consumerists, living a comfortable life is desired, but it is also best to make a low impact on Earth. Cut Fluff acknowledges the wants of consumers but also tries to lead individuals to products that are long lasting, compostable, recyclable, and/or reusable.

The third leg of creating a clean, sustainable lifestyle is becoming a balanced minimalist. In the action of owning less, many benefits emerge such as freedom, happiness, and abundance. Owning less also lowers an individual’s ecological footprint as less natural resources are consumed. Minimalism goes against companies’ single use product lifecycles in this fast-paced society. “It is contrary to every advertisement we have ever seen because we live in a society that prides itself on the accumulation of possessions” (Becker, 2017, para. 1). Cut Fluff embodies minimalism and strongly advises individuals to consider declutter their lives for numerous reasons.

This section reviewed my research into business strategies, motivating individuals, and the clean, sustainable lifestyle. The literature review helped answer my research question, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?* and helped me create my capstone project. The next section focuses on limitations of the project.

### **Project Limitations**

In this section, I discuss the limitations of my business plan and accompanying tools. I also describe the process I used and the challenges that occurred during the creation of the business plan and accompanying tools.

My capstone project had none to very minor limitations. I was quite excited to create my business plan and accompanying tools, so time was not an issue. I had all the tools and skills I needed to execute the creation of the business plan and accompanying tools, so resources and technique were not an issue. I had never created my own business plan before, but the template I used and the research I previously conducted was very helpful. For the accompanying tools, I have previous experience creating websites with WIX as well as business cards and stickers. I am moderately technologically savvy, so the creation of the online course on Teachable was easy. I also have many years of experience with social media sites, blogging, and creating videos. My business has been created to suit my skills, knowledge, experiences, and interests. If I was slightly not interested in the pursuit of an idea, I would omit it from my capstone project. This eliminated anxiety and frustration which is beneficial to my health and sanity. The only minor limitation was more of an inconvenience. I created more than five versions of the Cut Fluff website before I settled on the current version.

The process of creating the website was the most frustrating piece. Each previous version was missing key information or elements or was too confusing for visitors. As my capstone research continued, I would create a new version of the website. The current version meshes well with the business plan and vibe of my personality and business



outlook. The name of my business also changed multiple times. Each time I changed the name, I needed to update all the information and connecting pieces to the business. The process of creating the business was easy. I simply worked in order of operations and tackled each section faithfully until it was completed.

The only challenge I faced during when crafting my business plan and accompanying tools was my own critical mind and need for perfection. All pieces of my business are ever evolving. They will never be perfect. New information and revelations will always bring change to my business. Only one thing will stay constant and that is the mission, which is to educate and inspire individuals to create their own clean, sustainable lifestyle to lower their impact on Earth. Change is natural. Change is good. It is important that my business adapts and grows to keep up with the times. Limitations and challenges should not hold my business back from being successful. With new gained skills and the ability to adapt with a changing market, project implications will also keep my business strong into the future. The next section will focus on how my research question and business plan meld together as well as my prediction for the future.

### **Project Implications**

In this section, I discuss the implications of the project and how my capstone project addresses my research question. I also predict the impact my business plan and accompanying tools will make on my business. Lastly, I explore future research topics.

My research question is, *what business strategies effectively motivate individuals to develop clean, sustainable lifestyles?* The business plan and accompanying tools I crafted answer this question by presenting academic background and research findings on

strategies which are known to effectively motivate individuals. The capstone project helped identify and define a clean, sustainable lifestyle which is important to understanding the weight of the question. The literature review helped immensely with discovering the effective strategies which are now found throughout the business plan and other Cut Fluff content.

The success and failure of the strategies are not immediate. They will be exposed slowly overtime with the use of the business plan and accompanying tools. Successful and sustainable businesses do not happen overnight. They take time and planning. The impact of the business plan and accompanying tools have already grown my business, but only time will tell if Cut Fluff will grow a supportive and maintainable audience.

In the future, I plan to explore and expand my knowledge of successful online courses and develop more classes. I am also interested in expanding my Young Living family and growing my market through a larger online and community presence. Each of these topics are not new, but I want to explore them further in the future and become a source of knowledge that people want to seek out. I want to be more of a clean, sustainable guru. It is also a goal to learn more about holistic health and incorporate it into Cut Fluff's content. My capstone project is entangled in my personal life because of my drive of curiosity and passion for the environment and helping people. The next section explains how I plan to communicate the results and how my project benefits the environmental education profession.

### **Future of the Project**

My capstone project has resulted in a finished business foundation and three useful accompanying tools to advance Cut Fluff. The business plan acts as Cut Fluff's foundation and base for education and inspiration strategies. The results of the business plan can only be seen when individuals decide to partake in the various activities and exercise I plan to create using the strategies. The number of participants and the impacts of Cut Fluff will be recorded and summarized when necessary to the business. The accompanying tools can also be expanded to project more information about various related topics to a clean, sustainable lifestyle. The tools can be used to communicate the information I discovered through my literature review and the success of Cut Fluff.

My project and business focus on the adult population which is different than many of my environmental education peers. The majority of environmental educators focus on providing youth with free education about the natural environment. However, I think it makes a significant difference in the world to provide free education to adults about nature, consumerism, and ecological footprints. The actions of adults greatly affect our youth and how they see the world. Adults who make positive consumerism decisions can rub off onto their youth who may then be inclined to do the same. When youth see their role models or adult peers care about their health and for the environment, youth will be more likely to do the same. Cut Fluff targets adults because we need more positive adult role models for our youth to follow. My project brings environmental education to the lives of adults and children. It helps build a connection with how are daily decisions affect our world and how our world affects our daily lives. It is not about helping oneself but about helping the world.

## **Summary**

I have thought for many years on how to change the world and how to make it a better place. After many years of not understanding my purpose, I have finally found my calling in creating my business, Cut Fluff. This section summarized my literature review, the capstone project, the project's limitations, the project's implications, and my personal reflections of the process. This experience has helped me grow and my future grow in multiple different ways. I have learned about myself and my passions which have helped develop the business. The research section of this capstone has increased my knowledge about the subject and has me craving more information. The deep dive on crafting the business plan and developing the accompanying tools has built a great foundation for my business. I now feel ready for the next steps and implementing my business strategies to effectively motivate individuals to develop clean, sustainable lifestyles.

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## **APPENDIX A**

### **Project Objectives**

The purpose of my project is to analyze and determine the most effective and appropriate business strategies to create a successful business plan and accompany tools.

Specifically:

- 1) To define the best target market/audience.
- 2) To define the best practices of interacting with participants.
- 3) To sketch an optimal business plan.
- 4) To create accompany tools to progress my business.

### **Definition of Terms**

- 1) Clean, Sustainable Lifestyle – A toxic-chemical free lifestyle with a small ecological footprint.
- 2) Climate Change – The changing of world climates due to human impacts.
- 3) Consumerism – All things consumed by humans.
- 4) Cut Fluff – Kelsey’s small Network Education Business which acknowledges, educates, and activates individuals to develop a clean, sustainable lifestyle.
- 5) Ecological Footprint – the impact of a person or community on the environment, expressed as the amount of land required to sustain their use of natural resources.
- 6) Young Living – World leader essential oil company and top Multi-Level Marketing company because of their clean, sustainable farm and production process. Their mission focuses on providing wellness, purpose, and abundance through essential oils for all.

### Pyramid Scheme vs. Network Marketing

	<b>Pyramid Scheme</b>	<b>Network Marketing</b>
<b>What is it?</b>	Fraudulent scheme	Marketing Strategy
<b>Setup</b>	No real products are sold.	Commission is paid to independent agents at multiple levels when product is sold.
<b>Promised compensation</b>	Enrollees are asked to pay money upfront for products. Agents make money primarily from enrollment fees rather than selling products.	Enrollees are asked to pay money upfront for products. Agents make money from product recommendations, member product purchases, and company shares.
<b>Legitimacy</b>	Illegal	Legal
<b>Product</b>	There is no product except a fake investment	Used to sell tangible products.

### Seven Reasons Why Young Living is the Best Company to Work For

From Sarah Harnisch, *Gameplan: The complete strategy guide to go from starter kit to silver* (2016, pp. 5-12):

- 1) There is no income ceiling because salary depends on the effort and time an entrepreneur puts into growing their business. If no effort is put in, then no growth is shown.
- 2) The timing has never been better because the current market has never been more open to the product Young Living offers. We are amid a pure ingredients revolution,

- and, “no longer do we accept at face value that everything in a store is safe simply because it made it past the government” (Harnisch, 2016, p. 5).
- 3) YL has set up a willable income which means the income the entrepreneur currently generates goes towards their spouse or kids forever if they were to suddenly perish. Many other network marketing do not have this perk.
  - 4) Young Living is set up so the entrepreneur can take time off and still be paid because of the level structure in their downline. This bonus is especially handy when life gets in the way of work.
  - 5) With the combination of educating and networking with individuals about toxins in the home and also maintaining previous participants, an entrepreneur’s relationships steadily grow. Healthy relationships have been shown to increase an individual’s longevity (Waldinger, 2016).
  - 6) Young Living is a generous company that is built on bonuses and perks for every business builder member level. They also give perks and bonuses for individuals not participating in the business side. The company put the health of the environment and of individuals above increasing profit margins.
  - 7) Many other goods and services companies are turning into network marketing businesses. Young Living has been a network marketing company for over twenty years and is continuing to grow every year. Network marketing companies bring financial freedom to many families and is one of the best business strategies for distributing income throughout a company.

### **Joshua Becker's Twenty-One Benefits of Living with Less**

- 1) Spend Less – Choosing to accumulate only the essential often results in financial freedom. [Stop buying things we do not need.]
- 2) Less Stress – A minimalist home is significantly less stressful. [Less clutter to be in the way.]
- 3) Easier to Clean – The fewer things in our home, the easier it is to clean. [organize, repair, fix, attend-to, etc.]
- 4) More Freedom – The sense of freedom that comes from minimalism is truly refreshing. [Freedom to be with family and nature.]
- 5) Good for the Environment – The less we consume, the less damage we do to the environment. [The less we need to dispose of as well.]
- 6) Be More Productive – Our possessions consume our time more than we realize.
- 7) Example for My Kids – These are valuable life lessons they will never learn in the media. [Kids do what they see adults doing.]
- 8) Support Other Causes – Money is only as valuable as what we choose to spend it on. [Choose to support something that matters.]
- 9) Own Higher Quality Things – More is not better... better is better.
- 10) Less Work for Someone Else – Create a less stressful life today and lessen the burden on someone else too.
- 11) Be Happier – Owning fewer possessions makes you happier.
- 12) Do Work You Love – Own less stuff. Choose work you love.
- 13) Freedom From the Comparison Game – Our culture begs us to own more. [Stop keeping up the “Joneses”.]

- 14) Time for Things that Matter Most – The more stuff you own, the more your stuff owns you.
- 15) Visually Appealing – Make your home more appealing. [It is our sanctuary.]
- 16) Not Tied to the Past – Release the past to create a better tomorrow.
- 17) Less Places for Your Heart – Invest your heart into meaningful things. [Invest it in your health, into the community, etc.]
- 18) More Opportunity for Rest – Take a deep breath.
- 19) Find Things Easier – Own less clutter. Find stuff quicker.
- 20) Live in a Smaller Space – For most families, a house is the costliest investment they'll ever make. [Accumulate less debt.]
- 21) Display What You Value Most – Communicate what is most important (Becker, 2017).

## APPENDIX B

### Business Plan Template

From the *Writing a Successful Business Plan* by Haag (2013):

- An executive summary that captures the essence of the business plan.
  - The executive summary captures the essence of the business plan. This section is an abstract of the company's present status and future direction but is prepared after the plan is completed. The executive summary is the most important section of the business plan.
- Table of contents to serve as a guide to organizing the plan.
  - The table of contents serves as a guide to writing and organizing the business plan. It also assists readers to understand and easily access the information presented.
- Business description and history to describe the business and how it is managed.
  - Also called the company profile, this section provides basic background about the company, its organizational structure, what the business does and what makes it stand out from competitors.
- Service description to describe the services offered.
  - The purpose of this section of the plan is to provide a description of the product or services offered. Unique features that provide a competitive advantage are highlighted. Products and services provided by competitors are analyzed. Entrepreneurs should list the advantages of the product or services provided, along with improvements over existing products and



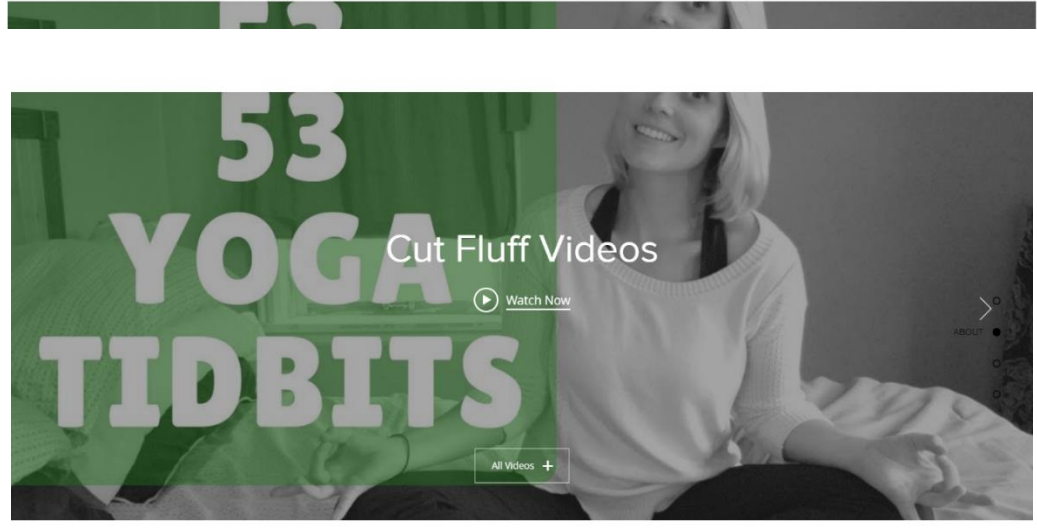
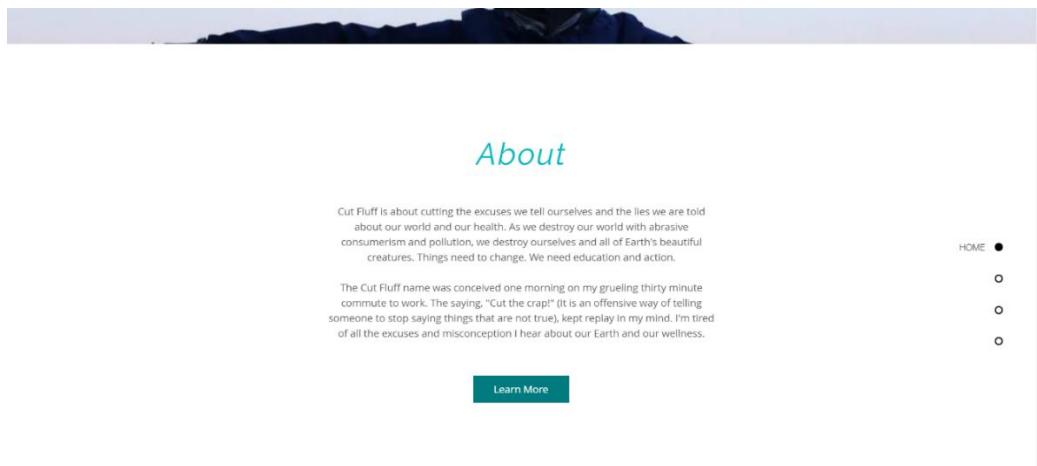
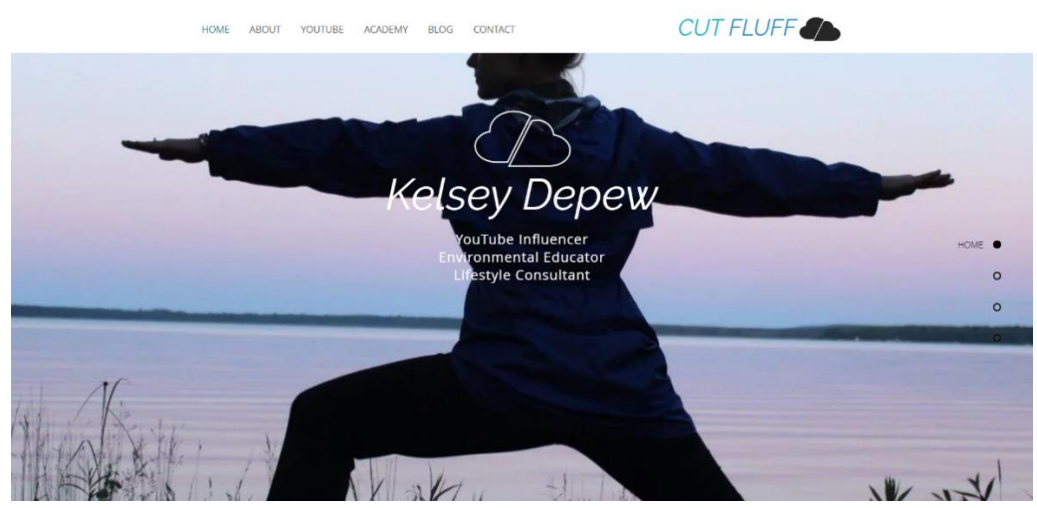
services. The entrepreneur must explain the strategy for meeting or dominating the competition.

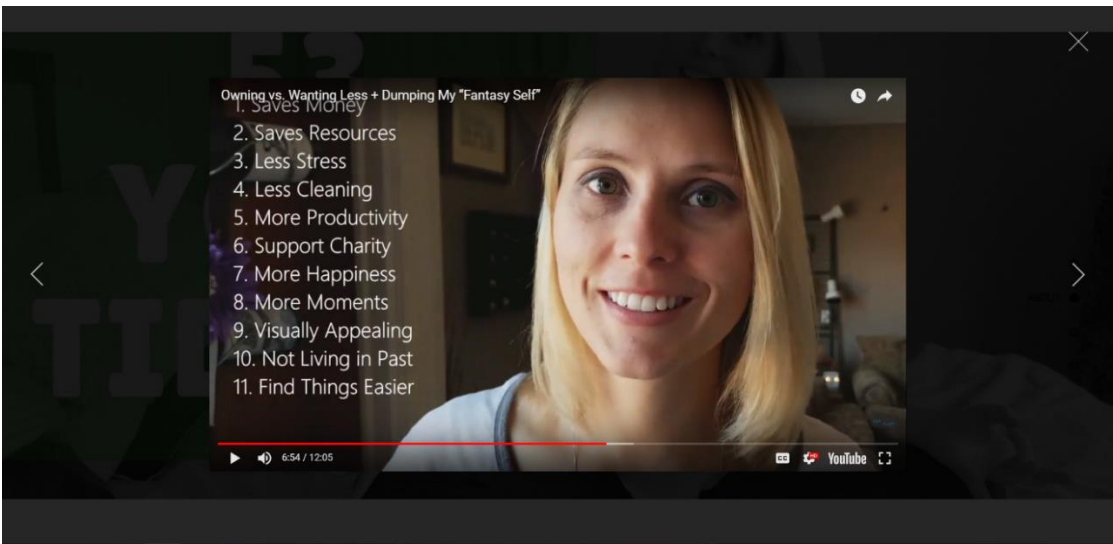
- Market Analysis and trends to explain the existing marketplace of the company and its services.
  - o One of the largest sections of the business plan. This section describes the industry and industry outlook, identifies principal markets, major customers and competitors.
- Operations to explain the day-to-day functions of the company.
  - o The operations section of a business plan explains the day-to-day functions of the company. This section varies, depending on the type of business. The differing requirements are best illustrated by considering retailing and manufacturing. The operation of a retail establishment is conceptually straightforward; businesses manufacturing technical products are more complex, but the mechanics are easier to understand. Operations for a retail business simply involve buying the product, transporting it, storing it, selling it, and delivering it. For the manufacturing business, the product's quality and reliability depend on how it is assembled. Readers may lack the technical knowledge to understand the process.
- Management and organization to control how the business operates.
  - o Details the principal management and non-management owners, areas of expertise, and outlines key management responsibilities and employees.
- Social responsibility and sustainability to consider how the business accomplishes the triple bottom line of serving people, serving the planet, and making a profit.

- As the business and business plan are constructed, the owner must consider the triple bottom line and not just the financial bottom line. Being socially responsible brings many benefits to a company. It will attract employees and gain visibility for the company.
- Financial data which contains a set of financials including profit and loss and cash flows.
  - This section lays out detailed financial projections, provides essential financial documents, and identifies key advisers, including auditor, legal counsel and bankers.
- The appendix which is used to reinforce the content of the business plan.
  - This section provides any extra details that do not fit into the plan.

# APPENDIX C

## Screen Shots from www.cutfluff.com





### Get In Touch

Minnesota, USA  
cutfluff@gmail.com




Name

Email

Message

[Send](#)

- 
- 
- 
- CONTACT



  
 Love Yourself - Love Nature  
 © 2017 Cut Fluff  
[Disclaimer](#)

HOME ABOUT YOUTUBE ACADEMY BLOG CONTACT



#### Hey There!

I'm Kelsey, a graduate from the Master's of Education in Natural Science and Environmental Education program at Hamline University in Minnesota, USA.

Even though I grew up in a tiny town in Iowa, the world has always been at my finger tips. My school and life teachers have encouraged me to "reach for the stars" and never hold myself back from my dreams.

This is where many people fall short. They put up limits and boundaries on their own skills and talents. They fill themselves up with doubt and fear. They kill their dreams before they come to fruition.

This was me, but not anymore!



#### Why Cut Fluff?

Cut Fluff is about cutting the excuses we tell



### Why Cut Fluff?

Cut Fluff is about cutting the excuses we tell ourselves and the lies we are told.

Every day we make excuses why we don't do something (i.e. exercising or eating healthy). We're too tired-scared-lazy-busy. It's too complicated-expensive-time consuming. Can you think of any more?

And every day we are told lies from greedy companies who only have financial interests. These companies muddy the sea of information that is available to us with marketing and faux promises. Who can we really trust?

### By Learning More

By learning more about Cut Fluff, you are joining the movement towards better health for yourself and for the environment.

**Mission:**



### By Learning More

By learning more about Cut Fluff, you are joining the movement towards better health for yourself and for the environment.

**Mission:**

**To educate and inspire individuals to create their own clean, sustainable lifestyle to lower their impact on Earth.**

We need to do everything in our power to lower our impact on Earth. It is said that if the global population reaches 9.6 billion by 2050, the equivalent of almost three planets will be required to sustain current lifestyles. If we don't act immediately to change our consumption and production patterns, we will cause irreversible damage to our environment.

Climate change is caused by human activities and is threatening the way we live and the future of our planet. By addressing climate change, we can build a sustainable world for everyone. Acting now is key.

Thankfully millions of people have already started the revolution to clean, sustainable living. It is now time for billions.



### What is a Clean, Sustainable Lifestyle?

The clean, sustainable lifestyle is a combination of consuming less but buying quality items when needed and is stemmed in having a deep connection to nature. The lifestyle can be molded around anyone.

**Clean**

free from pollutants or unpleasant substances. (PURE, FRESH, SIMPLE, QUALITY, TOXIC-FREE, NATURAL, HEALTHY, FRILUFTSLIV)

**Sustainable**

able to be maintained at a certain rate or level. (MINIMALISM, LEAVE-NO-TRACE, ZERO-WASTE, LIVABLE, NECESSARY, FEASIBLE, MINDFUL)

**Lifestyle**

the way you live from day to day. (LIFE, EVERYDAY, BEHAVIOR, HABITS, DECISIONS, CHOICES, CRAVINGS)

### 3 Components of Lifestyle

**Friluftsliv**  
Strong connection with nature.

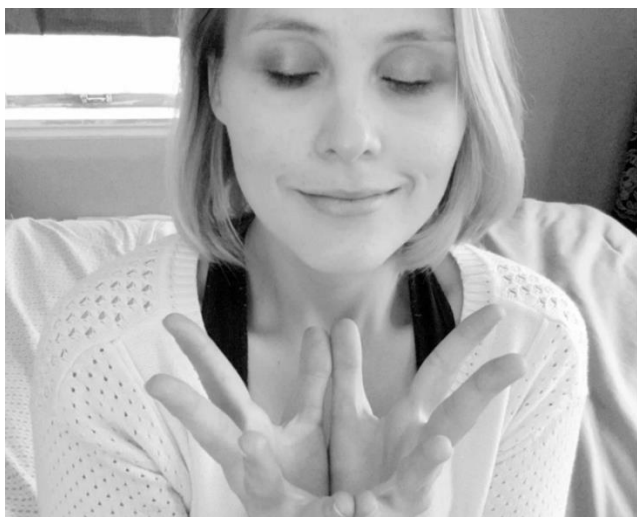
**Minimal**  
Less is more.

**Quality**  
Better is better.



### Connections/Change

Everything is connected and has synergy. From the foods we eat, to the product we put on our bodies, to the air we in-hale, to the way we interact with nature, we are connected to everything. The objects and people around us really do make a difference in our emotional, physical, and spiritual states.



### Connections/Change

Everything is connected and has synergy. From the foods we eat, to the product we put on our bodies, to the air we in-hale, to the way we interact with nature, we are connected to everything. The objects and people around us really do make a difference in our emotional, physical, and spiritual states.

Objects and people filled with optimism, authenticity, and integrity create a surrounding positive aura which is easy to gravitate towards. It makes us feel good.

Our Earth is beautiful yet complex. There are many mysterious still to be uncovered. Science is always changing due to new discovers about our world. When science changes, our society's outlook on life change. We now understand that everything we consume comes from Earth in some capacity. **When we destroy Earth, we destroy ourselves.**

Our impact on Earth does matter. The things we use on a daily bases do matter.

We should tread lightly and take advantage of positive consumerism.

### Donation Promise

Any income I make through Cut Fluff is split up.

**50+%** is donated to organizations that support environmental action.

**40+%** grows my small business.

**Less than 10%** supports my family.

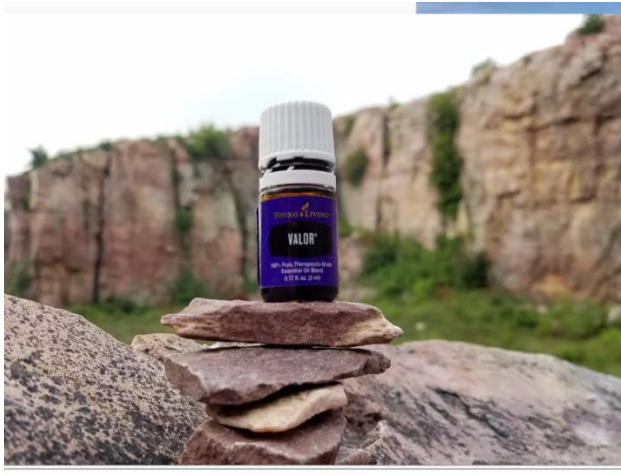
It is NOT about the money for us, it is about helping others be educated and inspired to save our world.

### Total Donation: \$212

**Donated to:**

- Audubon Center of the North Woods (April 2017)
- Climate Gen: A Will Steger Legacy (May 2017)
- Climate Reality Project (June 2017)
- Great River Greening (August 2017)
- Arbor Day Foundation (September 2017)





**Wellness with Essential Oils**

I recommend using Young Living Essential Oils. This is the brand I trust through-in-through to give me the highest quality of product with a very small ecological footprint.

Young Living is over twenty years old and is the world leader in essentials oils. Almost all other EO companies on the market were created in the wake of Young Living's research and success of using essential oils for personal care, health care, and cleaning abilities. They have extremely high standards for being beyond organic and having therapeutic, sustainable products.

Young Living is a no fluff, no frills company. They make living a quality, toxic-free life fun and easy. No worry needed.

[Join My EO Community](#)

[Only Earth Warrior Vids](#)

HOME ABOUT YOUTUBE ACADEMY BLOG CONTACT

CUT FLUFF 


*You're Awesome!*

Thank you for being amazing and taking actions to lower your impact on our Earth.

You are an inspiration and a role model.

Every big and small decision we make throughout the day impacts our world in some way. Thank you for making good decisions.

<3 Yourself <3 Nature



**AWESOME!**

I Love Me ❤️  
I Love Nature ❤️

[cutfluff.com/thanku](http://cutfluff.com/thanku)

*Thank You: Explained*

You were caught reducing your impact on Earth.

You might have been doing one thing or many things. Either way, I thank you and recognize your efforts. Sometimes its hard to do the right thing, and sometimes it takes more planning, time, or

<3 Yourself <3 Nature



**I'm Awesome!**

I Love Me ❤️  
I Love Nature ❤️

*Thank You: Explained*

You were caught reducing your impact on Earth.

You might have been doing one thing or many things. Either way, I thank you and recognize your efforts. Sometimes its hard to do the right thing, and sometimes it takes more planning, time, or money to do the right thing for your health and for nature.

In taking care of nature, you take care of yourself and your loved ones.

I like you.  
You should join the Cut Fluff community, and join me on social media.

### 53 Yoga Tidbits You Should Know



Yoga is huge part of living a clean, sustainable lifestyle because of all of its benefits and universal use. First, I go through what a yogi looks like and then a couple of benefits about Yoga. Everything I go over should be common knowledge. Let's spread the word and...

[Read More](#)

### Why You Need More Glass In Your Life



Glass is one of the best materials on Earth, and you need more of it in your life. Watch the video to learn a little history about glass, the future of glass, benefits of glass, and most importantly, why glass fits a clean, sustainable lifestyle perfectly. **Glass is ever...**

[Read More](#)

### Convenient Zero-Waste Eating-Out Kit



### Dryer Sheets are Slowly Killing You & The World



### Featured Posts



Dryer Sheets are Slowly Killing You & The World  
September 25, 2017

### Recent Posts



53 Yoga Tidbits You Should Know  
October 27, 2017



Why You Need More Glass In Your Life  
October 18, 2017



Convenient Zero-Waste Eating-Out Kit  
September 29, 2017

## Why You Need More Glass In Your Life

October 18, 2017

Glass is one of the best materials on Earth, and you need more of it in your life. Watch the video to learn a little history about glass, the future of glass, benefits of glass, and most importantly, why glass fits a clean, sustainable lifestyle perfectly.



Glass = Class

### Glass is everywhere. But what is it?

Glass is a combination of sand and other minerals. When melted together at extreme temperatures (2600-2800F or about 1500C) it forms a material that has unlimited potential. Modern life would not be possible without glass.

paint on the window sills.

## End Note

If you are living in a home environment where Formaldehyde is possible, get it out of your home. Formaldehyde is our enemy when we are exposed to excessive amounts of it.

It is best to remove all or at least decrease the sources of Formaldehyde in your home.

Thanks for reading, I hope you have a wonderful day creating a clean, sustainable lifestyle.

### References

Center for Disease Control and Prevention:  
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Environmental Molecular Sciences Laboratory:  
<http://www.formaldehydetesting.com/whatisformaldehyde.html>

National Institute of Environmental Health Sciences: National Toxicology Program:  
[https://www.niehs.nih.gov/health/materials/formaldehyde\\_508.pdf](https://www.niehs.nih.gov/health/materials/formaldehyde_508.pdf)

American Cancer Society:  
<https://www.cancer.org/cancer/cancer-causes/formaldehyde.html>

U.S. Food and Drug Administration:  
<https://www.fda.gov/biologics/bloodvaccines/scienceresearch/ucm349473.htm>

Centre for Food Safety: The Government of the Hong Kong Special Administrative Region:  
[http://www.cfs.gov.hk/english/multimedia/multimedia\\_pub/multimedia\\_pub\\_fs\\_f\\_06\\_01.html](http://www.cfs.gov.hk/english/multimedia/multimedia_pub/multimedia_pub_fs_f_06_01.html)

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53 Yoga Tidbits You Should Know  
October 27, 2017 1/5

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53 Yoga Tidbits You Should Know  
October 27, 2017



Why You Need More Glass In Your Life  
October 18, 2017

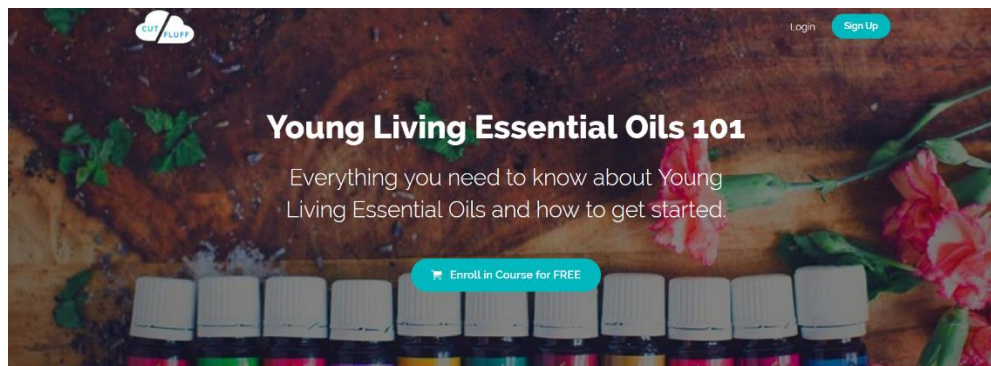
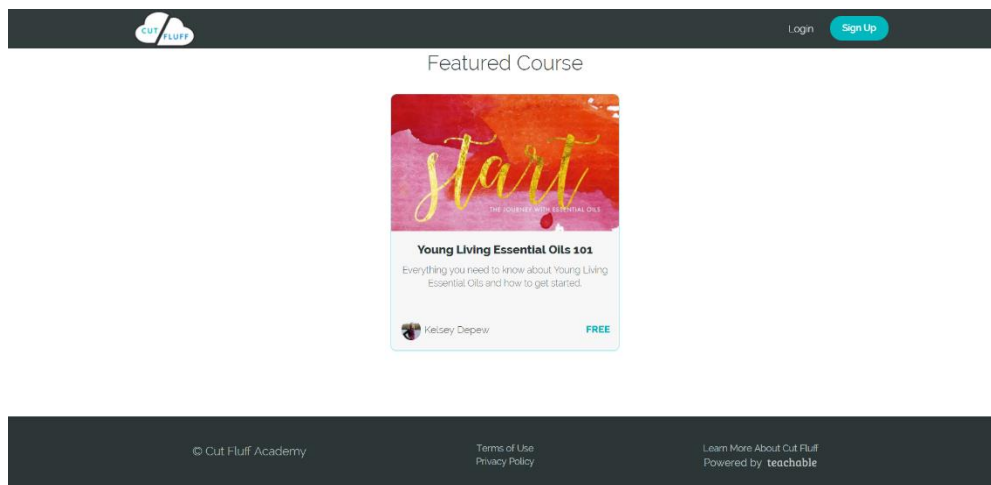
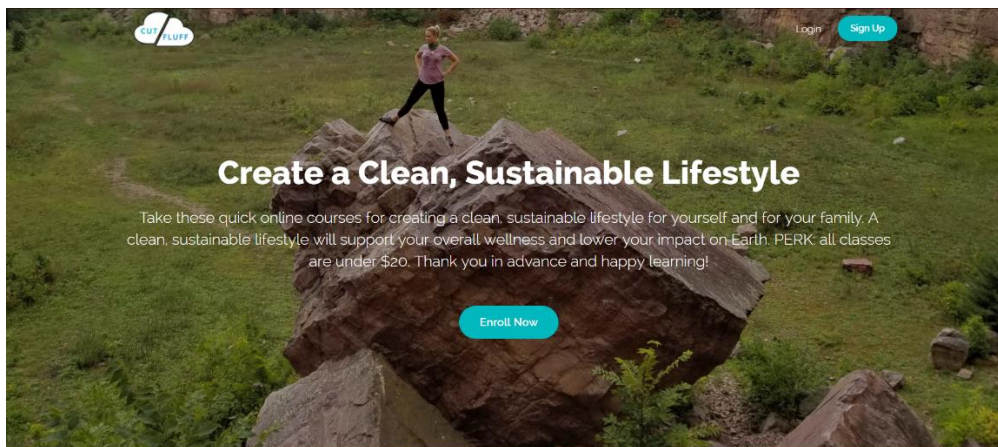


Convenient Zero-Waste Eating-Out Kit  
September 29, 2017



## APPENDIX D

### Screen Shots from [www.cutfluff.teachable.com](http://www.cutfluff.teachable.com)



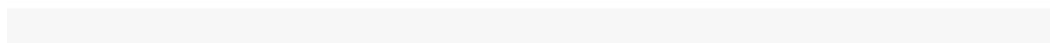
Thanks for joining me as we walk through starting your journey with Essential Oils (EO).  
When I first heard about oils, I was a bit overwhelmed because they were so new. If you're like me, I want to take away the mystery behind EOs and help you get some really easy.



Thanks for joining me as we walk through starting your journey with Essential Oils (EO).

When I first heard about oils, I was a bit overwhelmed because they were so new. If you're like me, I want to take away the mystery behind EOs and help you get some really easy, practical tips on how to simply start applying them to your lifestyle as well as a bit of information about what they are!

Young Livings has members in the hundreds of thousands which shows us that EO really, truly are becoming apart of a lifestyle and blessing thousands of families. They are bringing healthy options to families all across the world and in turn those families are coming away with incredible testimonies of how oils have changed their lives. Mamas now have tools to help their babies when they are sick, instead of feeling helpless and unable to have any options when you're just supposed to "wait it out" until that winter yuck passes. Women are finding options to support their hormonal systems. Men have whole food, natural meal replacements after workouts. And our homes are transitioning to a "chemical free environment" that's safe for everyone.



## Your Instructor



**Kelsey Depew**

Kelsey is the founder of Cut the Fluff and the original Oily Earth Warrior. She lives in Stillwater, Minnesota, and is married to an amazing engineer. Kelsey has had a passion for educating others about the environment for over 10 years, but her love for nature runs deeper. She lives a **Fruitaftsliv life** and loves every bit of it. Kelsey will obtain her Master's Degree in Environmental Education and Natural Resources by the end of 2017. She loves to travel, explore new areas and things, and discover the little things.

Kelsey believes that self-education and experiences are important for self-growth. Everyone lives their own lives and has their own opinions based off past experiences; however, being open to change and understanding can take you to new places. Life is too short not to live in the moment. Making it a simple, clean, and sustainable journey eliminates all the negative, heavy stuff which bogging us down. It is about setting your priorities and making good decisions.



## Class Curriculum

About Young Living	
Why Young Living	<a href="#">Start</a>
What are Oils? (6:34)	<a href="#">Start</a>
How to Use Oils (1:40)	<a href="#">Start</a>
Clean, Sustainable Living	<a href="#">Start</a>
Dr. Axe (BONUS VIDEO)	<a href="#">Start</a>
Oils in the Starter Kit	
Lavender	<a href="#">Start</a>
Lemon	<a href="#">Start</a>
Peppermint	<a href="#">Start</a>
Frankincense	<a href="#">Start</a>
Copaiba	<a href="#">Start</a>

CUT FLUFF Login [Sign Up](#)

## 🔗 Frequently Asked Questions


**When does the course start and finish?**  
 The course starts now and never ends! It is a completely self-paced online course - you decide when you start and when you finish.

**How long do I have access to the course?**  
 How does lifetime access sound? After enrolling, you have unlimited access to this course for as long as you like - across any and all devices you own.

**What if I am unhappy with the course?**  
 We would never want you to be unhappy! If you are unsatisfied with your purchase, contact us in the first 30 days and we will give you a full refund.

CUT FLUFF My Courses [All Courses](#)


Category: All Author: All Find a course



**Young Living Essential Oils 101**

**100% COMPLETE**

Kelsey Depew




**Mindful Health 101**

**100% COMPLETE**

Kelsey Depew

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**Young Living Essential Oils 101**

**100% COMPLETE**

[Class Curriculum](#)

[Your Instructor](#)

### Class Curriculum

Start next lecture >

**About Young Living**

- Why Young Living
- What are Oils? (6:34)
- How to Use Oils (1:40)
- Clean, Sustainable Living
- Dr. Axe (BONUS VIDEO)

**Oils in the Starter Kit**

- Lavender
- Lemon
- Peppermint
- Frankincense
- Copaliba

← Previous Lecture Complete and continue →

**Young Living Essential Oils 101**

100% COMPLETE

**About Young Living**

- Why Young Living
- What are Oils? (6:34)
- How to Use Oils (1:40)
- Clean, Sustainable Living
- Dr. Axe (BONUS VIDEO)

**Oils in the Starter Kit**

- Lavender
- Lemon
- Peppermint
- Frankincense

### Why Young Living



I want to start with the question, "Who is Young Living"?

Young Living was started by D. Gary Young over 20 years ago. He is what we call the "father of distillation".



← Previous Lecture Complete and continue →


100% COMPLETE

- What are Oils? (10:34)
- How to Use Oils (1:40)
- Clean, Sustainable Living
- Dr. Axe (BONUS VIDEO)

**Oils in the Starter Kit**

- Lavender
- Lemon
- Peppermint
- Frankincense
- Copaiba
- Thieves
- DiGize
- PanAway
- Purification

### What are Oils?



← Previous Lecture Complete and continue →

100% COMPLETE

**Details on Starter Kit**

- The Premium Starter Kit
- Paying For Kit
- Your Diffuser Choices
- Benefits**
- Join Our Community
- Get The Starter Kit


**Oil Application Recipes (Extra)**

- Diffuser Recipes
- Roller Recipes
- Essential Oil Spray Recipes

**Conclusion**

- Thank You

### Benefits



**By purchasing a Starter Kit,**

1. You become a Young Living Member. As a member, you no longer have to pay the Retail Price for all Young Living Oils and Products. Members are eligible for Wholesale Pricing – 24% off any Young Living Product.
2. As a member, you are also eligible to enroll in the Essential Rewards program and earn up to 25% on each monthly order in Essential Rewards points. (If you do the math, you'd be saving 49% on everything you purchase!! Plus, Young Living throws in extra promos depending on how much you spend.)
3. You also become a participate in the compensation plan and can earn commission just by sharing Young Living.
  - o #EaslestBusinessEVER
  - o #LowestBusinessStartUpCost

## APPENDIX E

### Cut Fluff Stickers and Young Living Business Card

Thank You Stickers:



Young Living Business Cards:

