

Let's look at the importance of a monthly plan....



Has it ever been the middle of the month and you've felt confident that the second half of your month is carefully planned and you're right on track for achieving your enrolment goals... But when you're all set to present to a crowd no one shows up! Or an event is cancelled? It can send you into a desperate search for last minute enrolments and is often the reason you may miss out on achieving your goal.

If you consider your monthly goal for Diamond Club is to achieve 16+ enrolments you may be planning that 4 enrolments each week will achieve your goal.

EXAMPLE PLAN

End of Week 1	4 enrolments
End of Week 2	4 enrolments
End of Week 3	4 enrolments
End of Week 4	4 enrolments

For this plan to succeed you are relying on the fact that all your events will go ahead as planned and the number of people invited will all attend. However if an event is cancelled, has low attendance or doesn't go to plan it causes havoc with your projected enrolment figures and puts a great deal of pressure on you to find enrolments at the end of the month. This is a stressful way to operate and leaves you exhausted at a time when you should be pumped and ready to start the next month. Although we have plenty of dōTERRA Lavender on hand it would be nice to prevent this stress in the first place!

To remove this pressure and set yourself up for success, it's important to allow yourself time in the last half of the month to make up for any cancelled or low attendance events. To do this we recommend scheduling your events early in the month with the aim to achieve 75% of your enrolments by Week 2. This allows you time to reschedule or schedule any new events if necessary, while also giving you time to plan for the coming month.

End of week 1	6+ enrolments
End of week 2	6+ enrolments (75% of enrollment goal achieved)
End of week 3	3+ enrolments
End of week 4	1+ enrolments

The above example is based on 16 enrolments however the formula is easily transferred to suit your personal goals. Whether they're 20, 30 or even 50!

E.g. if your monthly goal is 30 enrolments:

End of week 1	12+ enrolments
End of week 2	11+ enrolments (75% of enrollment goal achieved)
End of week 3	5+ enrolments
End of week 4	2+ enrolments

So try it next month! Plan the majority of your events in the first part of the month and aim to achieve 75% of your enrolments by April 15th. If you would like help planning your month please contact your sponsor or give Mitch or Chelsea a call at dōTERRA... And don't forget to let us know how this plan works for you.

Remember... If you fail to plan you plan to fail!