

dōTERRA®

# *Influence*

to Blue Diamond



# Empower to Influence

**Congratulations on reaching Diamond!** You've come so far! Your next steps focus on cultivating empowered leaders as you work toward Blue Diamond. Help them lead a movement to share the benefits of dōTERRA products as you did. It's time to create greater freedom for you and your leaders by expanding your influence and purpose. Live and teach the value of a residual income pipeline to inspire others to achieve their goals.



**+ Action**

BEST WAY TO ACHIEVE BLUE DIAMOND:

- Enroll Influencers
- Train and Mentor to Cultivate Growth
- Empower Leaders

**= Results**

- Raise Leaders
- Grow Personally
- Multiply Success
- Expand Residual Income\*



## PREPARE

- Fuel Your Success (pg. 4)
- Be an Influencer (pg. 5)
- Blue Diamond Planner (pg. 6-7)
- Focus on Essentials (pg. 8-9)

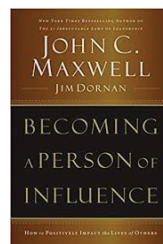
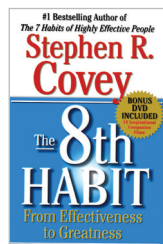
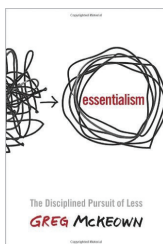
## INVITE

- Invite with Purpose (pg. 10)

## PRESENT

- Present Powerfully (pg. 11)

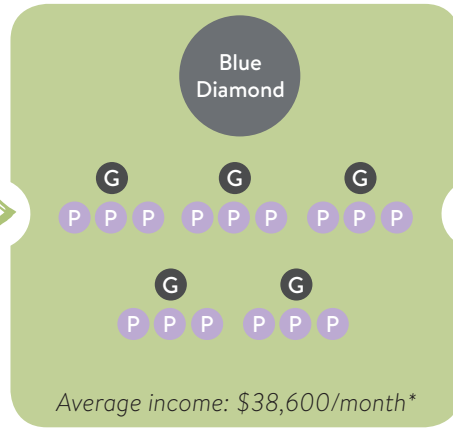
### PERSONAL DEVELOPMENT RECOMMENDATIONS



“ We have such a special gift to offer—not only in these bottles, but in being a listening ear, in providing a loving space, and in linking arms when someone is ready to pay forward the gift they were given.”

— Ange Peters

## CREATE LASTING FREEDOM



E

### ENROLL

- Energize Enrolling (pg. 12)

S

### SUPPORT

- Invest for Success (pg. 13)
- Raise Empowered Leaders (pg. 14–15)
- Breakthrough Mentoring (pg. 16–17)
- Grow Your Wealth (pg. 18–19)

## Vital Action Steps

1. Expand Your Leadership
2. Present Powerfully
3. Enroll Influencers
4. Invest in Your Team
5. Empower Leaders
6. Mentor Leaders

Download bonus content in the **Empowered Success Library** at [doterra.com](https://doterra.com).

\* Results vary. First time earnings are typically much less. Numbers displayed are 2017 annual averages. See Opportunity and Earnings Disclosure at [doterra.com](https://doterra.com) > Our Advocates > Flyers

# Fuel Your Success

An influencer engages in the vital work of upleveling their leadership by continuously growing who they are. As your leadership becomes more effective, your team grows stronger. Strive to reach new heights in your character and competence as you inspire others to do the same. Show up to serve, being mindful of how to align with those whose timeline for growth matches your own.

Leadership is not a destination—it's a process. Look back to understand past successes in order to more powerfully move forward. Leadership levels build on one another, each serving as the foundation for the next. Mastery of each level is necessary before moving and growing upward. Intentionally seek that growth.

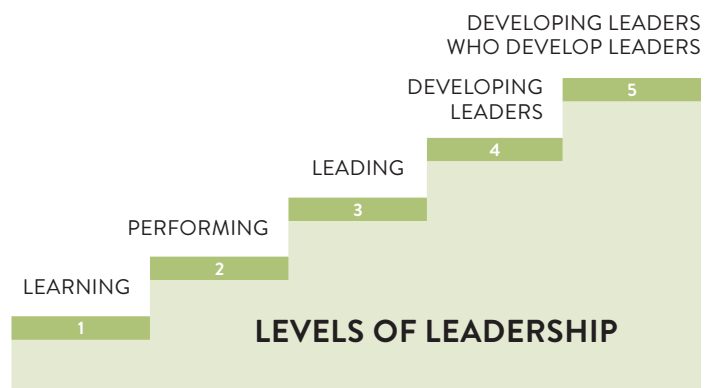
## DUPLICATE SUCCESS

Each level of leadership is earned by giving your best, making sacrifices, and sustaining an ever-growing commitment. The higher your level of leadership, the more natural influencing can become.

As a Diamond, continue working toward higher levels of leadership. Choose to improve yourself and others by engaging your best skills, efforts, and experiences while helping your team members to do the same. Keep the following tips in mind as you work to duplicate the success you've created by signing up customers and training builders.

**“Nobody achieves anything great by giving the minimum.”**

— John Maxwell



### 1 Earn Your Influence

Leadership is earned, not merely claimed, by progressing through and mastering each of the five levels of leadership.

### 2 Meet Them Where They Are

It can be easy to forget what it felt like at different stages of your business. However, effective leaders meet their team members where they are. Every relationship begins at level one and grows from there.

### 3 Cultivate Encouragement

Invest in your team by creating an environment that encourages growth. While people naturally gravitate toward leaders who are generally stronger than they are, they are particularly inspired by leaders who recognize their strengths and encourage progression. This type of investment deepens relationships, strengthens loyalty, and develops champions.

### 4 Empower Leaders

Your ultimate goal as a leader is to develop leaders who effectively develop leaders of their own. As you create your legacy, help your team members create theirs.



# Be an Influencer

## EXPAND YOUR INFLUENCE

Influence is the capacity to have an effect on a person or situation. As your builders grow into leaders, they are likely ready for greater independence and autonomy. It's crucial you shift your focus to supporting your leader's capacity to be the CEO of their own business. The true essence of your influence is less about what you do and more about the natural effects of who you are. Use your influence to bring out the best in others.

CONTROL / MANAGE	INFLUENCE
<input type="checkbox"/> Do it all by yourself	<input type="checkbox"/> Collaborate and engage in team work
<input type="checkbox"/> Stay busy rather than effective	<input type="checkbox"/> Have systems in place to effectively engage yourself and others
<input type="checkbox"/> Enable by doing too much for others	<input type="checkbox"/> Empower builders to duplicate success and achieve goals
<input type="checkbox"/> Over-support qualifiers who aren't engaged or committed	<input type="checkbox"/> Proactively lead with priorities and clear intentions, investing in those who do the same
<input type="checkbox"/> Push yourself and others to perform	<input type="checkbox"/> Lead with inspiration and vision; demonstrate healthy work/life boundaries
<input type="checkbox"/> Do things for quick monetary gain rather than long-term benefit	<input type="checkbox"/> Begin with the end in mind and use wisdom to support long-term success
<input type="checkbox"/> Grow legs without leaders	<input type="checkbox"/> Grow with committed and capable builders and long-term strategies
<input type="checkbox"/> Fight over enrollments	<input type="checkbox"/> Seek first to understand and embody the spirit of abundance, generosity, and collaborative success

Culture is key to the success of your team. Place higher value on healthy responsibilities and self-restraint than on inflated self-importance and visibility. Choose to emphasize each person's value and unique strengths. As you seek to truly influence your team to Blue Diamond, take a moment to further explore the items you have checked above and deepen your awareness of where you can change things for the better below:

**ELIMINATE** (e.g. over-spending, enabling, over-supporting your leaders' teams, negative talk amongst leaders, team cross recruiting):

**GROW** (e.g. builder enrolling skills, leaders taking ownership of their team's success, your mentoring skills):

**CHANGE** (e.g. onboarding processes, how priorities are selected, number of people mentoring):

**INTRODUCE** (e.g. innovative processes to improve efficiency, regular training, group mentoring):



**Consider how to expand your influence as you reflect and journal about these questions:**

- How am I growing in gratitude as my team and income grow?
- How am I empowering my leaders?
- How is my belief in my influence growing?
- Why am I a great business partner?
- Why am I an effective leader?
- Why will I attain and sustain the rank of Blue Diamond?

# Blue Diamond Planner

## SUPPORT FIVE KEY LEADERS TO BECOME GOLD+

Support leaders and educate them on how dōTERRA products can enrich lives. By doing so, your leaders will be better trained to sell products and train their own builders. Check off the boxes when each builder has reached their goal. When everything is checked, you've reached Blue Diamond!





← Your Qualifying Leaders →



NAME:	GOLD +	NAME:	GOLD +	NAME:	GOLD +
STRENGTHS					
THEIR WHY					
KEY SUPPORT NEEDED					
Review Together <input type="checkbox"/>		Rank Planner <input type="checkbox"/>		Lead guide <input type="checkbox"/>	
 Their Builder 1: <input style="width: 150px;" type="text"/> Premier <input type="checkbox"/>		 Their Builder 1: <input style="width: 150px;" type="text"/> Premier <input type="checkbox"/>		 Their Builder 1: <input style="width: 150px;" type="text"/> Premier <input type="checkbox"/>	
Name _____ Exec <input type="checkbox"/>		Name _____ Exec <input type="checkbox"/>		Name _____ Exec <input type="checkbox"/>	
2000 OV		2000 OV		2000 OV	
- _____ Typical OV		- _____ Typical OV		- _____ Typical OV	
= _____ OV Needed		= _____ OV Needed		= _____ OV Needed	
_____ Combined OV of all their legs (5000 OV Req.)		_____ Combined OV of all their legs (5000 OV Req.)		_____ Combined OV of all their legs (5000 OV Req.)	
KEY SUPPORT NEEDED					
Review Together <input type="checkbox"/>		Rank Planner <input type="checkbox"/>		Lead guide <input type="checkbox"/>	
 Their Builder 2: <input style="width: 150px;" type="text"/> Premier <input type="checkbox"/>		 Their Builder 2: <input style="width: 150px;" type="text"/> Premier <input type="checkbox"/>		 Their Builder 2: <input style="width: 150px;" type="text"/> Premier <input type="checkbox"/>	
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_____ Combined OV of all their legs (5000 OV Req.)		_____ Combined OV of all their legs (5000 OV Req.)		_____ Combined OV of all their legs (5000 OV Req.)	
KEY SUPPORT NEEDED					

OV = Overall Volume

# I AM BLUE DIAMOND

- a leader that leaders follow -

ON OR BEFORE

(Last day of your qualifying month)

You →



## I FEEL

Fuel your success by expressing gratitude in advance for how your achievement will feel.

Why my influence is growing:

GOLD +

STRENGTHS

THEIR WHY

KEY SUPPORT NEEDED

Review Together  Rank Planner  Lead guide

👤 Their Builder 1:  Premier

Name <input style="width: 90%;" type="text"/>	Name <input style="width: 90%;" type="text"/>
Exec <input type="checkbox"/>	Exec <input type="checkbox"/>
2000 OV	2000 OV
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Combined OV of all their legs (5000 OV Req.)	

KEY SUPPORT NEEDED

Review Together  Rank Planner  Lead guide

👤 Their Builder 2:  Premier

Name <input style="width: 90%;" type="text"/>	Name <input style="width: 90%;" type="text"/>
Exec <input type="checkbox"/>	Exec <input type="checkbox"/>
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Combined OV of all their legs (5000 OV Req.)	

KEY SUPPORT NEEDED

Review Together  Rank Planner  Lead guide

👤 Their Builder 3:  Premier

Name <input style="width: 90%;" type="text"/>	Name <input style="width: 90%;" type="text"/>
Exec <input type="checkbox"/>	Exec <input type="checkbox"/>
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KEY SUPPORT NEEDED

GOLD +

STRENGTHS

THEIR WHY

KEY SUPPORT NEEDED

Review Together  Rank Planner  Lead guide

👤 Their Builder 1:  Premier

Name <input style="width: 90%;" type="text"/>	Name <input style="width: 90%;" type="text"/>
Exec <input type="checkbox"/>	Exec <input type="checkbox"/>
2000 OV	2000 OV
- <input style="width: 40%;" type="text"/> Typical OV	- <input style="width: 40%;" type="text"/> Typical OV
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KEY SUPPORT NEEDED

GOLD +

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= <input style="width: 40%;" type="text"/> OV Needed	= <input style="width: 40%;" type="text"/> OV Needed
Combined OV of all their legs (5000 OV Req.)	

KEY SUPPORT NEEDED

# Focus on Essentials

An important part of reaching your current goals is mastering the discipline of focusing on what's most essential. Prioritize actions that truly grow your business and your dreams.

**“If you don't choose your priorities, someone else will.”**  
 — Greg McKeown

## VALUE YOUR TIME

How much is your time worth? Understand the value of the time you work your business to better direct where you invest it.

\_\_\_\_\_ Annual Income Goal  
 ÷ 2,000 (annual working hours)  
 = \_\_\_\_\_ per hour. My hourly rate is: \_\_\_\_\_

## PLAN YOUR PRIORITIES

Every week each person has the same 168 hours. If you sleep the recommended 8 hours per night, you have 112 waking hours remaining. The key to intentional living is to manage those hours successfully.

Evaluate how you choose to use your time. Create a blueprint for success by setting up your ideal week. As you continue to grow in rank and financial freedom, give yourself permission to adjust so it remains ideal.

## Weekly Blueprint:

	MON	TUE	WED	THU	FRI	SAT	SUN
Sample Week	Mentoring and Team Support →		Invite, Present, Enroll →		Team Training →		Weekly Planning
					Prepare & Renew →		
Design Your Week							

## PLAN AHEAD

Daily and weekly activities are most effective when considered in advance. Utilize the power of annual planning to manage time wisely and achieve end goals. Additionally, consider breaking the year into four 90-day increments where campaigns are developed and executed. Research shows people respond best to seasonal changes where new approaches and ideas refresh engagement. Campaigns, when done well, bring focus, ignite energy, and increase momentum.

Rather than imposing plans or requiring participation, discuss with your leaders their unique needs and strategize together. Their involvement will improve when you incorporate their ideas and they feel part of the plan.

↓ Utilize the **Annual Strategic Planner and Campaign Planner.**



## LEVERAGE YOUR TIME

Leverage your time for its best and highest use while maintaining flexibility to navigate the unexpected and allowing spontaneity.

**1 Explore and Evaluate** on a scale of 1–10 which areas of your business need more attention.

- \_\_\_ Onboarding customers
- \_\_\_ Continuing product education
- \_\_\_ Inviting to share or build
- \_\_\_ Launching builders
- \_\_\_ Launch camps & trainings
- \_\_\_ Mentoring
- \_\_\_ Promoting/providing events
- \_\_\_ Incentives and recognition

**2 Eliminate** the non-essential. Make space for what you really desire. If it isn't a yes, it's a no.

**What are your business essentials?**

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**What can you let go of or delegate?**

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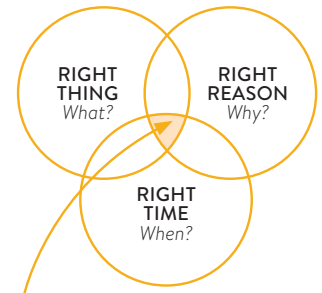


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Highest Point of Contribution



**3 Execute** a strategy that serves you and your growing team's needs. Continue using the 5 Disciplines of Execution in the *Lead* guide to solidify the habit of assessing and maximizing time use. Start with a few things and expand as it makes sense.

### Improve Efficiency

Identify areas in your life and business that are top priorities, and find ways to improve the efficiency of how they're managed:

- Use an online appointment scheduling tool for mentoring. Time block using an online calendar
- Automate social media posts
- Connect through live broadcasts
- Automate how you start a new customer or builder
- Listen to personal development books and podcasts while doing routine tasks
- Collaborate with other teams (e.g. combined classes, trainings)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Create Vitality

Your leadership and influence is greatly impacted by your energy level. Create a vitality plan to ensure you are living your best. Identify top ways to regularly recharge:

- Lifelong Vitality Pack® supplements daily
- Cleanse & Restore detox quarterly
- Personal rituals with essential oils
- Quality time with loved ones
- Dedicated time for meditation and reflection
- Invest in passions and causes
- Weekly massage
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Outsource

Outsource and delegate areas of your home and business life to create more time for joyful, meaningful, and income-producing commitments. Identify key areas to outsource:

- House cleaning
- Grocery delivery
- Home assistant for meal prep, laundry, organizing, preparing and mailing packages, etc.
- Virtual assistant for booking travel, graphics/marketing, newsletters, communication, recognition gifts, email communications, etc.
- Household support for child care and errands
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**“High performers are better at sifting out distractions because they constantly refocus on what is important.”**

— Brendan Burchard

↓ Use **Live By Design** for greater implementation.

# Invite with Purpose

## BECOME AN INFLUENCER TO ATTRACT INFLUENCERS

Grow your team faster by identifying and inviting people who would be skilled at sharing dōTERRA products and who have the ability to influence (e.g. have a following, capacity to affect or move others to action).

Intentionally select powerful future team members and invite them to partner with you in dōTERRA. Create the opportunity to join forces and discover together the best ways to align dōTERRA with who they are and what they do. Together you can do more than either of you could create alone. Invite yourself and others to a lifestyle of influence, freedom, and meaning.

- Live your purpose to attract those who live with purpose.
- Be successful to attract success.
- Embrace accountability to partner with responsible individuals.

## RECRUIT UP TO MOVE UP

- 1 Know What You Want** - What are you looking for in an ideal builder? Jot down a few ideas.
- 2 Understand and Care for Them** - Honor and value your influencer by listening and connecting. Ask yourself what you can give, instead of what you can get. How can you serve your influencer's network with dōTERRA products, lifestyle, and opportunity? Find ways to add value.
- 3 Be Strategic in Your Approach** - Influencers typically have established ways of operating that may require a customized approach. Take time to observe, inquire, brainstorm, and create unique ways for them to engage in the recipe for success. Be mindful of the need for future downline duplication of practices that lead to sales.



“A great leader’s courage to fulfill his vision comes from passion not position.”

— John Maxwell

Influencers	Needs	Solutions
If you could work with anyone, who would it be? Who have you wanted to work with and have yet to approach?	Discover their needs. What do they wish was different in their world? (e.g. residual income, meaning, purpose, health)	How does dōTERRA provide solutions to their needs, add value to their movement, and support their goals?

## INVITE TO REIGNITE

Have you considered who on your team may have lost sight of their vision and, with an effective invitation, could re-engage in their dōTERRA business? Consider ways to reignite:

- Personal invitation (e.g. get on the phone or connect in person, invite to dinner). Share stories and answer questions.
- Create a 90-day re-launch strategy (e.g. plan how to meet their needs, add incentives as needed, invite to do Diamond Club).
- Cast a vision for partnering for their success as you build to Blue Diamond.

# Present Powerfully



A powerful presentation transfers confidence, competence, and passion, and leads to signing up customers and builders. Every chance you get, orchestrate opportunities for your builders and leaders to share, teach, train, and inspire. Edify to increase credibility and confidence in their ability to present. Choose to positively influence whenever you present and help your leaders do the same using the steps below:

## 1 Prepare yourself:

Visualize your desired outcome. Ask:

- How can I serve?
- What is my intention?
- What do I want people to feel, experience, and remember?
- What outcome do I intend to inspire?

## 2 Prepare your message:

- Include your intention to connect needs with solutions.
- Consider the audience and speak to their specific needs and interests.
- Craft the heart of your message with a clear invitation to act. (e.g. "I'm here tonight because... Join us.")

## 3 Deliver the message:

- In everything you do, choose to be the messenger. Dress and act the part.
- Take time before you present to align your energy (e.g. breathing exercises, oil application, etc.).
- Be aware you are always on stage "presenting." Everywhere you go, people are watching (e.g. in person, social media interactions, etc.).

## LEAD A MOVEMENT WITH POWERFUL PRESENTATIONS

*Clear Vision* → *Clear Message* → *Powerful Presentation* → *Shared Vision* → *Movement*

- Why we're here
- Where we're going
- Why it matters

- Why dōTERRA
- How dōTERRA provides product and business solutions

- Discuss key concepts
- Interact and ask questions
- Address needs and wants

- How our visions align
- We both see need and value

- We can do more together
- How we move to action

**“Never doubt that a small group of thoughtful, committed, organized citizens can change the world; indeed, it's the only thing that ever has.”** – Margaret Mead

# Energize Enrolling

You've engaged many in creating more freedom through greater health and wealth. Now is the time to accelerate your efforts for success. As your team builds greater momentum, your larger purpose evolves. Let that evolution drive you to new heights.

## 1 Keep Enrolling

Inviting customers and recruiting builders raises energy, models vital actions, and brings new life to your team and business. Continue to enroll regardless of your rank. Some of the greatest joy in your journey comes from helping others have life-changing experiences because you chose to share.

What do you love most about growing your dōTERRA business?

What motivates you to keep going?

What difference do you want to make in the lives of those you influence?

## 2 Onboard Effectively

Make space for higher levels of enrolling by refining your processes. Use technology (e.g. automated email and/or text drips) and teamwork (e.g. each leader overseeing one part of the process) to streamline how you and your team onboard new customers and launch new builders. Resolve to stay consistent in these efforts. Add clarity, certainty, and momentum to your launch process with three-way calls and customized 90-day strategies.

## 3 Connect to Engage

Know how to reach, capture the attention, and earn the loyalty of multi-generational consumers. Utilize communication that is most effective for each demographic. Leverage your voice to enroll and move to action.

## 4 Engage Builders

Recognize that you are re-enrolling each day as you connect with emerging and established builders. Continue to revisit their Why, motivate them to keep growing and discover how to better train their builders and partners to share dōTERRA products.



### ENROLL YOUR PARTNER

Synergy often happens when a couple chooses to partner and lead their dōTERRA business together. This can look different for every couple. Have healthy conversations about what you want to create together. Support each other as vested partners in business and life. Having a strong home life allows you to show up in ways that inspire your team.

📌 For more, explore [Couple Success Blueprint](#).



“The number one predictor of rank advancements is new personal enrollments.”

— Corey Lindley

# Invest for Success

Stay committed to advancing yourself, your team, and your business. Proceed with the same kind of strategic initiative you would if you were building a large corporation. Treat your business as a responsible professional and take care of it while building your future. Invest wisely for maximum returns in strengthened relationships; a healthy, strong team culture; and business expansion. Consider reinvesting a sizable portion of your earnings back into your team to expand your growth even further.



## Time & Energy

- Call
- Text
- Plan
- Train
- Mentor
- Mastermind
- Resolve conflict
- Strategize & explore solutions

LAUNCHING A NEW TEAM

INCENTIVES & RECOGNITION

TEAM EVENTS



## Money & Resources

- Product
- Support staff
- Enlist an expert
- Convention tickets
- Travel
- Meals
- Gifts
- Double Fast Starts
- Launching tools
- Renting venues
- Airline or lodging rewards
- Diamond Club

## INVESTING TO EMPOWER

As you consider the variety of ways you can leverage these valuable assets, carefully evaluate those investment decisions regularly. Review principles like leveraging upline and corporate support and events, providing and promoting your own smaller team events, focusing on launching teams successfully the first time, and avoiding doing more than truly serves. Ask yourself:

- What is essential?
- What truly energizes my team?
- What are my builders/leaders ready to do for themselves? How can I inspire that action?
- Where is my influence most needed? Where is travel a wise use of my time?
- How can I give more time instead of money?

Be strategic about how you invest your time, energy, and expertise. Remember, your presence and care is most often better than money when it comes to contributing to your team.

*“Invest your money where you made your money.”*

— **Corey Lindley**

## EVENTS COUNT

Grow in influence by connecting with your team at events like Convention and leadership events. Acknowledge and embrace each team member you interact with during these rare opportunities to inspire your team. Help them catch the vision of partnering together in dōTERRA.

 Use **Event and Planning tools** as needed.



# Raise Empowered Leaders

## FOCUS SUPPORT

Empowered leaders aren't born, they are raised. Empower leaders by "passing the baton," allowing and inviting them to lead their own teams with greater accountability and strength. Focus your efforts where you can create the most value.

YOUR TEAM IS TYPICALLY MADE UP OF:

Focus here

30%

Self-Starters  
& Innovators

Don't need your help  
unless they seek it

Offer: *Gratitude, cheerleading,  
and collaboration*

40%

Capable &  
Need Support

Need support to create  
what they desire

*Training and mentoring to  
develop skills and mindset*

30%

Not Ready  
or Unable

Unprepared to take action or  
think someone else is responsible

*Group calls and training; avoid  
over-giving and entitlement*

— Mentoring and occasional power mentoring —

## 1 Transfer and Empower Leadership

- Pass the baton. Avoid the "rockstar" pitfall where others struggle to duplicate you. The real magic is in teaching your leaders how to train their builders. Find balance between staying involved and creating space for them to grow.
- Set and manage expectations on both ends to maintain and grow healthy relationships. Empower others through responsible action that leads to growth and achievement.
- Give your leaders opportunities to take the stage and shine using their strengths, allowing them to increase confidence and develop their leadership skills. Recognize their contributions and edify often.
- Use established ways to connect that conserve versus exhaust your energy. Plan team calls, group mentoring, and trainings to influence effectively. Add small group communications as needed to keep accountability high.
- With shared vision, collaborate with your leaders for unified action in events and trainings.

**Discover more ways to empower by asking these questions:**

- Who needs to be more involved (e.g. in team trainings, calls, events)?
- Who needs mentoring? On what?
- Who needs to be trained on \_\_\_\_\_? When?
- How can I collaborate more? Delegate more?

**"Inspire, not require."**

— Oliver DeMille

↓ Assess how empowered you and your qualifiers are with the **Empowerment Assessment**



### TEAM LEADERSHIP

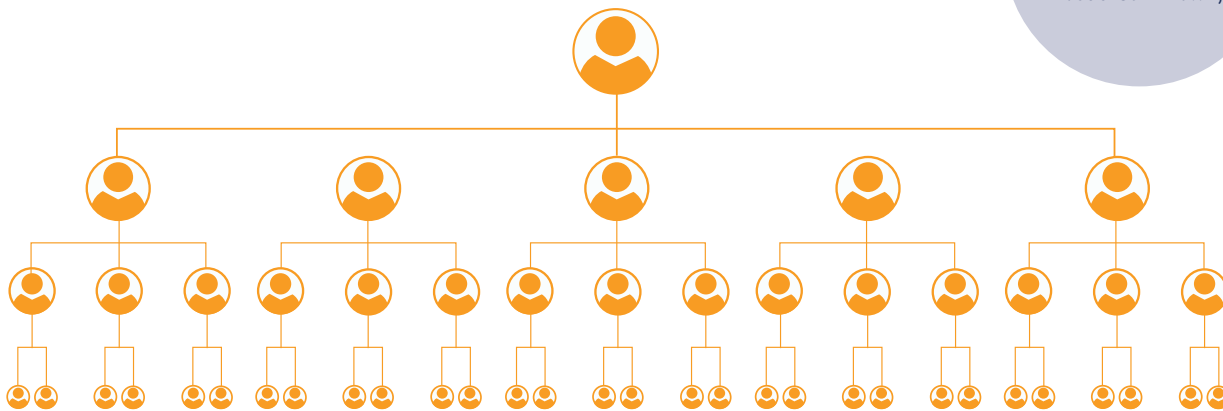
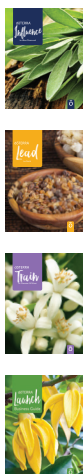
Create both strong central leadership and graduated leadership as builders and leaders emerge throughout your team. Remain strong as the central leader while supporting team leadership development. Create a healthy culture, build relationships, and generate abundant unilevel bonuses by training and mentoring the right people at the right time.

Support others in reaching their goals by focusing on your key qualifiers so they, in turn, do the same. Duplication prevents burnout and creates momentum for continued growth.

## 2 Create Your Strategy for Momentum

Enroll your qualifiers and their qualifiers in a success plan, designed to promote momentum and rank advancements throughout your team. Identify where to strengthen, stabilize, and grow in partnership with leaders, and train builders to share dōTERRA products.

*“Empower your dreams with deadlines.”*  
 – H. Jackson Brown, Jr.



<p><b>BUILD AND STRENGTHEN</b></p> <ul style="list-style-type: none"> <li>• Set goal for Blue Diamond</li> <li>• Commit five leaders to go Gold</li> <li>• Create 30–90 day strategies with each key builder/leader</li> </ul>	<p><b>ADVANCE</b></p> <ul style="list-style-type: none"> <li>• Support and mentor leaders in rank advancement groups: Launch to Elite, Train to Premier and Silver, Lead to Gold</li> </ul>	<p><b>SOLIDIFY RANK</b></p> <ul style="list-style-type: none"> <li>• Continue inspiring, training, mentoring, recognizing success, and most of all IPEing</li> </ul>
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## 3 Develop Gold Leaders

Many Silvers do much of their building alone, working only with casual sharers and customers. Help them strengthen their ability to identify and recruit committed and capable builders who will share products and train others to do the same. For a Silver to become Gold they must grow belief in their builders. Train your developing leaders with the *Lead* guide. Offer training, a private Facebook group, or retreats as possible ways to dive deeper and create transformational experiences.

*“Everything rises and falls on leadership.”*

– John Maxwell

# Breakthrough Mentoring

Mentoring is one of the most powerful ways to support your builders and grow leaders. Your successful achievement of dōTERRA ranks and the mastering of key skills has prepared you to better lead others. Show up in inspired, effective, and energized ways to guide and support your team.

Great coaching is about asking the right questions to help others discover what they really want, see the results of their actions, and know what to do next. The answers they seek are within them. The art of mentoring is drawing them out. Maximize these moments to create breakthrough experiences that build awareness and multiply results.

## UPLEVEL RESULTS

Leverage breakthrough mentoring for those times when resetting or expanding vision is needed (e.g. before a new month, at the beginning of a new rank, or when growth is stagnant). Ask these powerful questions to stir greater self-awareness and commitment.

- How would you rate your progress and satisfaction with your business and income?
- What would you change to create more of what you want?
- Is it time to adjust or enlarge your Why and goals?
- How are you maximizing your strengths to build your business?
- How can I best serve you moving forward?

*“To achieve goals you've never achieved before, you need to start doing things you've never done before.”*

— Stephen Covey



### Reflect on the following to keep your team relationships healthy:

- How do you help people feel safe and accepted? How do you create an environment that invites rising to new levels?
- How do you believe in your leaders, love them, yet ask hard questions and invite them to grow?
- How do you leverage opportunities to praise and inspire others to action?
- How do you delay responding when you're triggered and give yourself time to consider the healthiest response?
- How do you give helpful feedback? Before you share, ask yourself: "Is this helpful? How will it be best received?"
- How do you keep communication lines open and trust high?
- As your teams grow, challenges will too. When conflicts arise how do you gather parties and reach resolution?
- It is never too late to take accountability and start over by simply asking, "Can we start again?"



## ONE-THING MENTORING

Use the Belief Summit to advance yourself and your team members. A strong and established foundation at each rank is essential to sustain and grow a powerful team and consistent stream of income. Direct your builders and leaders, as you discover together, to the one thing needed to progress to the next rank.

Also consider when builders and leaders aren't maintaining rank, as that can be an indication that beliefs, characteristics, or actions are not solidified. In these cases, focus mentoring and your mentee's efforts on the one thing lacking to master that level.

### For efficient, effective, and focused mentoring:

- 1. Identify** the rank a builder/leader is hitting organically. Celebrate the mastery achieved by acknowledging the levels of the Belief Summit they have already established as the foundation of their success.
- 2. Focus** on their next rank. Identify the specific belief, servant leadership characteristic, and action required. Of those, what has been established? What is missing? Ask them how they can improve their score (e.g. "What would take your belief in you from a 7 to an 8"?)
- 3. Find** one thing on which to direct actions to support their advancement.

## Belief Summit

TO ATTAIN  
AND SUSTAIN  
THE RANK OF:

	BUILD BELIEF IN:	TAKE ACTION:
PRESIDENTIAL DIAMOND	Your Legacy	With <b>charity</b> , live to serve, liberate, and transform the world.
BLUE DIAMOND	Your Influence	With <b>humility</b> , infuse passion for purpose. Raise empowered leaders.
DIAMOND	Your Why	With <b>diligence</b> , inspire and lead a movement. Multiply abundance.
PLATINUM	Your Team	With <b>gratitude</b> , expand community and leadership. Amplify momentum.
GOLD	Your Builders	With <b>love</b> , transfer vision. Nurture a team culture of duplication.
SILVER	You	With <b>commitment</b> , model success habits. Solidify certainty.
PREMIER	Company/ Opportunity	With <b>integrity</b> , present the message. Grow trust to enroll.
ELITE	Product	With <b>courage</b> , share experiences. Invite to change lives.

## GROUP MENTORING

- Leverage influence through group mentoring (e.g. 4-10 key leaders). Your leaders can duplicate this with their qualifying legs. Sample format: Share wins/victories/accountability from previous week's goals along with questions/challenges; then commit to goals for the week ahead.
- Create and utilize online rank-specific communities. Encourage members to cheer each other on and learn from one another's experiences.
- Create group mentoring activities at trainings, events, and retreats to overcome time or leadership limitations.

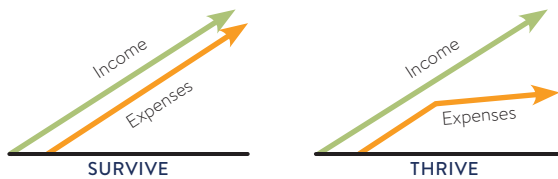


↓ For ideas use **Mentoring tools**

# Grow Your Wealth

It can be tempting to increase your monthly expenses to match your new income. Be wise with your growing resources to create lasting wealth and true financial freedom.

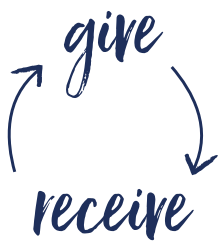
## CHOOSE TO THRIVE



Financial freedom is more often the result of decreased spending than increased income. When expenses are raised to match your income, a financial survival mode can ensue, making it difficult to make prudent decisions.

### Focus on important financial milestones first:

- Live within your means
- Create self-imposed limits
- Pay off outstanding debts
- Put away savings to cover six months of expenses
- Create a savings plan for annual tax obligations
- Consider paying off your mortgage early
- Build wealth and be *Free to Give*



## GIVE MORE

As you give of your time, talents, energy, and resources, what you send out comes back to you multiplied. Giving back is a vital principle of creating and maintaining wealth. As you do, your abundance multiplies.

Growing wealth is humbling and leads to experiencing tremendous gratitude. It's not uncommon for others to begin seeking your financial support for their cause or needs. Be wise, realizing the powerful capacity and stewardship you now have can either empower or enable. Evaluate and be selective. Create a plan and direct your efforts and resources to what is both sensible and where your heart is.



Prepare your heart and mind for your next rank advancement and greater abundance by journaling the following questions:

- What are your beliefs about money?
- What is your relationship with money?
- How do you feel about people who have a lot of money?
- What are your concerns about increasing income?
- What monthly income do you feel worthy and deserving to receive?

Use your awareness to engage in visualization and affirmation exercises.

## FINANCIAL FREEDOM PRINCIPLES

- An abundance mentality combined with financial discipline is the essence of true freedom.
- Recognize that financial problems are usually behavior problems, not money problems.
- Avoid frivolous purchasing. Purchase items you truly value to create feelings of fulfillment and accomplishment.
- Create new financial beliefs and behaviors in place of unhealthy patterns to bring lasting financial peace.

📖 Go deeper with the [Financial Freedom Planner](#)

“The meaning of life is to find your gift. The purpose of life is to give it away.”

— David Viscott



I am a wise steward of all the wealth that flows through me.

I create and receive massive value.

I preserve relationships, integrity, and freedom in all my financial dealings.

I feel gratitude in advance for all the miracles and abundance to come.

*“Your income is determined by how many people you serve and how well you serve them.” – Bob Burg and John David Mann*

## CREATE LASTING FREEDOM

### 1 Grow Your Income

Keep signing up and supporting new customers and builders to reach ranks and receive extra shares in the Diamond pool. Diamonds and Blue Diamonds receive an additional one-time share for a personally enrolled Wellness Advocate the first time they reach the rank of Premier.

After you've earned your first Power of 3 bonus, and when the time is right, begin working on a second. To get paid a second Power of 3 bonus, you need to qualify with volume separate from the first bonus.

### 2 Manage Requests for Support

Some builders show up with full commitment but lack the financial resources for things like tools or travel. Others may need oils for sampling. Recognize how growing your business by investing in others creates an impact. Balance financial support with teaching them to grow their own investments in their team and success.

### 3 Create a Comprehensive Financial Plan

As your doTERRA business and income expand, you will have a growing need for a professional team of advisors (e.g. financial advisor, accountant, attorney). Your professional team can assist to:

- Create a financial plan for the future
- Explore hiring children or other family members
- Manage increasing tax liabilities
- Ensure necessary insurance policies are in place
- Help determine appropriate investments
- Address estate planning needs
- Plan travel, charitable giving, other life events

### 4 Expand Your Vision

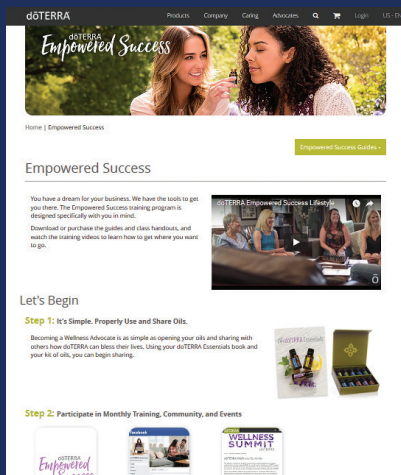
You are moving to a new level of financial freedom you may not have fully anticipated. This level opens doors to amazing opportunities to give, create a legacy, and do good in ways you never thought possible. Dream bigger!

Results vary. First time earnings are typically much less.  
See Opportunity and Earnings Disclosure at [doterra.com](https://doterra.com) > Our Advocates > Flyers

Ultimately, *leadership*  
is not about glorious crowning acts.  
It's about keeping your team  
*focused* on a goal and *motivated* to  
do their best to achieve it.  
It is about laying the groundwork  
for others' success and then  
standing back and  
*letting them shine.*

— Chris Hadfield

## Learn More:



[doTERRA.com](https://www.doTERRA.com) > Empowered Success

## Next Step:



Thank you to all Wellness Advocate leaders and others who have collaborated on and contributed to the making of Empowered Success.

