



dōTERRA®

Inspire

to Presidential
and Beyond

ō

Inspire Leadership

Congratulations on the phenomenal accomplishment of reaching Blue Diamond! Now expand your focus and belief in how you will grow your legacy and make a difference. You now have leaders who are influencing their own team in a movement to share dōTERRA products. As you live to serve, exemplify charity, and liberate others, you will transform the world.



+ Action

BEST WAY TO ACHIEVE PRESIDENTIAL DIAMOND:

- Cultivate Culture
- Strategize & Collaborate
- Enroll & Raise Leaders
- Inspire True Leadership
- Empower Leaders of Leaders

= Results

BENEFITS OF ACHIEVING PRESIDENTIAL DIAMOND:

- Change Lives
- Expand Leadership & Legacy
- Multiply Residual Income



PREPARE

- Fuel Your Success (pg. 4)
- Be a Servant Leader (pg. 5)
- Lift Your Mindset (pg. 6)
- Expand Your Capacity (pg. 7)

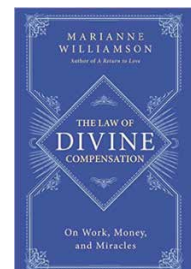
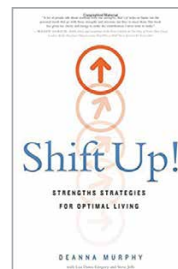
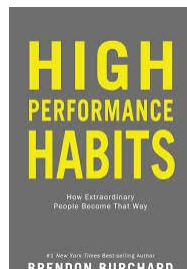
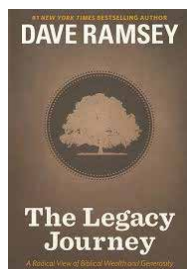
INVITE

- Renew with Strategies (pg. 8)
- Collaborate for Brilliance (pg. 9)

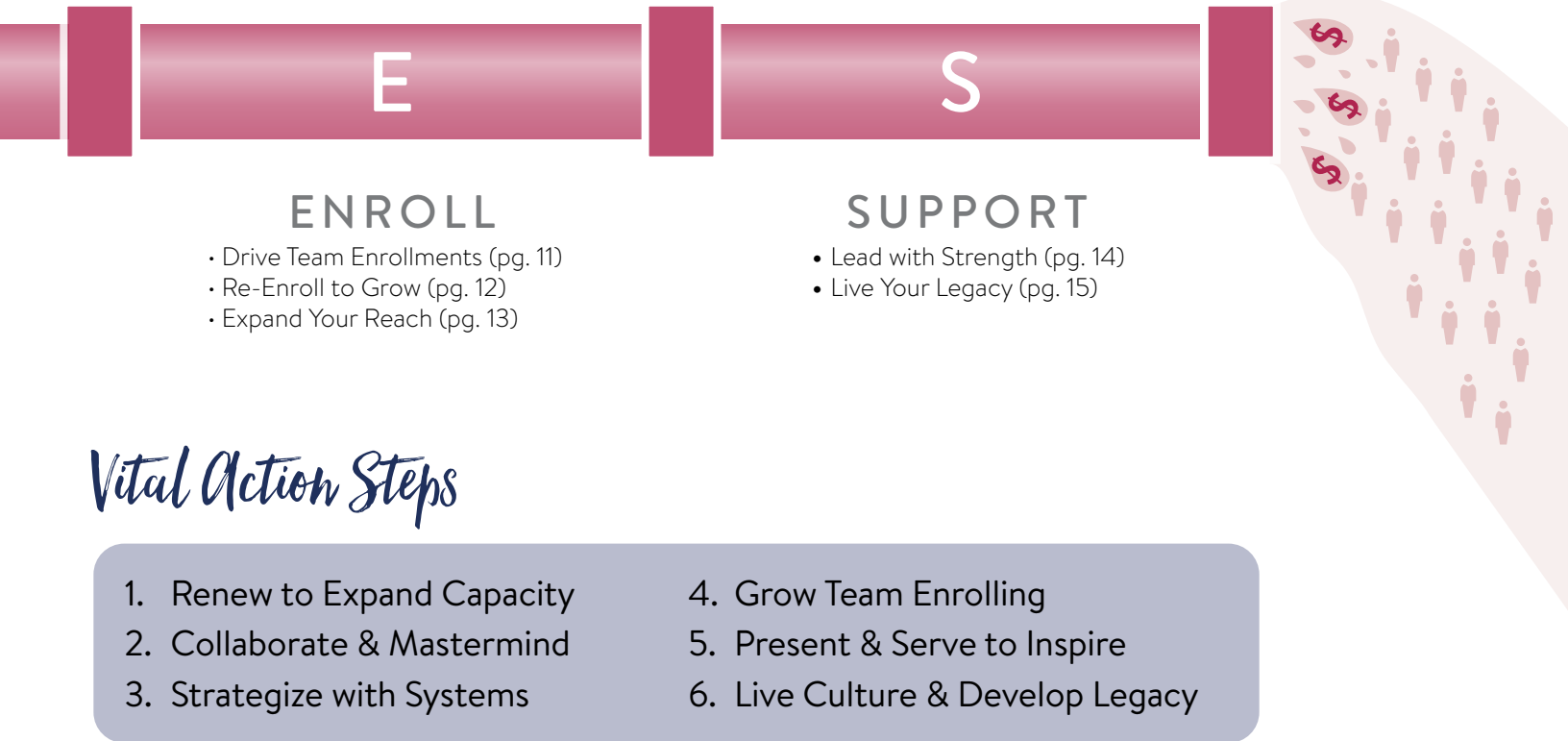
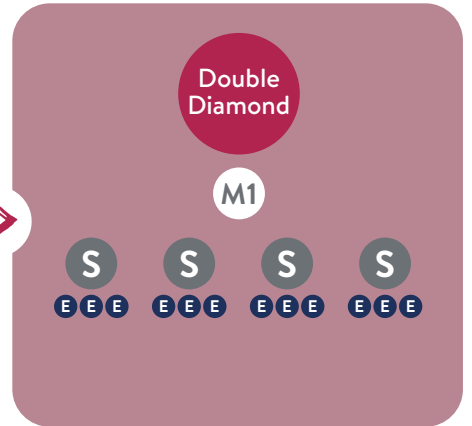
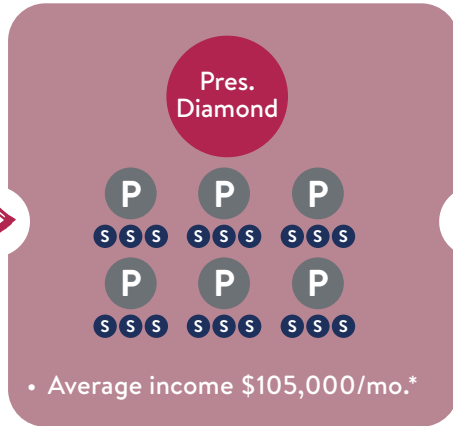
PRESENT

- Present with Precision (pg. 10)

PERSONAL DEVELOPMENT RECOMMENDATIONS:



NEXT STEPS TO SUCCESS



Vital Action Steps

1. Renew to Expand Capacity
2. Collaborate & Mastermind
3. Strategize with Systems
4. Grow Team Enrolling
5. Present & Serve to Inspire
6. Live Culture & Develop Legacy

Download bonus content in the **Empowered Success Library** at 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 > Our Advocates > Flyers

Fuel Your Success

True leadership is learned and developed through phases of progression and development where the capacity to create lasting success and inspire others evolves. The Empowered Success Train by Rank guides are designed to nurture the process of attaining and sustaining ranks of achievement in dōTERRA. Each contains a specific curriculum of essential and enduring principles for developing builders, raising leaders, and laying the foundation for every stage of growth.

UNDERSTANDING dōTERRA LEADERSHIP EVOLUTION



Launch : BE A SOLUTIONS PROVIDER

- Be a Solutions Provider
- Track PIPES Activities
- Host Presentations
- Schedule Success
- Share & Invite
- Enroll Customers and Follow Up



Train : BE A TRAINER

- Prioritize Commitment
- Invite to Build
- Get Mentored
- Create Experiences
- Present the Message
- Follow Success Timelines



Lead : BE A LEADER

- Take Ownership
- Duplicate Sales
- Elevate Leadership
- Execute with Discipline
- Commit Capable Builders
- Maximize Mentoring



Multiply : BE A MULTIPLIER OF GREATNESS

- Deepen Your Why
- Uplevel Inviting
- Incentivize Effectively
- Unify Your Team
- Multiply through Strengths
- Strategically Plan & Take Action



Influence : BE AN INFLUENCER

- Invite with Purpose
- Empower Builders
- Invest in Your Team
- Enroll Influencers
- Develop Leaders
- Breakthrough with Mentoring



Inspire : BE A SERVANT LEADER

- Present with Precision
- Live Culture & Legacy
- Renew with Strategies
- Inspire Team Enrolling
- Collaborate for Brilliance
- Uplevel Systems and Service

MASTER THE FIVE CONVERSATIONS

At the foundation of Empowered Success are five core conversations and guides designed to support specific presentations to introduce each initial phase of the dōTERRA experience.

These steps can be arranged into different sequences. Whether a customer, sharer, or builder, meet every person who joins your dōTERRA family where they are.

1 Introduce essential oil possibilities



2 Educate and enroll in natural solutions



3 Commit to live the dōTERRA lifestyle



4 Commit to host presentations



5 Commit to build a business



Be a Servant Leader

As a Presidential Diamond, you serve in partnership with Corporate as guardians of the culture and stewards of healthy, worldwide expansion. As a committed partner, you contribute to maintaining and expanding a culture of excellence. There is no space for mediocrity in our products or our people. Align with the ongoing intentions of the founders and honor all who provide support on a corporate level. Strive to become a servant leader where the highest level of leadership is love.

“Success in this field is not in finding the right person, but in becoming the right person.”
 — Boyd Truman

5 LAWS OF dōTERRA CULTURE

Servant leadership is the truest way to demonstrate and duplicate the dōTERRA culture. Trust that you are the right steward and choose to create an environment that inspires your team's growth. Before asking how you can get others to take action, ask how you can show up and serve as their leader.

- 1 *I am a steward of these gifts of the Earth.* I know how to represent the products ethically, accurately, and passionately.
- 2 *I continually deepen my purpose, knowledge, and skills.* I grow my influence and my team by first growing myself.
- 3 *I begin and end in integrity.* I honor the trust others place in me to do the right thing.
- 4 *I am part of a greater cause.* I self-govern, knowing my actions affect others. I invite others to bring their best contributions.
- 5 *I am a steward of the abundance that flows from my business.* I strive to live debt-free and within my means. I give and spread prosperity.

CULTIVATE CULTURE

Beliefs and behaviors define the culture of a community. As a leader, what you consistently teach, model, and nurture will be duplicated in your team. Your decisions either add to or subtract from the larger dōTERRA culture.

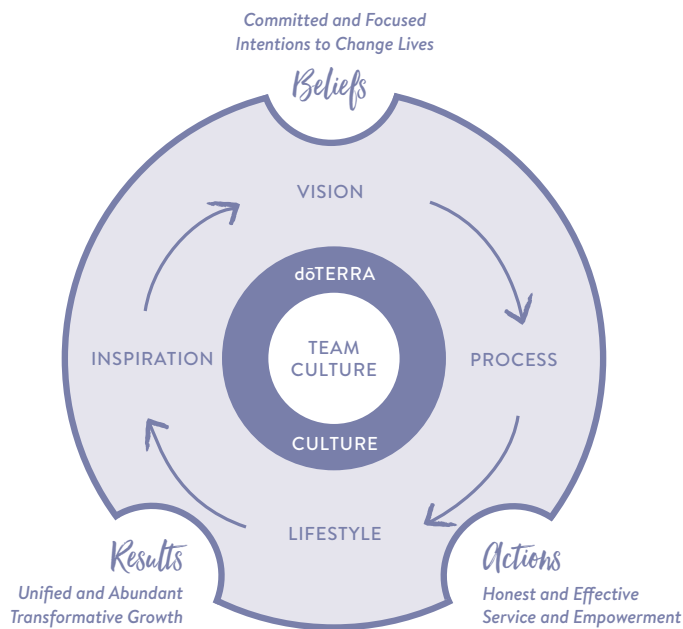
Be a servant leader, not a task master. Focus on what makes each person special and support them to be more of who they can be.

Remember...

Your voice and actions impact the greater culture.

- "What I do and say impacts your business."
- "What you do and say impacts my business."

“To handle yourself, use your head. To handle others, use your heart.”
 — Eleanor Roosevelt



Lift Your Mindset

“When I let go of what I am,
I become what I might be.”

— Lao Tzu

Your beliefs impact your capacity, actions, and results. As a dōTERRA Presidential Diamond, you are one of the culture’s greatest examples of choosing to consistently overcome limiting beliefs and triumph over thoughts aimed to disempower your potential. Choose to do the inner work required to move to higher levels of success and leadership and inspire others to do the same.

DEFINE YOUR CEILING

What disempowering beliefs are limiting you? Are you afraid or unsure how to:

- Establish a new Why because you’ve fulfilled your existing ones?
- Wisely manage, invest, and spend what you already earn?
- Responsibly guide and nurture your growing team?
- Release control and trust your leaders more in order to grow?
- Make more money than you ever thought possible?



RISE BEYOND

Use this exercise to help tackle self-sabotage and explore your beliefs. Consider recording your new beliefs to recognize progress.

- 1 What belief is limiting your success and influence?
- 2 What is the source of this belief?
- 3 How is this belief limiting you, your life, or growth in your business?
- 4 Is there anyone or anything to forgive or let go of to be set free of this belief?
- 5 What gifts have you gained as a result of struggling with this belief?
- 6 What new belief serves to replace the old one?
- 7 What are your life, capacity, business, and dreams like with this new belief?
- 8 How will you nurture and maintain this new belief and ensure it sticks with you?

PURSUE WITH PASSION

The path to Presidential Diamond can be defined as the passionate pursuit of goals that awe and inspire you and others to become better people, flourish emotionally, and live your best lives.

Top empowering beliefs to fuel me to Presidential Diamond:

- _____
- _____
- _____

Those who play big and stay that way consistently engage in doing their inner work. Ask yourself:

- Does my daily mindset match my potential?
- Is my vision vast enough to embrace future success?
- Am I engaged in regular personal development?
- Am I mentored and coached consistently?
- Am I committed to ongoing training?

CONTEMPLATION > INSPIRATION > PASSION FOR PURPOSE

“When people believe in what’s possible,
they take action to achieve it.”

— Melyna Harrison

Expand Your Capacity

Experience is a great teacher. The power of your influence and actions have brought you to where you are today! Look for patterns in how you've done things well in the past. Fuel your future with this empowered awareness and duplicate your success.

- Be intentional with your time and attention. Invest wisely. Avoid spreading yourself too thin and compromising your effectiveness.
- Partner with significant people in your life and business.
- Continue engaging in the core business activities to keep your team following.

“A wise steward does less of the things that deplete or diminish resources and more of the things that multiply.”

— Liz Wiseman

BEST AND HIGHEST USE

As you advance in rank, your desire to take on greater responsibility will include the need to eliminate distractions. Excessive numbers of emails, texts, phone calls, mentoring sessions, and more may keep you from what is your more important work. Be more conscious about what you really want and who you want to create it with. Let go of what is no longer needed and make space for the new. Sustained success is directly related to your capacity to maintain a larger team and leverage appropriate resources.

	BRINGS YOU JOY	DRAINS YOU
ACTIVITIES	Keep Doing / Do More	Dump / Do Less / Delegate
PEOPLE	Keep Connecting / Collaborate More	Change Connections / Connect Less

PRIORITIZE HABITS

By honoring your priorities, you discover more energy to create and experience greater results and fulfillment. Consider dividing your time into 3 kinds of days:

- **Energy Days** - Keep the main thing the main thing. Spend 80 percent of your time operating in your strengths, interacting with people and processes that generate high returns and more joy. Keep both a short-term and long-term perspective. Hold yourself accountable for producing meaningful outcomes.
- **Prep Days** - Prepare for successful Energy Days and Days Off. Plan, clear clutter, and get organized. Consider delegating certain tasks. You have the financial and professional capacity to outsource tasks and responsibilities that distract and detract from your brilliance and dreams.
- **Days Off** - Step away. Spend time in self-care and with those you love. Allow your success to provide you time to do what you enjoy and come back refreshed and renewed.



USE YOUR GUIDES

Previous rank guides provided exposure to a diverse number of success habits. Expand your expertise by continuing to engage in known disciplines of execution.

↓ Refer to [Uplevel Your Lifestyle](#) to further explore.

Renew with Strategies

Take a moment to pause and evaluate how, when, and where to uplevel your strategies. A well thought out plan is key to your advancement and lasting results. Include those that matter to success to implement effectively.

KNOW TO GROW

Evaluate key indicators to know the overall health of your team. Measure results and focus most on the statistical feedback of your top seven levels.

Identify what is needed to grow. What areas need more focus and attention?

	Where Are You?		Where Do You Want to Be?	
			In 90 Days	In 1 Year
Rank				
Retention %				
Commissionable Volume (GCV)				
Team Population				
Income				
Power of 3: 2 Legs at \$1500				

↓ Use the **Assess Your Team** to identify and strategize for growth.

Consider the five main areas of focus for growth. What is working and what needs improving or replacing? Rate them in order of importance for your team's progression. Chose to focus on one or two things to create the biggest impact.

TRAINING

Invest your time, energy, and resources in what is most needed. Decide what can be recorded and hosted online. Keep in mind some trainings are best live.

EVENTS

Utilize upline and corporate events to influence and transform your builders. At your team events, create opportunities for your leaders to shine and improve their skills.

MENTORING

Serve your team in ways that best meet their needs. Use group mentoring to engage with more leaders.

SYSTEMS

Utilize Empowered Success and doterra.com to partner with your team-specific implementation.

CAMPAIGNS

Use incentives and campaigns to advance your team and solidify healthy customer relations and retention.



Act with strategy. Attaining, sustaining, and growing beyond the rank of Presidential Diamond are three very different phases. Meet yourself where you are and target what you and your team need most.

Involve key players. Collaborate with the right people. Partner with those who can and will help you develop plans and realize results. Who on your team needs to get more involved?

Collaborate for Brilliance

THINK MULTI-GENERATIONAL

Find the balance between allowing your more mature leaders the freedom to lead their teams while being mindful of your younger leaders' needs. Adjust support where needed to meet different phases of growth.

Continue to operate team-wide programs and events that allow younger leaders to contribute and expand their capabilities. Keep focus on "IPEing" and beware of "management mode." In all you do, foster healthy duplication practices to build generations of successful leaders training others to share dōTERRA® products.

MASTERMIND WITH YOUR LEADERS

Gather your key leaders to regularly brainstorm, strategize, solve problems, and plan together. Consider holding annual strategy and quarterly planning gatherings.

- Get your leaders involved in planning team trainings, gatherings, and campaigns. Ignite their creativity to grow engagement.
- Invite them to take on responsibilities and build a sense of community. Social media (e.g. Facebook groups) and team calls and trainings are valuable places for them to contribute and offer leadership.

By providing masterminding and collaboration opportunities, you reveal within the existing talent on your team unexpected capabilities, untapped eagerness and capacity, undiscovered strengths, cooperative partnerships, and deeper desires to be part of a larger mission.



PARTNER CROSSLINE

Invite and model cross-team collaboration to broaden exposure to useful practices and harness synergy. Partner with your own upline and crossline where it serves. Collaborate to inspire openness and successful partnerships.

“Leaders...will be explorers, adventurers, trailblazers... leaders of leaders...They will gather around them people who have the future in their bones.”

– Rowan Gibson

Who

STRATEGIC PARTNERS

(e.g. qualifier/frontline, downline, upline, crossline, account manager)

How

COLLABORATE

(e.g. systems, community-building, education, training, events)

Present with Precision

Some of your best opportunities to serve your team are while presenting. Continue raising your leadership, refining yourself as a presenter. Up-and-coming leaders will aspire to become more capable like yourself.

As you take the stage, share the stage. Let your builders and leaders share, teach, train, and inspire. Edify them to increase their credibility and confidence.

BE PREPARED

Be ever-ready to deliver powerful presentations no matter when, where, who, or how.

- Prepare presentations and stories related to your dōTERRA journey.
- Create a professional headshot and bio.
- Use presentations repeatedly for consistency in your training.
- Consider coaching to strengthen your speaking capabilities.

CONSTRUCT POWERFUL PRESENTATIONS

Sharing your knowledge and expertise is how you change, inspire, and bless lives. Present the brilliance of your experience in an intelligent, attractive, and well-packaged way that moves beyond just facts. Convert your audiences through exciting and compelling presentations.

1. Connect Emotionally

Make emotional connections with your audience to build trust and inspire hope. Give people reasons to keep paying attention!

- **Tell Stories** – People remember stories because they stir thoughts, feelings, and arouse emotions more than any other method.
- **Add Visual Cues** – A picture speaks a thousand words. Keep your message relevant with well selected images that reduce the need for words.
- **Use Music and Video Clips** – They capture attention, set a mood, add excitement, and make a presentation more memorable.
- **Make It about Them** – Personalize presentations to your audience. Show how your solutions benefit them specifically.
- **Include Humor** – By being more personable, you put people at ease and open them to your ideas.

2. Ask Questions

Questions mark what you're saying as important, turning a passive experience into an active quest to explore and keep paying attention!

3. Make Key Points

Most people remember about three key concepts from a presentation. Organize your content to keep focus on actionable takeaways.

“When you tell your story, it reveals your values. When you connect that to a larger shared value, you really give people a reason to believe in you.”

– Brian Hardwick



MASTER STORYTELLING

Telling stories is not about you. It's about opening the hearts and inspiring the minds of your audience. Stories are much more entertaining than facts, helping your audience remember long after the story's over.

POWERPOINT PRESENTATION KNOW-HOW

- Use design to complement your presentation, not compete with it.
- Slides are best made to emphasize points, not act as a script. Avoid reading them.
- Keep the text of your slides short, never more than a few lines.

↓ Refer to **Present to All the Senses**.

Drive Team Enrollments

In order to succeed, people need to know what to do, how to do it, and what to prioritize. Otherwise commitment fades. As a leader, the number one thing to encourage is successful actions. Accelerate team-wide growth with effective incentives, events, and recognition to show and promote where attention goes.

INCENTIVIZE THE 5 CONVERSATIONS

Teach builders to concentrate efforts on the people in their pipeline with whom they are sharing, inviting, and presenting. Growth comes as the result of engaging with prospects in these most important ways.

Use weekly Success Check-ins for each builder to set goals for PIPES activities and track results. Consider conducting incentive programs (e.g. weekly drawing prizes, monthly contest winners) to motivate key activities.



CHANGE LIVES WITH EVENTS

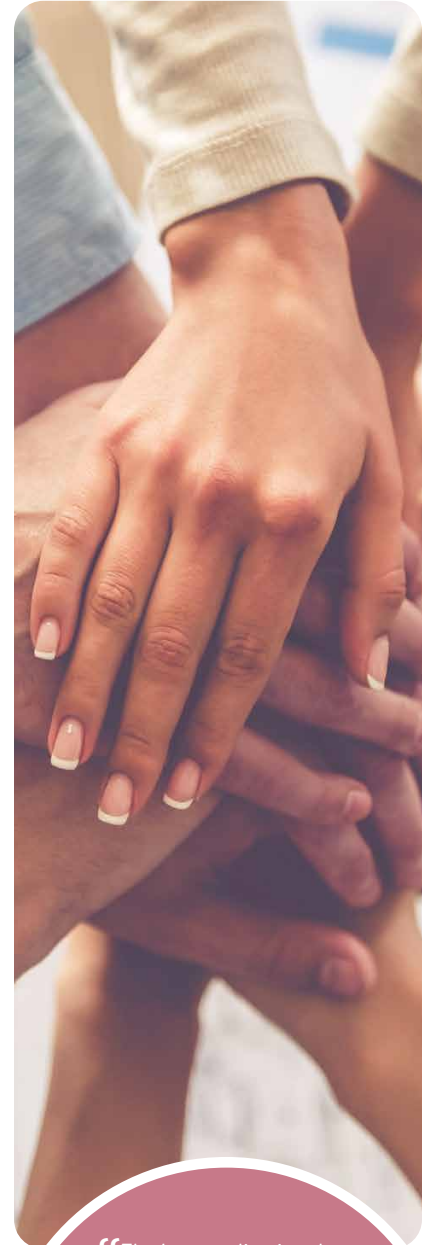
- Consider what types of events create engagement and impact team growth. Is there a particular speaker or topic that would motivate and inspire?
- Increase duplication of sales by incorporating the Empowered Success tools into all your team trainings.
- Ask your builders and leaders for their input and involvement in advance. How can you best engage their strengths?
- Encourage presenters to be polished and prepared yet flexible to intuitively respond to audience needs.
- Leverage corporate events as a time to gather your team.

RECOGNIZE RESULTS

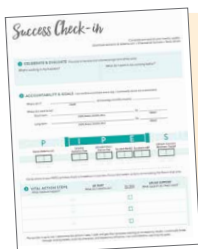
Deepen connections within your team. Make it fun to grow! Love your people. Encourage and challenge them. Sincerely recognize their contributions.

Celebrate what you want to see more of. The list of activities to incentivize are the very same to recognize. Publicly acknowledging accomplishments in team emails or social media posts with photos or video of successful individuals makes success real and relatable where observers are inspired and think: "If they can do it, I can do it!"

Success Check-ins allow you to see clearly what your people are doing well and where motivation is needed. Incentivize and recognize right actions.



“The bottom line is, when people are crystal clear about the most important priorities of the organization and team they work with, and have prioritized their work around those top priorities, not only are they many times more productive, they discover they have the time they need to have a whole life.”
— Stephen Covey



HOW YOU WILL CELEBRATE

of Invites: _____

of Presentations: _____

of Enrollments: _____

Re-Enroll to Grow

Every top leader deals with strained builder or leader relationships or legs that have fallen apart. Establish greater clarity by finding ways to work together and letting go of what's not working.

CHOOSE A NEW PATHWAY

Can we start again?

Before connecting with someone where things have been difficult, take the time to think. You are a different person today than you were when you enrolled them so how is the more experienced you ready to respond differently? Earn the right to restore and renew a relationship.

If you need extra support to rebuild trust, bring in your more experienced upline or other helpful third party.

I can start over!

Give yourself permission to start over. Enroll new business partners who you love to be around. Together, maximize potential.



LESSONS OF LOVE

- Not every person you enroll as a builder works out. Consider their joining as an opportunity for personal development.
- Focus on what's right about the situation. Rather than distract, let it take you to higher ground.
- Certain relationships invite you to become a better version of you. Express gratitude.

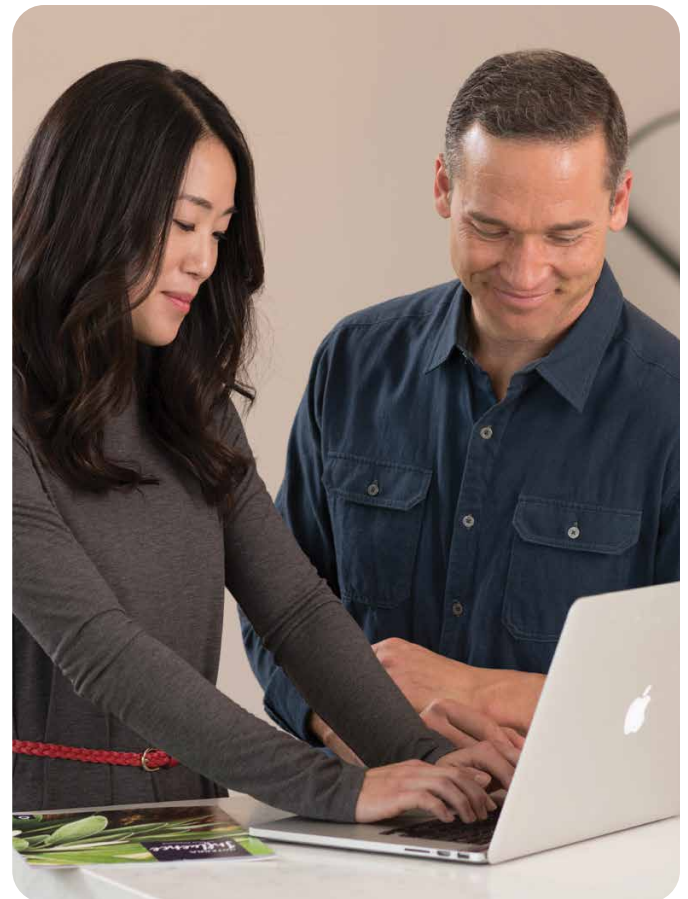
Whether re-engaging or starting over, follow this four step process to create desired results.

- 1 Take inventory.** Increase awareness of your actions, attitudes, and behaviors. Consciously measure your impact on others.
- 2 Look back to look ahead.** Think of something you remember doing successfully. Renew your confidence in your capacity to find empowering solutions by considering how to duplicate your past successes.
- 3 See new possibilities.** Imagine a future where you have solved whatever problem you are working through.
- 4 Choose new responses.** Confidently integrate what was best from the past with the imagined possibilities for the future. Invite healthy behavior by modeling it first.

FUEL WITH INTENTION

Follow your heart and inspiration to fuel your energy. Partner meaningful experiences with fulfilling relationships to create more growth and value.

Because of who you have become, trust that you can attract and enroll capable and committed business partners, even those who are already on your team!



Expand Your Reach

Continue to enroll to feed your soul and fuel your business. Your example invites your leaders to also keep advancing. Your level of commitment directly impacts both your team and personal capacity to attract powerful partnerships. You can't teach what you don't know and you can't lead where you won't go.

“Your culture...is the most powerful resource you have to attract, recruit, hire and retain the highest level of talent to your business. The best people, always want to work with...the best people.”

— Peter Ashworth

ENROLL UP

Consider a plan for strategic exposure to dial-in your support to enroll your builders' builder prospects as well as your own. Engage prospects by painting a picture of how their involvement can unfold. Some options to consider:

- **Face-to-face:** Connect on a 2- or 3-way video call or in person to create a powerful experience. Use key tools (e.g. oils, *Build* guide, *Leadership* magazine) to leverage the right exposure and inspire interest. Ask questions, listen, and focus on the vision of how dōTERRA can support their goals. With their commitment, initiate your partnership and launch their strategy.
- **Experience a Corporate Event:** Offer a ticket to a corporate event or invite to some kind of meet & greet with leaders. Remain certain and patient as you support their journey and experiences.



GROW INTERNATIONALLY

Ask yourself the following questions while considering if international building is right for you.

Am I willing to:

- Invest considerably and consistently in a certain market?
- Travel to support?
- Target specific market needs with my unique leadership?
- Be creative in solving problems?
- Pioneer and innovate for growth?

↓ Download **Expand Internationally** to guide your efforts.

OPEN YOUR MULTIPLIER ACCOUNT

Once you reach the rank of Presidential Diamond, you are given the opportunity to multiply your earnings by enrolling yourself into a new Multiplier Account. Form a new business entity and submit an enrollment application to Placements.

Consider building your M1 once you have solidified your first Presidential account.

↓ Refer to **Multiplier Account Guidelines**.

Lead with Strength

“The privilege of a lifetime is to be who you are.”
— Joseph Campbell

Leadership is more purposeful when you magnify the brilliance of your leaders. Understand your strengths as well as those of your leaders by observing and learning from past success patterns. Use the Strengths Guide for Builders to lead with your unique strengths.

LEVERAGE STRENGTHS

The strengths-based philosophy is a strengths-oriented approach to yourself, others, and situations. Focusing on weaknesses blinds you to strengths and shuts down access to inner brilliance. When each person brings their own important individual strengths to any situation, high energy performance and optimal results can be reached. Create an environment that invites inspiring and significant service where together you function as a well-rounded team.

LEARN IT

- Learn about your strengths and how they work.
- Discover the components of your strengths that resonate with you.
- Focus on what's right about you and invest in perfecting your performance.
- Do the same for your leaders; discover and emphasize what's right about them.

LOVE IT

- Take ownership of your strengths and love the important role they play.
- Study your success and how your strengths work for good in your business, life, and relationships.
- Appreciate how your strengths and those of your leaders support your goals.

LIVE IT

- Intentionally live your strengths and direct them at your activities.
- Focus on contributions to create better outcomes.
- Recognize talent as a game changer and duplicate your success.
- Create an environment that encourages each person to duplicate their own success.

STRENGTHS HAVE LIMITLESS POTENTIAL

Focus on further developing your natural talents and strengths. Like the points of a star, the more they develop the larger your influence and capacity shines. Utilize Empowered You on dōterra.com to learn more about how to invest in and grow strengths.



ASPIRE TO INSPIRE

Think of people you admire and aspire to be like. Rather than develop “strengths envy,” identify how they inspire you to be more of who you are as you serve with your own strengths.

- Who are they?
- What does it feel like to be with them?
- How are you a better person when you're around them?
- How do they successfully leverage who they are?

Live Your Legacy

LIVE THE STORY YOU WANT TOLD

Role models inspire others to find their own right path by showing what is possible. Be an example by living your dreams-come-true. Be the inspiring leader whose success others choose to emulate.

Who you are is continually evolving. Challenge yourself to be the best version of you and live those qualities. It's who you are, not what you do, that people follow. Model the habits of an inspiring leader by passionately promoting purpose and looking for and highlighting the best in others.

SUCCESS:

Empower your team to do big things with you.

INFLUENCE:

Develop leaders to do great things with you.

LEGACY:

Put leaders in a position to do great things without you.

MAKE A DIFFERENCE

True success is beyond achievements. It's about making a difference. Choose to live without regret by consistently creating a lasting legacy. How can you contribute to a better world? Show up daily as a partner to solutions.

What qualities do you want to be known for? Define what success looks like for you and embody it in your actions. Declare in writing your intentions to stay true to and live your life's calling.

“As soon as a leader is ready to show up in whatever way they are called, they will be called to lead in higher levels of leadership.”

— Dave Stirling

GROW SUCCESSION

Commit to the well-being of those on your team and work to see their interests advanced so they carry the banner of success long after you are gone. No matter how you lead, there comes a time to pass leadership on to the next generation. There is no real success without successors.

Be a leader of leaders, creating an environment where developing and empowering independence in leadership is the norm. Capitalize on what makes each person unique and help them be more of who they were born to be.

Create a leadership legacy where roots are deep enough to last for generations.

- Your mission is to bring to new generations opportunities to experience and create a better future.
- No generation is more important than another. Together we make a difference for all.
- Next generations naturally express themselves, expand on what they've learned, and seek to gain a sense of their own uniqueness and worth.
- As the influence of each generation grows, it is natural for the former to make room for the new.



↓ Refer to [Transfer Wealth](#) to explore expanding your legacy.

“When your *life's work* is to *empower* others, your *legacy* lives on forever in the lives you have loved and served. As leaders, we seek to *touch every heart* and bless every future generation in every country around the *world.*”

- Eric Larsen, Master Distributor

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

