



dōTERRA®

Multiply

to Platinum & Diamond

Multiply Greatness

Congratulations on making the decision to become a Diamond! Focus now on building belief in your Why. With humility, share and invite others to join your cause. Inspire and invite others to partner with you in leading a movement to share and multiply abundance.



+ Action

HOW TO ACHIEVE DIAMOND

- Lead by Strengths
- Plan Strategically
- Enroll and Invite Builders
- Support Customers
- Inspire and Unify Your Team

= Results

ACHIEVE GOALS

- Change Lives
- New Level of Belief
- Raise Up Leaders
- Multiply Residual Income



PREPARE

- Fuel Your Success (pg. 4)
- Be a Multiplier of Greatness (pg. 5)
- Diamond Planner (pg. 6)
- Strategize for Success (pg. 8)
- Multiply Action and Momentum (pg. 9)

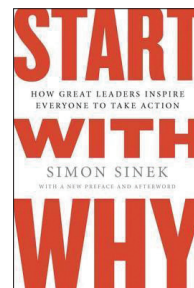
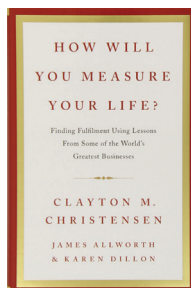
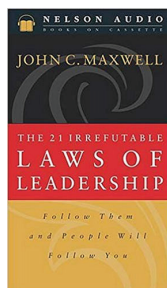
INVITE

- Uplevel Inviting (pg. 10)

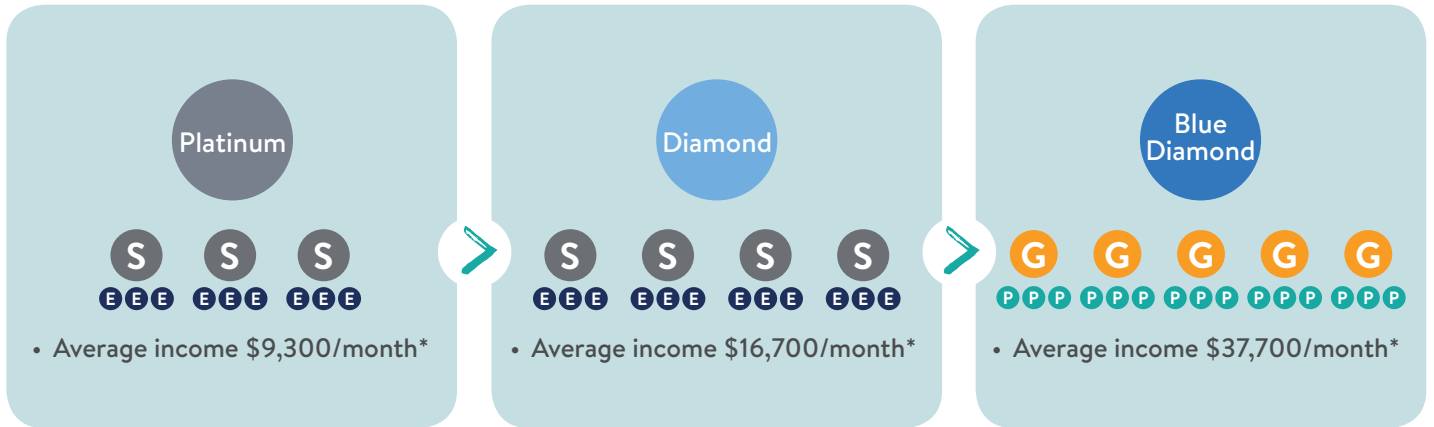
PRESENT

- Present Powerfully (pg. 11)

PERSONAL DEVELOPMENT RECOMMENDATIONS:



NEXT STEPS TO SUCCESS



E

ENROLL

- Empowered Enrolling (pg. 12)
- Effective Incentives (pg. 13)

S

SUPPORT

- Rediscover Their Why (pg. 14)
- Effective Mentoring (pg. 15)
- Unify Your Team (pg. 16)
- Individualized Support (pg. 18)
- Grow Your Wealth (pg. 19)

Vital Action Steps

1. Expand Your Why
2. Activate Your Leaders' Strengths
3. Plan Strategically
4. Multiply Your I.P.E Efforts
5. Mentor and Taproot
6. Unify and Celebrate

↓ Items with the download icon are located in the *Empowered Success Tools Library* at doterra.com.

*Results vary. First time earnings are typically much less. Numbers displayed are based on 2016 annual averages. See opportunity and Earnings Disclosure at doterra.com > Our Advocates > Flyers.

Fuel Your Success

Are you ready to rise to Diamond? Open your heart and mind as you inspire a movement and multiply abundance for yourself and your team. It's who you are, and you possess everything you need to make it a reality.

EXPAND YOUR WHY

Your Why gives you permission to dream bigger than ever before and inspires others to join you in your movement to change the world. The more you share your Why, the stronger it becomes, until it breaks through your fears and gives you the strength to accomplish your mission.



Journal the answers to these questions to expand your Why. Go back to your vision board and add additional meaningful ideas. Think and act as if you are already a Diamond.

- Why do you do dōTERRA?
- How has dōTERRA changed your life?
- How would your life be different if you achieved your goals in dōTERRA?
- What are you willing to do to accomplish your goals in dōTERRA?
- What's your bigger vision of what you'd like to create with dōTERRA?

NURTURE RELATIONSHIPS

Your Support System

Your Family

Yourself

The most important relationship is with yourself. As you prepare for your run to Diamond, take time to nurture yourself physically, mentally, emotionally, and spiritually. Find fulfillment in the process. Create morning and evening rituals you can maintain anywhere you go.

The second most important relationship is with your family. Prioritize time to nurture relationships with your spouse and children to stay happy, connected, and committed. Unite the people you love most by including them in your goal. Keep family commitments and be loyal. Communicate your appreciation often.

Utilize support systems to help concentrate efforts on activities that will bring results:

- Friends – Trusted, close friends encourage and lift you up on hard days.
- Parents and siblings – They remind you of your strengths and past achievements.
- Upline mentor – To help you stay accountable and overcome obstacles.
- Upline leaders – Leverage resources and training already offered by your upline.
- Inspirational voice – Find a speaker or author whose words strengthen you.
- Boundaries – Set clear office hours and family time.
- Home support – Engage others in house cleaning, laundry, errands, food prep, etc.
- Office assistant – Hire an assistant or family members to assist with business needs.
- Consider trading oils or mentoring for services.
- Explore meal swaps and trading babysitting to free up time.

Expand your Why to impact other people's lives. Imagine seeing the gratitude in their eyes as they say, "Thank you. You have forever changed my life."

— Brianne Hovey



EXPAND YOUR *Why*
BUILD YOUR *Belief*
INCREASE YOUR *Impact*

↓ Use **Expand Your Dreams and Create Vision** to gain greater understanding of why to partner with dōTERRA.

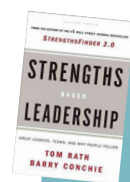
Be a Multiplier of Greatness

Teaming up with people who want to make a difference is the multiplying factor that makes it possible for you to change the world. You cultivate a whole new level of engagement and growth by activating your own strengths and those of your leaders.

AUTHENTIC LEADERSHIP

The freedom to be the “real” you is the greatest gift you can give yourself, so ask yourself, are you tapped into the “real” you? You are here to enjoy life, be happy, serve others, and ultimately reach your dreams.

- Magnify your purpose and impact more lives
- Empowering, rather than enabling, builds leader confidence
- Awaken your zone of genius and break through limiting beliefs
- Rise up and shine



73%

engagement is created when you focus on your leaders' strengths vs. only 9% when you don't.

Complete this exercise first for yourself, then with each of your leaders to understand how you can best inspire and engage them. Engaging your leaders creates a multiplying momentum.

List three of your most exciting business accomplishments. _____

How did your greatest strengths contribute to these successes? _____

Based on the successes listed above, how will you best use your strengths to accomplish your business goals in the upcoming months? _____

“Only action determines your value in the marketplace and to multiply my value I will multiply my actions.”
—Og Mandino, *The Greatest Salesman In The World*

PREPARE & PRIORITIZE

“Your Zone of Genius is the set of activities you are uniquely suited to do. They draw upon your special gifts and strengths.”
—The Big Leap by Gay Hendricks



EVALUATE HOW EFFICIENTLY YOU SPEND YOUR TIME, THEN MAKE A PLAN TO CREATE THE FINANCIAL FREEDOM AND LIFESTYLE YOU DESIRE.

- 1 **Make a list of your Top Value Tasks.** These are the things in your Zone of Genius that you would do regardless of payment because your heart is fully in them. They are also the things you may want to do more of in your ideal lifestyle.
- 2 **List your Top Money Tasks.** These tasks bring in the most money for the time invested.
- 3 **List your potential Top Money Tasks.** These are the things you are currently working on or wanting to work on that have high potential to become Top Money Tasks in the future.

Focus your time and energy on things in these three areas and eliminate interference. Interference is anything that clouds or distracts from your vision or goal.

Diamond Planner

To achieve Platinum, work with and support three key leaders to help them become Silver. To achieve Diamond, work with and support four key leaders to help them become Silver.

MONTHLY CHECKLIST

- 1st Recognize success
- 5th Map out rank and Power of 3
- 14th Check rank and Power of 3
- 27th Finalize rank and Power of 3

your qualifying builders →



| | |
|---|---------------------------------------|
| NAME: | SILVER + <input type="checkbox"/> |
| | |
| STRENGTHS | |
| THEIR WHY | |
| KEY SUPPORT NEEDED / INCENTIVES | |
| <input type="checkbox"/> Following the Train Guide <input type="checkbox"/> Reviewed their Train Guide | |
| BUILDER 1: | ELITE <input type="checkbox"/> |
| 3000 OV - _____ (Typical OV) = _____ (OV Needed) | |
| KEY SUPPORT NEEDED / INCENTIVES | |
| BUILDER 2: | ELITE <input type="checkbox"/> |
| 3000 OV - _____ (Typical OV) = _____ (OV Needed) | |
| KEY SUPPORT NEEDED / INCENTIVES | |
| BUILDER 3: | ELITE <input type="checkbox"/> |
| 3000 OV - _____ (Typical OV) = _____ (OV Needed) | |
| KEY SUPPORT NEEDED / INCENTIVES | |

| | |
|---|---------------------------------------|
| NAME: | SILVER + <input type="checkbox"/> |
| | |
| STRENGTHS | |
| THEIR WHY | |
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| KEY SUPPORT NEEDED / INCENTIVES | |
| BUILDER 3: | ELITE <input type="checkbox"/> |
| 3000 OV - _____ (Typical OV) = _____ (OV Needed) | |
| KEY SUPPORT NEEDED / INCENTIVES | |

PLATINUM

I AM A DIAMOND
 -a leader *that leaders want to follow*
ON OR BEFORE

 (last day of month)

AND I FEEL

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



NAME: _____ **SILVER +**

STRENGTHS

THEIR WHY

KEY SUPPORT NEEDED / INCENTIVES

Following the Train Guide Reviewed their Train Guide

BUILDER 1: _____ **ELITE**

3000 OV - _____ (Typical OV) = _____ (OV Needed)

KEY SUPPORT NEEDED / INCENTIVES

BUILDER 2: _____ **ELITE**

3000 OV - _____ (Typical OV) = _____ (OV Needed)

KEY SUPPORT NEEDED / INCENTIVES

BUILDER 3: _____ **ELITE**

3000 OV - _____ (Typical OV) = _____ (OV Needed)

KEY SUPPORT NEEDED / INCENTIVES

NAME: _____ **SILVER +**

STRENGTHS

THEIR WHY

KEY SUPPORT NEEDED / INCENTIVES

Following the Train Guide Reviewed their Train Guide

BUILDER 1: _____ **ELITE**

3000 OV - _____ (Typical OV) = _____ (OV Needed)

KEY SUPPORT NEEDED / INCENTIVES

BUILDER 2: _____ **ELITE**

3000 OV - _____ (Typical OV) = _____ (OV Needed)

KEY SUPPORT NEEDED / INCENTIVES

BUILDER 3: _____ **ELITE**

3000 OV - _____ (Typical OV) = _____ (OV Needed)

KEY SUPPORT NEEDED / INCENTIVES

Strategize for Success

Create a strategic plan with each of your qualifying legs. Some are working toward Silver, some range between Elite and Premier, and you may even be starting a brand new leg. You are right where you need to be. Use these steps as you strategize and create action plans for each leg.

1 Know The Numbers

How much volume do you need under each Silver and Elite? As you are enrolling new people, have a few spots in mind to determine placement based on best fit with those teams.

2 Grow Commitment

Your builder is increasing their belief in the dōTERRA opportunity and products. Life is busy and they may be more focused on work and other obligations than they are on advancing their rank. It is your responsibility to help them build a vision, and inspire them to focus over a three-month period (see pg. 14.)

3 Determine Key Players

Customers & Sharers:

- Are they on LRP?
- Have they hosted a class?
- Have you asked them for referrals?
- Are they participating in continuing education?

Builders:

- What are their goals and why?
- Who needs group mentoring?
- Would using incentives serve?
- Are they engaged in training opportunities?

4 Mentor Their Builders

1. Set up communication for accountability. Set check-ins for consistency.
2. Hold mentor calls with you, the Silver, and the Elite.
3. Use social media groups, web conferencing for accountability calls, or weekly calls.

5 Strategize For Volume

Strategizing for Diamond can be a creative, fun, and rewarding process. At the beginning, determine what financial resources you can use to inspire, incentivize, and lead your team (see pg. 17). Also be aware of dōTERRA promotions.

CONSIDER:

Customers & Sharers

Q: How much volume is needed? (e.g. "I need 2400 PV in this leg)

Q: How many active customers do I have in this leg? _____ (e.g. 8 key players)

2400 PV divided by 8 = 300 PV - I need 8 customers to purchase 300 PV

Idea: If you purchase 200 PV and refer a friend who purchases 100 PV, I will _____.

Idea: Incentivize the Elite leg to help out, e.g. hold classes, invite new people.

↓ To further expand your Why, download **Expand Your Dreams.**

Multiply Action and Momentum

All momentum starts with you. It's not enough to create a great plan for your team. Great leaders understand that their personal game plan is the most important step in establishing greatness. Your personal game plan should ensure that you are smiling and having fun with your business so you can create an energetic and positive community that others want to join.

1 Prepare & Prioritize

- When are your weekly hours?
- When do you check texts, email, and social media?
- What are you willing to say "no" to or give up in order to reach your goal?
- What current obligations can you let go of to support your developing leaders?

"To accomplish great things we must not only act, but also dream; not only plan, but also believe."

—Anatole France

2 Mindset & Belief

Growing to Diamond requires increasing your desire, motivation, and belief. Here are simple yet powerful strategies to mentally prepare for achieving Diamond:

Clarify Your WHY



When the challenges come, what part of your purpose will push you through?

Anchor Your WHY



Use music, video, and vocal recordings that state affirmations about the miracles and success you are having. Be grateful for every experience and recognize the growth opportunity.

Act & Believe "As If"



Recognize that to become Diamond you must think and act "as if" you already are. What will it feel like?

3 Multiply Your Efforts

In the months leading up to your achievement of Diamond, plan to create momentum by increasing the number of classes, one-on-ones, volume, and enrollments on your team.

| | | |
|---|-------|-------------------|
| How many samples/invitations do you prepare per week? | _____ | _____ |
| How many presentations do you give per week? | _____ | _____ |
| How many enrollments do you have per month? | _____ | X3 = _____ |
| How many new builders do you find per month? | _____ | _____ |

(Your goal number during the months leading up to Diamond)

4 Plan 3 Months to Diamond

Remember, success is scheduled! Plan three months in advance so you have plenty of time to build relationships, grow momentum, and follow strategies. Here is an example checklist of a three-month action plan.

Month 1

- Clarify and deepen your Why
- Evaluate and structure volume
- Develop personal and team plans
- Discover your leaders' Why
- Determine your leadership role
- Begin Launch Program

Month 2

- Evaluate structure and volume
- Begin your 3X efforts
- Start inviting Diamond list
- Team business training
- Strategize incentives
- Prep and unify your leaders

Month 3

- Evaluate structure and volume
- Stay anchored to your Why
- Check in with mentor for advice
- Stay focused on 3X efforts
- Act "as if" and seek miracles

Uplevel Inviting

If you were already Diamond, who would you invite to partner with you in your business? How would your confidence change as you invite people to learn about the oils and the business? Use this mindset, confidence, and vision to prepare your story, presentation, or invitation.



Review the Expand Your Network exercise from the *Lead* guide to better understand who you would like to add to your list and what messages will inspire them.

MAKE YOUR DIAMOND LIST:

A Diamond list contains the people in or out of your network that you have thought, "Wow, if I could help them see how amazing dōTERRA is, they would absolutely love building a dōTERRA business."

✓ *Be the leader others will follow*

As you look to invite, attract, and work with business partners of high caliber, look within yourself and ask how can I improve to be the very best version of me. How can I attract strong business partners?

✓ *Know their hearts and motives*

What are their goals? What will speak to them? The opportunity? The cause and mission? The community? The freedom? Share your business story in a way that connects with their hearts and motivates them.


✓ *Invite Effectively*

Think about how your invitation will be best received: one-on-one, 3-way call, social media, presentation, upline support, or regional event. What will best set them up to say "yes"?

✓ *Unattach yourself from the outcome*

Remember that some of the greatest success stories begin with a "no," because it meant "not right now." Always plant the seeds despite poor timing or low interest. Remain professional and remember the relationship is what matters most.

“Acting on a personal prompting, I followed up with a friend I had given samples to over the course of a year. She finally enrolled after I sent her one more message for a promotion. Not too long after I was ready to go Diamond, I felt prompted to ask her to build as one of my Silvers and she said 'yes!' Four months later she was Silver and I was Diamond. Today she is also Diamond. I'm so grateful she responded to my message and that I followed my intuition to invite her to build.”
- Rachel Loth



“Invite and attract people who are ready to show up for themselves.”
- Brienne Hovey

Present Powerfully

To become a dōTERRA Diamond, you need to move beyond the basic and intermediate skills of presenting and master the ability to move people to action by connecting with their wants, needs, hopes, and dreams.

SUCCESSFUL PRESENTATIONS INCLUDE 5 THINGS:

1 CREATE VALUE

Before a presentation, ask yourself: What do attendees want most? Why are they here? What is the single most valuable thing to convey to them? Hope is the most valuable thing you can give them. If you feel uncomfortable doing a presentation, focus has usually shifted inward. Show up to serve your audience by offering them hope through your solutions.

2 OFFER HOPE

Success stories change lives and are often received without judgement. When authentic and relevant stories stir emotion and create belief, people mentally put themselves into your story. This can give them hope that they can experience a change.

Facts tell, stories sell—people make buying decisions based on emotions: hope, joy, anticipation of the thrill of achieving their goals or dreams.

Include relatable elements in your stories:

- Worries over finances
- Health concerns
- Wishes for freedom
- Desire for more fun
- Opportunities to serve or make a difference in the world



3 BUILD TRUST

Create connections and experiences with audience members to build trust in you and the products or topic. Ask questions and listen intently to overcome concerns and meet their needs.

Use body language to build trust and connection. Look people in the eye, and connect physically when appropriate (shake their hand, touch their arm or shoulder). Smile with your chin up and shoulders back, weight on both legs, and feet pointing forward. You are changing lives! Shake off any doubts and insecurities, and step into the truth of who you are and the value of what you have to offer. Let go of attachment to any specific outcome. Hold products respectfully, and at medium range where they feel that it is available to them (not too close or too far away).

4 TEACH PRINCIPLES

Present your message clearly and simply, so those observing feel empowered and want to duplicate it. Teach principles and facts that empower others with the tools to change their lives. Let your stories and experiences do the selling. Continue using products so your experiences can strengthen your message and your genuine love for products are evident.

5 OFFER CHANGE

With confidence, provide solutions and let them know that change is possible. Invite guests to take the next step. Then give them space to make the decision that is right for them. Avoid hype or over-convincing. Simply help them get what they want.

Empowered Enrolling

Continue to personally enroll to build belief in the products and opportunity, create great energy, and model success for your team.

“You achieve long-term success step by step.”

- Daniel Snyder

ENROLLING QUESTIONS

- What are your greatest health concerns?
- How long has that been a problem for you?
- What have you already tried?
- What has it been costing you in money, time, relationships, etc.?
- What would it be like if that was resolved?

Listen with empathy and an intention to serve their best interests. They share true concerns or feelings when they know you truly care about them as a person, not just as another "sell." Show up to serve!



FOCUS ON ENGAGED BUILDERS

Be willing to shift time from an unengaged team or leader in order to focus on a builder who is engaged. Rebuilding just means more opportunities to better serve your team. Watch for opportunities to develop your fourth and fifth builders.

PLACEMENTS IS A SELF-SELECTION PROCESS

You may have leaders who are better suited to care for your new customers since you are focused on recruiting and developing leaders. Pass on sponsorships readily at this stage. As you're stepping into more leadership, you'll be wiser in placements. Think about it more from an advanced long-term perspective. If in doubt, make them a wholesale customer.

- 1 Identify how capable and committed they are.
- 2 Place them where they will grow best.
- 3 Set clarifying and clear expectations for long-term relationship success. Let them know you are here to match their energy and actions.



Consider this before transferring enrollership: You receive an extra one-time share of \$1,000+* when one of your personal enrollments hits Premier for the first time in the same month you hit Diamond.

If, for whatever reason, someone is not front line material and/or you already have enough builders on your front line, decide to place them in a team environment where they will thrive with healthy leadership and connection, instead of just placing to fill holes. Reward those who are making things happen. In most cases, they will be better at connection and support.

- Think and place more for long-term strategy
- Let people have what they want in a way you feel good about
- Grow where you're planted. Wherever your leaders are, grow them
- You're the CEO of your company
- Where will they thrive?
- Create synergy and avoid competition
- Are family relations involved?
- Are there regional/location considerations?
- Address the rule, not the exception

*Results vary. First time earnings are typically much less. See 2016 Opportunity and Earnings Disclosure at doterra.com for full details.

Effective Incentives

Incentives, when used properly, can help create growth and momentum. When not used properly, they can set your team up for entitlement. Review these thoughts and questions to determine if an incentive will serve you and your team in both the short and long term.

Builders: Are they just going to learn the activity that created the reward or will they learn the activity to become a leader and build a pipeline? Repeated incentives in an organization with little leadership development can create entitlement.

Customers: Is the frequency of incentives devaluing products and training customers to not order on LRP?

1 Who, What, and How

WHO are you creating an incentive for? (i.e. Silver, Elite, customer, sharer)

WHAT do you want to incentivize? (i.e. classes, referrals, LRP enrollments, rank advancements)

HOW will you incentivize your key players? (i.e. product, cash, time, recognition)

2 Effective and Appropriate

- Utilize dōTERRA promos with integrity.
- Offer incentives to the exact places on your team where volume is needed and be very specific ahead of time about the details and deadlines to avoid miscommunication.
- Energize income-producing activities. Focus on inviting, presenting, and enrolling activities.
- Make incentives duplicable and sustainable. Avoid offering incentives every month.
- Ensure incentives are appropriate. Avoid over-giving.

3 Incentive Ideas:

- Set a Team Goal** — Decide to teach a certain amount of classes or hit a certain number of enrollments during the month. Throughout the month, show a graph updating the team's progress toward achieving the goal.
- Do a Drawing** — Enter everyone who completes a certain action by a predetermined date into a drawing for a fabulous prize. You can track this through a shared document using the honor system if you need a simple tracking solution.
- 3/6/9 Enrollment Incentive** — Three enrollments get Lemon, six enrollments get Lemon and dōTERRA Balance®, nine enrollments get Lemon, dōTERRA Balance® and Myrrh. Put their earned oils in a gauze bag and include a little handwritten message on a card, with some words of affirmations like, "You're amazing!"
- Double Fast Starts** — Pick a time period to give additional Fast Start Bonus to the enroller to incentivize more enrollments.
- Make a 3-Month Plan for Incentives** — For example: during Jan–Mar you might personally offer everyone who hits Elite a \$300 bonus and all who reach Silver a \$500 bonus. Express how much you would love everyone to get the incentive all three months during this period; it's up to them to hit the rank and qualify each month or else they'll miss out.
- Time with You/Upline** — Reward the person or team who reaches their goal by taking them out to lunch at Leadership Retreat or Convention (part of your meal time there, rather than a separate time).

Rediscover Their Why

Remember when you first started building your business? Maybe you were balancing working a full-time job, taking care of loved ones, or any of life's other stressors. Many of your leaders might be in a place where building their dōTERRA business is not the same priority as it is for you.

Take time to uncover their Why. Rediscover the reasons and the influences that will spark their interest and help you engage them in your plan for Diamond. Use the questions below to guide your conversation:

“How can you inspire others if you have never truly been inspired?”
- Boyd K. Truman

- 1

what

What inspired you to build a business with dōTERRA?
- 2

why

Why is that still important to you?
- 3

how

How is dōTERRA your best vehicle?
- 4

how

How do you engage at this stage?

Listen to really hear and understand what is driving them. You'll learn what matters most. Set goals to grow together.

[Download Deep Dive Your Why to expand with this exercise.](#)

- 5

Follow-Up Questions

ASK THEM: "If you don't accomplish _____ this month, how much does that matter to you? What would make this goal more meaningful to you?"

ASK YOURSELF: Why does my goal matter to my leaders and team?"

NOW THAT YOU KNOW THEIR WHY, *what will inspire them the most?*

Each of your leaders is influenced by different things. Some may thrive on recognition while others simply seek to serve others. Some may even be in it just for the fun! dōTERRA has many benefits and something for everyone. Think about each of their Whys and determine how you can adjust your invitation to focus on what will mean most to them.

| | FUN & SOCIAL | RECOGNITION & SIGNIFICANCE | LOVE & SERVICE |
|--------------------|--|---|---|
| Identifiers | <ul style="list-style-type: none"> Love to socialize Everyone's best friend Don't like long to-do lists | <ul style="list-style-type: none"> Competitive Like to be in charge Driven by money and spotlight | <ul style="list-style-type: none"> Would do anything to help others Driven by making a difference Prefer free-flowing to structure |
| dōTERRA Connection | <ul style="list-style-type: none"> Events Facebook community Convention Leadership retreat | <ul style="list-style-type: none"> Residual income Walk the stage Magazine recognition Achieving rank | <ul style="list-style-type: none"> Co-Impact Sourcing® Free to Give® Giving the gift of health Paying it forward |

Effective Mentoring

As you pursue the rank of Diamond, being an effective mentor will play an important role in multiplying leaders and growth. Find the right balance between being a supportive and effective mentor and falling into the trap of being the "hero" and doing everything for everyone. Support your team by creating a strategy that helps leaders and builders maximize income quickly. When they are experiencing increased income, their belief will grow and keep them engaged with their team members.

7 EFFECTIVE MENTORING TIPS

1 Utilize Strengths

Help each leader and builder find their Zone of Genius and develop innate talents and skills. Focusing on what's right helps overcome limiting beliefs and gives way to the greatest engagement and success.

2 Let them lead

When the person you are mentoring is the driving force behind accomplishing their goals, you will always be more effective. If you are the driving force behind them accomplishing their goals, often little to no progress will take place. Help them discover or rediscover their Why.

3 Expectations

Take time to establish the purpose of your mentor sessions, the time frame, and what you both expect.

4 Identify Vital Action Steps

A common ineffective practice is for the mentor to start solving the leader's problems, but if you do this they never get the chance to take ownership. Instead, ask them to come prepared with three solutions to their challenge and how they will put those solutions into action. Ask questions that help guide without giving answers.

5 Success Check-In

Continue to use the Success Check-In during mentoring calls to help your leaders identify roadblocks and take Vital Action Steps to move forward.

6 Taprooting

When someone on your team is disengaged, **taprooting** can help inspire them. Taprooting is the process of going below that disengaged member and finding someone who is engaged and excited on their team to mentor. Schedule a call with that person. Find those who want to build and support them, no matter where they are placed.

7 Crossline Mentoring

Sometimes you may have too close a relationship with a leader for them to listen to you. In many cases working with **crossline leaders** can provide a new voice that makes all the difference. Work with your upline leader to see if this would serve your team.



📄 Use [Mentor Training](#)

Unify Your Team

Create an environment of loyalty and unity. Be the leader you want your team members to become. Each choice you make with your team will magnify and multiply your influence.



“If you want to go fast, go alone. If you want to go far, go together.”
-African Proverb

1 Community & Leadership Culture

Culture is the sum of the attitudes, behaviors, and characteristics of a particular group of people. Your team culture is a reflection of you and your beliefs and attracts people with similar values. Get clear on what you value most to create a team culture that fits within the dōTERRA culture.

Community Culture

Who do you serve? How do you add value to them?

Create a positive, safe environment to build loyalty and unity. Be wise and generous as you invest time and resources into your team.

Example: We are a purpose-driven community whose mission is to empower women with the tools and education they need to live natural, healthy, and happy lives.

What do you value most about dōTERRA?

Example: CPTG® standard, Co-Impact Sourcing®, dōTERRA Healing Hands Foundation®, science-driven data, crossline collaboration, purpose, etc.

What five characteristics do you want your culture to be known for?

As you welcome and interact with new and existing dōTERRA members on your team or crossline, weave these characteristics into experiences and training.

Example: Skills, education, leadership, incentives, and service



Leadership Culture

How do you and your builders and leaders collaborate, support, and strengthen each other?

Name four key values:

EXAMPLES:

- Diversity: embraces a diversity of talents, backgrounds, and ideas
- Humility: recognizes opportunities to apologize, seeks to understand, and moves forward
- Empowering: gives others the opportunity to shine and use their gifts

2 Train & Educate

On your road to Diamond, you will want to provide valuable training to your team. Infuse your mission, culture, and characteristics into the product and leadership training you offer. Seek to share health and serve.



If your upline offers team calls, product education, or other programs, invite your team to tap into these resources so you can focus on other activities to reach your goal.

BUSINESS TRAINING

Empowering your team members with weekly and monthly training helps you build unity and duplication.

Option 1: Using Zoom, Facebook Live, or another conference call service, gather your team together weekly to share success stories, your vision and mission, and PIPES skills and principles.

Option 2: Schedule regular dōTERRA opportunity presentations in your local area so your team can invite and help introduce their prospects.

↓ Use [Team Call Guide and Monthly Training Guide](#) at [dōTERRA.com > Empowered Success > Tools](#)

PRODUCT EDUCATION

The more time you take to educate and make sure each new person learns how to use their oils, the more your business will sustainably grow.

Option 1: Using Facebook groups, ask for help from your builders and sharers to educate and nurture relationships with customers, sharers, and builders.

Option 2: Organize continuing education classes locally with your leaders or crossline team members to build a local community of support and education.

Option 3: Use Facebook Live to teach a 20-minute class and spend time answering questions.

Option 4: Use the Empowered Life Series, the Daily Drop App, or other dōTERRA resources

3 Recognize and Multiply

One key to humility and leading movements is recognizing that there is more intelligence in your organization and team than you can see and are putting to work. Use your knowledge and skills to amplify and magnify the capability of people around you. Draw out the brilliance in others by recognizing their gifts.

WHO?

Who has earned recognition? Honor your qualifying leaders, rank advancers, top enrollers, those who teach their first class, Diamond Club participants, etc.

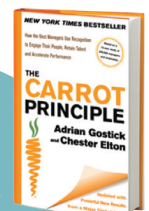
WHEN & WHERE?

Be grateful for your Team. When and where do you have the opportunity to make people feel special? When new people join the community, when new benchmarks are reached, when you're with your team at events, etc.

HOW?

Find out how people feel most appreciated. Is it a personal card? Time with you? Recognition in front of a group? A social media graphic? A meaningful gift? Each person is different.

↓ Use [Recognition Planner](#)



“The simple but transformative act of a leader expressing appreciation to a person in a meaningful and memorable way is the missing accelerator.”

— Adrian Gostick and Chester Elton





Individualized Support

“If you think you are leading and no one is following, you are only taking a walk.”
-John C. Maxwell

Identify the best way to support each unique leader and find activities you can use to magnify strengths. For example, if you have a leader that really needs to focus on the fundamentals of teaching then urge them to focus on the training skills presented in the Train Guide.

Which leadership role should you use to support your leaders?

Use the examples below or create your own.

| | | | | |
|---|--|---|---|---|
| <p>BUILD</p>  | <p><input type="checkbox"/> BUILD</p> <p>Schedule a contest to book the most classes or samples</p> | <p><input type="checkbox"/> BUILD</p> <p>Promote and attend monthly trainings</p> | <p><input type="checkbox"/> BUILD</p> <p>Work with builders to set up 3-way calls and opportunity presentations</p> | <p><input type="checkbox"/> BUILD</p> <p>Create or use incentives that will motivate and create sustainable growth</p> |
| <p>TRAIN</p>  | <p><input type="checkbox"/> TRAIN</p> <p>Invite key leaders to participate in Launch and Train Programs</p> | <p><input type="checkbox"/> TRAIN</p> <p>Teach monthly and weekly product and business trainings with builders</p> | <p><input type="checkbox"/> TRAIN</p> <p>Model successful lifestyle overviews with new and existing members</p> | <p><input type="checkbox"/> TRAIN</p> <p>Help your leaders refine and share their product and business stories</p> |
| <p>LEAD</p>  | <p><input type="checkbox"/> LEAD</p> <p>Lead by example by continuing to enroll capable, committed builders</p> | <p><input type="checkbox"/> LEAD</p> <p>Do a weekly call with key leaders to mastermind rank strategies and create unity</p> | <p><input type="checkbox"/> LEAD</p> <p>Recognize builder's successes at events, team calls, or on Facebook</p> | <p><input type="checkbox"/> LEAD</p> <p>Involve builders in organizing and presenting to develop their leadership skills and help them shine</p> |
| <p>INSPIRE</p>  | <p><input type="checkbox"/> INSPIRE</p> <p>Take time to make sure your builders and leaders feel that you care about them</p> | <p><input type="checkbox"/> INSPIRE</p> <p>Hold a "vision board" event and invite an upline Diamond to share their story</p> | <p><input type="checkbox"/> INSPIRE</p> <p>Share your belief in them with a vision of who they will become and what they will create</p> | <p><input type="checkbox"/> INSPIRE</p> <p>Provide, or collaborate with others on inspiring team retreats</p> |



Becoming a Diamond who sustains growth and rank requires you to use your ability to engage leaders, sharers, and customers at varying levels of commitment and focus. Invest the necessary time to engage in the important roles your organization needs you to play. Remember that multiplying greatness is about expanding your ability to bring people together towards a common cause.

Grow Your Wealth

Money magnifies. It can make the greedy heart more greedy or the giving heart more giving. Running a successful business means you need to be a CFO. Being responsible for your financial well-being creates a space for more to flow.

“Doing what you love is the cornerstone of having abundance in your life.”

-Wayne Dyer

4 LAWS OF FINANCIAL PROSPERITY

1 *Track* – The First Law

Tracking daily expenses is the first necessary step toward any kind of financial success. Without record keeping, you have no way of telling how well you are doing. Keep a record of every single expense.

2 *Target* – The Second Law

Setting targets, or goals, is necessary for financial success. Goals must be written ("goals not written down are wishes"), they must be your own, they must be measurable and specific, they must be stated in the most visible terms available, and they must contain a deadline.

3 *Trim* – The Third Law

Live on less than you earn so you can have a surplus to get you out of debt and invest in assets that appreciate. Pay yourself first, by using 10 percent of your income to pay off debts or invest, and living on the 90 percent that is left. In this way you will automatically adjust your spending, whereas if you try to wait and see what's left at the end of the month, there will be nothing left.

4 *Train* – The Fourth Law

People who understand money spend it on assets that generate wealth. Those who don't understand money, spend it on things that consume wealth, and thus the rich get richer and the poor get poorer. Financial education is necessary for financial success.

BE *Free* TO GIVE

Give at every step. Even if you only give \$10/month right now to something you are drawn to. Join dōTERRA's Free to Give program (*go to doterra.com, select Our Advocates, then Free to Give to find out more*). Pay off debt and live abundantly while becoming free financially in order to be in a better position to give to others. Give more than you think you can and it will always flow back to you.

FREE TO
Give
dōTERRA

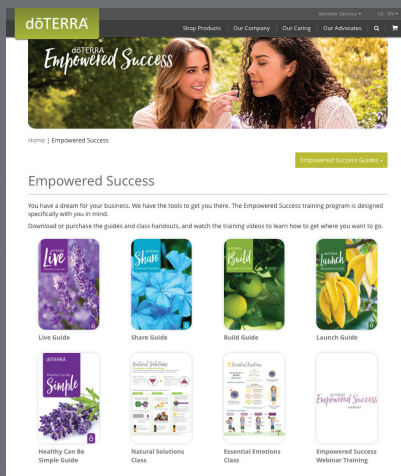
Tips

- Make a plan for your money (with insights from trusted financial advisors)
- Save like you mean it
- Think before you spend: "Do I need this?"
- Delay gratification
- Talk about finances with your spouse, even when it's hard
- Ask your accountant what portion of your dōTERRA income you should set aside for projected taxes
- Set up your will and include your dōTERRA account in your assets
- Pay yourself a reasonable wage
- Fund a retirement account

“Teaming up with other people who want to make a *difference* is the multiplying factor that makes it possible for an individual to *change* a family, a community, a country – *the world.*”

- John C. Maxwell

Learn More:



dōTERRA.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.