

sharing
dōTERRA®
 naturally





WHY SHARE dōTERRA®?

Once you have experienced the purity and potency of dōTERRA essential oils and essential oil wellness products, you will naturally be inclined to share your experiences and the products with others. By becoming a dōTERRA Wellness Advocate, you have the opportunity to educate others about how to use essential oils and other dōTERRA products to enhance well-being. Sharing dōTERRA will allow you to provide your friends, family, and community with empowering solutions that can improve their everyday lives.

When you share dōTERRA, you are joining millions of Wellness Advocates around the globe who are educating the world about these precious gifts of the Earth. If you are ready to get started, use this simple guide to help you share the powerful benefits of essential oils with others.

HOW TO GET STARTED

As you begin sharing dōTERRA® with family and friends, the process of explaining essential oils in a formal setting can seem daunting. Whether you are new to essential oils or an essential oil expert, there are a few simple sharing tips that can help you navigate through the process of sharing.

TIPS FOR SHARING

SAMPLES

Giving someone an essential oil sample is a simple and effective way to introduce them to dōTERRA. Once an individual has experienced the aroma and benefits of dōTERRA essential oils, he or she will be more inclined to attend a class and learn more. By providing someone with a sample, you have the opportunity to share your personal experiences of how the oils have changed your life, or how you have used them in your daily routine.

Before offering a sample, ask the individual about what concerns or problems they have to get a better idea of which oil would suit them best. By assessing someone's needs before offering them an oil, you will be prepared to show them how to use the product for their personal and family needs.

Sample Cards

When offering a sample, use one of the cards on page four to accompany a specific oil. The details on this card provide several simple uses that will help someone who is new to essential oils learn how to use them. Be sure to fill out the back of the card so they know how to contact you if they have more questions.

Take a look at what a few of our leaders have said about why they share dōTERRA:

"I am motivated by the love that I have for my family, and the desire that I have that more families can enjoy the benefits that my family enjoys." **Lizeth Baldemar de Arras**

"dōTERRA is not something you're trying to get; it's something you're trying to give." **Mary Carlisle**

"It's not the wealth or fame that gives you a sense of completion; it's the effect we have on others that is the most valuable currency dōTERRA has to offer." **Sharla Snow**





LEMON

Primary Benefits

- Cleanses and purifies the air and surfaces
- Naturally cleanses the body and aids in digestion*
- Supports healthy respiratory function*
- Promotes a positive mood

dōTERRA

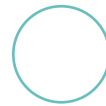


LEMON

Primary Benefits

- Cleanses and purifies the air and surfaces
- Naturally cleanses the body and aids in digestion*
- Supports healthy respiratory function*
- Promotes a positive mood

dōTERRA



LEMON

Primary Benefits

- Cleanses and purifies the air and surfaces
- Naturally cleanses the body and aids in digestion*
- Supports healthy respiratory function*
- Promotes a positive mood

dōTERRA



LAVENDER

Primary Benefits

- Used for its calming and relaxing qualities
- Soothes occasional skin irritations
- Take internally to reduce anxious feelings*
- Take internally for a peaceful sleep*

dōTERRA



LAVENDER

Primary Benefits

- Used for its calming and relaxing qualities
- Soothes occasional skin irritations
- Take internally to reduce anxious feelings*
- Take internally for a peaceful sleep*

dōTERRA



LAVENDER

Primary Benefits

- Used for its calming and relaxing qualities
- Soothes occasional skin irritations
- Take internally to reduce anxious feelings*
- Take internally for a peaceful sleep*

dōTERRA



PEPPERMINT

Primary Benefits

- Promotes healthy respiratory function and clear breathing*
- Diffuse for energizing and cooling aroma
- Commonly found in oral hygiene products
- Promotes digestive health*

dōTERRA

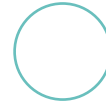


PEPPERMINT

Primary Benefits

- Promotes healthy respiratory function and clear breathing*
- Diffuse for energizing and cooling aroma
- Commonly found in oral hygiene products
- Promotes digestive health*

dōTERRA



PEPPERMINT

Primary Benefits

- Promotes healthy respiratory function and clear breathing*
- Diffuse for energizing and cooling aroma
- Commonly found in oral hygiene products
- Promotes digestive health*

dōTERRA



dōTERRA ON GUARD®

Primary Benefits

- Supports healthy immune function*
- Supports healthy respiratory function*
- Diffuse to cleanse the air
- Protects against environmental threats

dōTERRA

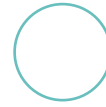


dōTERRA ON GUARD®

Primary Benefits

- Supports healthy immune function*
- Supports healthy respiratory function*
- Diffuse to cleanse the air
- Protects against environmental threats

dōTERRA

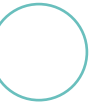


dōTERRA ON GUARD®

Primary Benefits

- Supports healthy immune function*
- Supports healthy respiratory function*
- Diffuse to cleanse the air
- Protects against environmental threats

dōTERRA



dōTERRA BREATHE®

Primary Benefits

- Maintains feelings of clear airways and easy breathing
- Helps minimize the effects of seasonal threats
- Promotes restful sleep with nighttime diffusion

dōTERRA

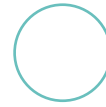


dōTERRA BREATHE®

Primary Benefits

- Maintains feelings of clear airways and easy breathing
- Helps minimize the effects of seasonal threats
- Promotes restful sleep with nighttime diffusion

dōTERRA



dōTERRA BREATHE®

Primary Benefits

- Maintains feelings of clear airways and easy breathing
- Helps minimize the effects of seasonal threats
- Promotes restful sleep with nighttime diffusion

dōTERRA



HOLDING A CLASS

When creating a class, focus on your purpose—empowering others through the simple solutions dōTERRA provides. Focusing on your purpose will help you determine who will benefit from coming. If you are a new Wellness Advocate with a desire to share but are uncomfortable or unfamiliar with holding a class, ask your enroller or upline leader for help. They can walk you through the process and even oversee the class.

Invite

An important but sometimes undervalued element of a successful class is the invitation. While there are many ways for a Wellness Advocate to invite people to a class, it is important to ensure that your invitation has a personal touch.

Although social media is a good way to inform people of your event, don't rely solely on posting social media events without adding a personal touch. Invitations given through a phone call or face-to-face visit are best. This will allow you to gear the invitation toward the individual's interests and needs. If you want a good turnout at your class, try reaching out to your guests in multiple ways.

Guest List

Once you've settled on a final guest list, make sure you have contact information for everyone on your list so that you can follow up with a friendly reminder. Use the chart on page seven to record your guest list and contact information. This will help you follow up with everyone and remember specific details that will allow you to add a personal touch to your invitation.

Reminders

Despite the best intentions, many of your guests will be dealing with full schedules and may forget about your class if they aren't reminded. It is a good idea to follow up with people after the initial invitation to get a higher attendance rate. Contact each guest 48 hours prior to the class with a phone call. Remind them of the date and time of the class, and share an experience or testimonial that will motivate them to come. A few hours before the class, text each guest as a reminder and express how excited you are for them to come.





PLANNING A CLASS

Class Checklist

When preparing for your class, make sure that you have considered important details concerning the venue, incentives and prizes, invitations, and more. Here's a simple checklist to help you prepare to hold a class:

- Determine a time and location
- Define your class topic or theme
- Create a guest list (use page seven to track attendees)
- Send invitations
- Plan product sampling, door prizes, or other incentives
- Acquire brochures, catalogs, and products
- Follow up with attendees; send out a reminder before the event



Class Outline

As you plan your class, consider the following class outline to help you get started. For a more detailed outline, take a look at the dōTERRA® “Class in a Box” brochure on doterra.com.

1. What are essential oils?
2. Why dōTERRA essential oils?
 - CPTG Certified Pure Therapeutic Grade® essential oils
 - Empowering solutions
 - Cō-Impact Sourcing®
3. How do I use essential oils?
 - Ⓐ Aromatic
 - Ⓣ Topical
 - Ⓛ Internal
4. How do I establish a foundation for optimal health?
5. How do I improve my lifestyle?
6. How do I purchase dōTERRA essential oils?
7. What are the benefits of becoming a dōTERRA member?
8. What path should I take with dōTERRA?
 - Living the dōTERRA lifestyle
 - Sharing dōTERRA essential oils
 - Building a dōTERRA business





I’VE TAUGHT A CLASS, NOW WHAT?

After a class, be sure to follow up with guests who placed orders to answer questions and provide product training.

Talk with class attendees to see if any of them would be interested in hosting a class and letting you teach in their home. This is a good networking opportunity that will open you up to new contacts that may be interested in dōTERRA®.

On a more personal note, take time to evaluate how the class went. If you feel that the overall response was positive, make sure to take notes on what worked well with your audience and how you could replicate those reactions in your next class. If you feel that the teaching or the class response did not live up to expectations, don’t get discouraged! It is not uncommon to have little bumps in the teaching process. However, don’t let those mistakes go unrecorded. Whether the class was incredible or difficult, one of the most important post-class exercises is writing down the various aspects of your class that you feel you could improve on or replicate. This will help you to continually enhance the outcome and effectiveness of your classes so that every class can be better than the last.

Here are some questions that can help you evaluate your class:

- How did you feel about the class?
- What were some of the best moments?
- What aspects of the class do you feel you could improve on?
- Were your visuals/demonstrations effective?
- Were individuals engaged in the material, or would another essential oils topic be better?

As you hold classes and enroll new Wellness Advocates, you might start thinking about building a dōTERRA business. By placing new Wellness Advocates on your team correctly, you can earn bonuses that will cover the costs of the products you purchase each month. To understand the structure and compensation of a dōTERRA business, read over the “Building dōTERRA Naturally” brochure, a simple guide to developing your dōTERRA team.

dōTERRA®

