

dōTERRA® ESSENTIAL

# LEADERSHIP

RECOGNITION MAGAZINE • ISSUE 1

new  
presidential  
diamonds

Andy & Natalie Goddard

8 steps to a  
successful  
event

build your business with  
conference calls  
maintaining  
balance



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### WE WANT TO HEAR FROM YOU

What do you think of  
dōTERRA's new magazine?  
Write to us at  
[editor@doterra.com](mailto:editor@doterra.com)

PREMIER ISSUE

# Welcome to Essential Leadership

Dear Friends,

We are excited to share with you our first publication of our Essential Leadership magazine. dōTERRA, meaning “gift of the Earth” in Latin, came to life with the intention of introducing to market CPTG Certified Pure Therapeutic Grade® essential oils, a quality standard more pure and potent than anything that existed previously. We knew it would be impossible to share with the world the true potential of these miraculous gifts of the Earth without the help of individuals like you.

This magazine is designed to celebrate you, our Independent Product Consultants. With each new milestone that is accomplished and every goal that is met, we celebrate with you. We recognize the strength of character that is developed as goals and dreams are created and a pathway is followed to accomplish them.

Our hope is that this magazine will accomplish two things: first, recognize the efforts of those leaders who are dedicated to sharing the message of dōTERRA and leading the way to superior health; and second, to inspire creativity through sharing tips and real-life stories from those who have achieved success one step at a time.

We hope you will enjoy the Essential Leadership magazine as much as we have enjoyed preparing it for you.

WITH WARM REGARDS,



Emily Wright  
VICE PRESIDENT, LEADERSHIP DEVELOPMENT



**EMILY'S FAVORITE OIL:** *Immortelle, because of the powerful regenerative benefits each oil in this beautiful blend offers.*



ON OUR COVER

*Presidential Diamonds Natalie and Andy Goddard at their home in Alpine, Utah. Read Natalie's interview on page 4.*



# CONGRATULATIONS ON REACHING Presidential Diamond

*Natalie & Andy Goddard*



## FAMILY TIES

*The Goddards, a family of seven, (soon to be eight, with baby girl due in January) spending time together at their home in Alpine, Utah.*

**In** the short history of dōTERRA, Independent Product Consultants have stepped forward to claim their seat in the expansion of the dōTERRA wellness opportunity. In July of 2008, Natalie and Andy Goddard set their stake in the company's history. Side by side, the Goddards moved forward. Through hard work, dedication, and an unyielding energy they have continued to build a large organization. In March of 2011, Andy and Natalie Goddard reached their goal of becoming Presidential Diamond.

JOIN WITH US AS NATALIE GODDARD SHARES HER INSIGHT ON REACHING THE RANK OF PRESIDENTIAL DIAMOND>>



## FAVORITE PRODUCTS

**GX Assist**, because it meets the needs of so many people.—NATALIE

**Balance** is my favorite blend, it keeps me grounded.—ANDY



*Natalie Goddard*

## Q&A WITH A NEW Presidential Diamond

### **Q:** *What business tip have you found most beneficial?*

“You are not your business. When you look past yourself and focus on serving others, then your life will change! Taking the time to individually coach others had the single biggest impact on my dōTERRA business. You have to know your leaders, so you know how to inspire them. When you can inspire them you have a greater ability to help them reach their potential.”

### **Q:** What does reaching Presidential Diamond mean to you?

“Presidential Diamond represents working together to create a lot of value for a lot of people. It doesn't happen by itself, it takes individuals working together as a team.”

### **Q:** Are there particular people who helped you on your journey to Presidential Diamond?

“Absolutely, so many people have been an influential part of this journey. First, I need to thank my husband. He believed in me and gave me freedom to fly. He has been with me through every step of this journey. We did it together. Second, I want to thank the executive team, especially, Greg and Julie Cook. I am grateful for the executives' commitment, influence, and enthusiasm. I respect that they believe in dōTERRA enough to share it. Third, I need to thank Laura Jacobs, who has been a key influence—a mentor—in my journey. Prior to being introduced to dōTERRA she inspired me with the vision of, 'a healer in every home.' dōTERRA was the perfect opportunity to fulfill that vision. Finally, I would love to thank every individual member on our team. They have all contributed to making us what we are.”

### **Q:** What was your motivation for reaching Presidential Diamond?

“My motive has always been to serve and aid others. Reaching Presidential Diamond was a goal post along the way which read, 'Congratulations! You have the opportunity to help more people!’”

### **Q:** What advice can you give to consultants aiming to reach Presidential Diamond?

“Don't try to be someone else, be you! Use your own unique gifts and talents to aid others, and don't be afraid to open your mouth. Simply, be the best person that is within you today. Then actively strive to improve. Invest in yourself. Individuals will find you as you strive to become a better person.”

### **Q:** Now that you've reached Presidential Diamond where will you go from here?

“My goal continues to be serving others by helping them to experience health, wellness, and wealth. I've been able to do this by sharing the vision of a 'healer in every home'. I am excited for international growth and the ability it will give us to reach out to those individuals beyond our own backyard.”



OUR FAVORITE PRODUCTS



**Frankincense** "Frankincense essential oil is hands down my favorite. It's good for everything. It doesn't matter what you're struggling with Frankincense can help." —CRISTINA

**Skin Care with Immortelle** "I love the dōTERRA Essential Skin Care and you have to use it with the Immortelle Anti-Aging blend, it's amazing!" —CRISTINA

**Mood Management Oils** "I love the products that help me relax and find balance." —DANIEL

CRISTINA & DANIEL BENITEZ



"We all have the same compensation plan, the same opportunity, and the same products, so the only difference is you."



BUSINESS TIP

"NEVER GIVE UP— GIVING UP GUARANTEES FAILURE. There are so many people who quit and miss out on the opportunity for growth. Perseverance guarantees success."

Ralph Waldo Emerson said, "The only person you are destined to become is the person you decide to be." Cristina and Daniel Benitez decided years ago that obstacles would never be a deterrent to their dreams. Their success has simply been a result of their decision to move forward despite the difficulties.

To the casual observer, even their relationship might have seemed impossible. Brenda, a friend, who switched back and forth from Spanish to English with ease, sparked Cristina's interest in the Latin culture. This interest grew and Cristina found herself Latin dancing. When Brenda decided to demonstrate how it would look with a partner she brought Daniel. Cristina was a southern girl from Alabama, who only spoke English. Daniel, a native of Ecuador in town visiting family, spoke only Spanish. However, neither allowed this to dictate their actions, they simply jumped in and taught each other. Fourteen years and five children later they are still together.

While living in Payson, Utah, Daniel worked for a direct sales company. During his employment, he worked his way up to a management position in the customer service department overseeing a bilingual team. "I had worked there for eight years," Daniel said, "when I felt like I should be doing something else. >>



*“Keep it simple, there is no wrong way to build dōTERRA. That being said, I was like Mother Teresa when I first started, I was giving everything away. Daniel helped me see that there had to be a balance between business and people.”*

I had no idea what that was, what I would do, or where I would go, but in March 2008 I gave my two weeks’ notice.” Despite their unknown future, Cristina was happy to have her husband home, “He traveled all the time, and when he was home he was stressed about work. I felt like I got my husband back.”

It was in the midst of this uncertainty that they received a call from Justin Harrison concerning dōTERRA. Daniel and Cristina met the executive team at the corporate office. They had known each other previously and it was more like a reunion than a business meeting. As they talked about the dōTERRA mission and vision they knew that this was where they were supposed to be.

When Daniel and Cristina committed to dōTERRA there was no physical product. They were simply sold on the opportunity and a few samples of what was to come. When a tool was needed Daniel and Cristina created it. When they wanted something in Spanish they worked together on translation. They signed up new consultants with kits they didn’t yet have. “We

started with nothing, but we believed in the oils and we trusted in the opportunity,” said Daniel.

Daniel and Cristina have been doing dōTERRA full-time for three years. They recently moved to Tennessee with their five children, Cristian, Michael, Alex, Abigail, and Sariah. “People constantly ask if my husband found a job in Tennessee,” Cristina said. “I’m able to tell them no, we simply have the flexibility to go anywhere.” Daniel and Cristina have been able to live out their dreams while building a successful business thanks to dōTERRA’s direct sales model.

“We can’t express enough gratitude for the executive team and Justin Harrison,” Cristina said. “We consider them as part of our family. We wouldn’t be here without them.” Cristina and Daniel have been the perpetrators of their own success and hope to aid others in achieving their goals. “We love our team dearly. Our goal is to get them to Diamond as quickly as they can or want to.” Cristina and Daniel are a testament to the fact that we choose who we become.



ANDREA & BRYAN HUDDLESTON



OUR FAVORITE PRODUCTS

**Geranium** "I use Geranium every day. I apply it to my skin after my shower. I can't imagine my life without it."

—ANDREA

**Elevation** "I love the way it smells on Andrea."—BRYAN

**Frankincense** "It's life in a bottle."  
—BRYAN



"Nothing in our life has pushed us to the depths that dōTERRA has. It has been so incredibly challenging. As a consultant you cannot settle for mediocrity."



BUSINESS TIP

"THE MORE YOU FOCUS ON SERVING OTHERS, THE GREATER YOUR EXPERIENCE WILL BE."

**Y**ou can serve as big as you can dream, are words that pierced Andrea's heart as she sat upon a hill overlooking an African village. She had just spent the previous five hours cradling a young boy as he received an extensive foot operation. She could see the village, the vast crowd standing in line outside the medical hut, and the poverty. Frustrated she thought, "I quit! My small efforts will never make a difference to these people." It was during that moment of despair that Andrea heard the words, "You can serve as big as you can dream." She knew, without a doubt, that if there was one thing that she could do it was dream big.

After giving up on men, a friend unwilling to accept the word no, dragged Andrea, baseball cap and all, to a church function. Bryan, who had come straight from a work event, looked quite different in a sophisticated tuxedo. Andrea was smitten. She turned to her friend and quite vocally announced that this was the boy she would marry. She was right. >>





#### FAVORITE QUOTE

*“Leadership is communicating to people their worth and potential so clearly that they are inspired to see it in themselves.”* —Stephen R. Covey

Bryan and Andrea Huddleston have always felt guided. After spending fifteen years in Seattle, Bryan and Andrea began the process of moving. Andrea hoped to move closer to the facility that housed her horse, but Bryan felt inspired to look at Utah. Although Andrea was hesitant, she agreed. Looking back the Huddlestons are convinced that their move to Utah was inspired. Andrea said, “It enabled us to discover dōTERRA—a path that I believe will allow us to serve as big as we can dream.”

Andrea met the Garrets at Alpine Days. She felt drawn to their booth and spent a considerable portion of her evening in discussion with them. Although she was fascinated by the product, she was quick to inform them that, “if they talked to her about business, they would no longer be friends.”

The Huddlestons and Garretts developed a strong friendship, but they respected Andrea’s request to not discuss the business, until Andrea approached them. She had felt inspired, and despite being hesitant about direct sales because of previous experiences, she asked Marc to tell her about dōTERRA as a business. Andrea left her first dōTERRA event thinking, “this is something I’m going to be good at!”

Bryan supported Andrea in building a dōTERRA business. He had experienced the benefits of using Frankincense during a difficult time. He felt the health benefits were astounding. He knew dōTERRA was something everyone could benefit from. Bryan said, “I felt healthier than I had in years. I was comfortable sharing dōTERRA because I never felt like I was selling anything. I was just sharing what was easy to share.”

Bryan and Andrea have discovered that dōTERRA is exceptionally powerful in the unlimited opportunities it provides. They have witnessed firsthand their family being blessed socially, emotionally, financially, physically, and spiritually. According to Andrea, the “abundant life” is defined as, “empowerment to improve health and wellness, and achieve financial independence; while living a rich, colorful, delicious life full of experiences which enable you to become your best self.” dōTERRA is allowing the Huddlestons the opportunity to live an abundant life.

Serve as Big as You Dream

# Maintaining Balance



**In** today's fast-paced world we are constantly juggling professional, financial, community, and family pressures. When we look at the demands on the average individual it is easy to see why the word overwhelmed is so commonly articulated. The idea of balance seems almost unattainable, yet essential to our personal growth and peace of mind.

When balancing on one foot an individual may find themselves swaying to one side. Small corrections must be made in order to maintain balance. Maintaining balance is less about keeping still and more about recognizing unbalance and correcting our movements.

**WHEN CONSIDERING HOW-TO MAINTAIN BALANCE, WE DECIDED TO SEEK ADVICE FROM dōTERRA DIAMOND IPCS>>**

### LIFE IS A RELATIONSHIP BUSINESS

The Shepherds have found that they can maintain balanced by giving thanks for relationships, respecting those whom they are privileged to meet, and showing gratitude for the opportunity to share the good they have found along life's journey.



Lil Shepherd exclaims, "by staying focused on the importance of relationships, hearts are touched, trust is built, and needs are identified. Life is a relationship business."

### BE AGGRESSIVELY HONEST WITH YOURSELF

Teresa Harding utilizes personal "checkup sessions" each week to ensure that priorities are kept straight. She recommends being aggressively honest with yourself when evaluating your priorities.



When Teresa was introduced to dōTERRA she was balancing raising three children, service in her church, friends, and hobbies. Her secret was to carve out time in her schedule for dōTERRA and other areas of importance.

When Teresa has moments where her life feels out of control, she slows down, takes a step back, and reevaluates. "A balanced life is different for everyone. We all have different things that we value, the key is to decide what your priorities are and plan accordingly," Teresa said.

### FOCUS AND CREATE

The Bybees attribute their success to a tenacious focus on their goals. "It was the only thing that kept us from getting bogged down by our responsibilities. We said our goals out loud, we gave ourselves a deadline, we told everyone, and then we worked hard to achieve them. You have to succeed when your team is holding you accountable," Roxane said.



The Bybees encourage new dōTERRA consultants to work hard to create a powerful team of leaders. Together you can achieve more. They had this advice, "inspire and believe in your leaders. Give them an opportunity to lead; this is the only way your life will ever be balanced as your business grows."

### PLANNING AND PRIORITIZING

Weekly, or even daily, planning and prioritizing is the key for Danny and Nicole Larson as they strive to achieve balance while juggling daily responsibilities. With three energetic boys, serving in their church, and excelling at dōTERRA, all at the top of their list, this power couple finds strength in supporting one another. "We realize we can't do everything," Nicole said. "We try our best, work hard, and everything seems to work out."



The Larsons implement the following tools as they achieve both balance and success.

- Schedule, don't ever assume that your day will allow for something unplanned.
- Get up early, take advantage of the hours you have without other responsibilities.
- Set weekly and monthly goals. Write down what you want to accomplish and be accountable.
- Diffuse Wild Orange, Citrus Bliss, or Elevation to keep motivated and upbeat.
- Have fun and enjoy yourself. dōTERRA should be exciting!





KATHY PACE



FAVORITE PRODUCTS

**dōTERRA Lifelong Vitality** "I feel younger when I take dōTERRA's Lifelong Vitality."

**Citrus Bliss Invigorating Blend** "I wear dōTERRA's Citrus Bliss as a perfume. People always tell me how wonderful I smell."



"Empower yourself as you take control of your health through knowledge."

"Inform.  
Inspire.  
Invite."

**B**lessed with a flair for fashion, Kathy's honest demeanor, creative personality, and ability for action are just an extension of her well-groomed exterior. Her involvement in the fast-paced world of fashion not only influenced her unique style, but added to her arsenal of experience, experience that would aid her in creating a dōTERRA business.

Born in Washington, Kathy came to Utah to pursue a degree at Brigham Young University. It was there she cultivated a desire to aid others and changed her educational pursuit to nursing. However, "necessity," as Plato said, "is the mother of all invention." Financial demands and a lack of funds forced Kathy to look for a new avenue of support.

Kathy's creative nature took hold. When she discovered she could sell her patterns, she put all her energy into developing a business. She designed everything from clothing to toys, all with her signature vintage flair. Famous for her christening gowns, Kathy traveled the world developing an international success.

Accustomed to the busy lifestyle of raising five children, nurturing a business, and consistently serving, Kathy pursued little else. Occasionally friends, involved in direct sales, would invite her to attend a meeting, but with limited

**BUSINESS TIP**

*“The best model for growth in dōTERRA is networking. Talk to your family and friends and their family and friends. I have tried several ways to build but I always come back to those I know comfortably seated in my living room. People are more likely to trust and purchase through people they know and love.”*

time she always declined. With her busy schedule she certainly had no time to learn about something like multi-level marketing.

It wasn't until Tahna Lee, her daughter, became interested in dōTERRA products that she took a second look at direct sales. Her first impression was that dōTERRA essential oils certainly were strange. “I wondered how they could have so many healing properties,” Kathy said. However, Kathy's interest was piqued. Her studies in college had left her fascinated by plants and their ability to heal naturally.

It was only a few weeks later that Kathy hosted her first dōTERRA essential oils class. She was astounded at the positive response to the products. Those who came with no previous knowledge of essential oils left with a Family Physician Kit! “Any further doubt I had concerning dōTERRA dissipated when I found my pain ceased with use of the dōTERRA Lifelong Vitality,” Kathy said. “I knew this was going to be a great opportunity, because the products worked!”

Kathy had no previous direct sales experience, so she relied heavily on Tahna. They talked daily, discussing dōTERRA

products and how to build a business. It wasn't long before Kathy realized how easy and exciting direct sales could be. “dōTERRA is something every person needs they just don't know it and as soon as they do, they want it.” Kathy explains, “my business strategy is simple I combine a business focused mind, with a heart full of love, and a desire to serve.” Kathy has built her business by following the simple pattern of inform, inspire, and invite.

“My life has forever been changed for the good. The health benefits are amazing,” Kathy said, “I was recently able to scale back a medication I've been taking for 31 years. dōTERRA has allowed me to live the lifestyle I've always wanted to be accustomed to.” Financially, Kathy no longer feels burdened. She can now spend time spoiling her 16 grandchildren, and feels peace knowing they will grow up receiving the benefits of dōTERRA essential oils. “My only regret,” Kathy informed us, “is not having dōTERRA essential oils as I was raising my own children!”



**FAVORITE PRODUCTS**

**Balance** "It keeps me grounded and focused. It helps me see life clearly."

**On Guard** "We clean with it, put it in capsules, and rub it on our feet. Friends and neighbors are always surprised when an illness will knock out their entire family but won't affect ours."  
—Nicole

**Lifelong Vitality** "When I take Lifelong Vitality I am more energized. I feel better and stronger. When I don't, I feel like I'm dragging." — Danny

**NICOLE & DANNY LARSON**



"Go confidently in the direction of your dreams! Live the life you've imagined." —Thoreau



**BUSINESS TIP**

"WE'D BE WORKING, WORKING, WORKING TO BUILD OUR TEAM AND NOTHING WOULD HAPPEN. Sometimes it would be six, eight, twelve months—but we kept pushing—because of that we always found our next big builder. The key is never giving up."

**P**ersistence seems to be the underlying theme when speaking to Nicole and Danny Larson. It's what brought them together, kept them on the Loyalty Rewards program, and allowed them to build a successful dōTERRA business. When listening to the Larson's you are reminded that accomplished dreams are always a result of determination and hard work.

Danny and Nicole met while attending BYU Idaho. For Danny it was love at first sight, but Nicole needed some convincing. Despite her reassurance that it could never be, Danny persisted. He was always polite and kind, a consistent friend. It wasn't too long before Nicole opened her heart and approached him about dating. Almost nine years and three children later, Nicole is slightly embarrassed she ever hesitated.

The health of Danny and Nicole's family has always been important to them. Prior to being introduced to dōTERRA, Danny and Nicole knew the benefits of essential oils. They had been purchasing them from another company and contemplating the idea of a wholesale membership. However, Julie and Greg Cook asked them to wait until they could present something. "We weren't expecting anything. We were happy with what we were using," Nicole said. "We simply went because they were our relatives and we support family."

**BUSINESS TIP**

*“We would do a trade show or a meeting and find individuals who showed interest. Then when following up they would seem unresponsive, so we would let it go. Months later we would find that they had joined someone else’s team. In this business you have to be consistent instead of assuming someone is uninterested.”*

At the meeting Nicole and Danny received samples of the dōTERRA essential oils and agreed to use them. “We were blown away by how powerful the essential oils were and how quickly they worked. It was a different experience than what we were used to.” The Larson’s held on to the essential oils they had from before thinking they would go back and use them, but eventually they threw them away. After experiencing the dōTERRA difference they just couldn’t go back.

Danny and Nicole were product users with a desire to share what they had discovered. They passed their small samples to neighboring families struggling with health concerns. The feedback was positive, and even before dōTERRA had product to sell they had a list of people waiting to join. They never planned on starting a business, it simply happened.

However, in order to continue their momentum Danny and Nicole knew they needed to be a part of the Loyalty

Rewards Program. They were struggling financially and it seemed impossible. Danny began working extra hours. He would go in early and come home late. He was persistent. Danny continued this schedule for a year and a half so that the Larsons could remain on the Loyalty Rewards Program.

Nicole said, “we feel empowered and that is our message to others. We lived on a busy street, with a railroad track. It wasn’t safe for our children to play outside. We worried about the mortgage payment and our grocery bill. We cried when doctors informed us there was nothing they could do as we watched our children suffer. We worried through countless hospital visits due to respiratory issues. We know what it’s like to feel helpless. dōTERRA takes that feeling and turns it into empowerment. Our biggest concern now is sharing dōTERRA essential oils with others.”

# Conference Calls: Keeping it Simple

BRIANNE HOVEY, dōTERRA DIAMOND

*“I became a Diamond before I realized the enormous benefit of using conference calls to build my business. I wish I had used them earlier!”*

## REASONS WHY I LOVE CONFERENCE CALLS

- You can easily invite guests to a conference call.
- You can reach long distances, without traveling.
- You can create excitement and momentum from your own home.
- You can create consistent growth.
- You can offer training to larger groups.
- You can work smarter, not harder!

## CONFERENCE CALL THEMES

**EDUCATION:** Offer education and training, along with testimonials.

**OPPORTUNITY:** Excite others about the opportunity dōTERRA offers. Invite them to join dōTERRA's mission in taking their health and wealth into their own hands. Keep it simple, leave the compensation plan to the “getting started” training.

**LEADERSHIP:** Keep your leaders in the loop. Go over what's new, and what's coming up. Make plans together, delegate a portion of the call to your leaders. Hold your leaders accountable. Remember to treat building your business like any other “job.”

**PROMOTIONS:** You can create a lot of excitement by offering product incentives and promotions on conference calls. One of my favorite ways of doing this is by offering a ‘Week of Education and Promotions.’ Each night during this week, we offer a different class with a different product promo. The product incentive only lasts until the following day at noon. They must be on the call to find out what it is!

**RECORDED CALLS:** Recorded calls are a great way to make your trainings available to more people. You can offer education to anyone at any time with a recorded call. I record all my leadership calls, so those who can't make the designated time still receive the experience.

## STEPS THAT ALLOW FOR OPPORTUNITY AND EDUCATION ON A CONFERENCE CALL

- Be expressive, fun, and smile. They may not see a smile, but they will feel a positive energy.
- Tell your story, make it real by sharing YOUR WHY.
- Share statistics, wake people up by making them aware of the company and its growth.
- Always recognize your team members and their accomplishments, this creates excitement.
- Provide education, choose a subject and make it simple.
- Ask a few people to share a testimonial about the product or business.
- Invite the new attendees to a live event, or inform them how to get started.

Have fun with conference calls! Be creative and make it simple!

Note: There are many free conference call services available that are easy to use.



Brianne Hovey, dōTERRA Diamond, knows how to connect with others. Using conference calls she encourages others to grow and thrive in a healthier way of life.



# 8 STEPS TO A SUCCESSFUL EVENT

JUSTIN HARRISON, dōTERRA PRESIDENTIAL DIAMOND



## 1 KEEP IN MIND THE QUESTION, ‘WHAT IS IN IT FOR THEM?’

Your competition might be American Idol, Glee, or The Bachelor. Whatever is popular, that’s your competition. When you’re extending the invention, verbally or written, it has to be compelling. Provide a door prize, samples, a guest incentive, or more importantly a team incentive for bringing three guests.

## 2 CHOOSE AN ENTICING TITLE

Back to School, Boosting Your Immune System for Cold and Flu Season, and Spring Cleaning are interesting and appropriate event titles. Never title an event ‘a meeting’. People don’t like meetings. Use words like event, open house, party, or spa night when advertising your event. The title must be enticing.

## 3 PROVIDE ADVANCE NOTICE

Provide all attendees with enough notice to arrange their schedules and attend. We have several communication methods available to us and some are better than others. Do not solely rely on, or hide behind email. It can be a good communication method but there are those who don’t open or read it, and those who only skim through emails. When this happens, guests fail to get advance notice or notified at all.

## 4 SELECT A LOCATION THAT IS EASY TO FIND

Consultants have held events that should have been successful but were not due to location. If guests can’t locate you, it doesn’t matter how spectacular the location is, your event will fail.

## 5 CREATE A SENSE OF URGENCY

Advertise an exclusive speaker. Discuss how they travel often and will only be in the area for a short time. Choose an enticing topic and emphasize that this will be the only meeting on the topic this month. Creating urgency provides guests with a sense of importance.

## 6 PROVIDE A POSITIVE PRODUCT EXPERIENCE

Prior to an event provide each guest with a product experience. People who have experienced dōTERRA attend, have better questions, and are 100% more likely to enroll. The hosting consultant should always provide an enrollment incentive. The company often provides these for us, but don’t rely on them.

## 7 OFFER A CONSISTENT EVENT SCHEDULE

Consistency can be key in increasing attendance. A consistent time, location, and date provide guests with a stable environment that they can plan for.

## 8 PICK THEM UP

If you pick them up, they will show up. This may not work for all guests, however, if they are close friends or family picking them up will guarantee attendance.



Justin Harrison, Presidential Diamond and Founding US Master Consultant, understands what it takes to plan, prepare for, and execute a successful event.

# PRESIDENTIAL DIAMOND

FOUNDER



FOUNDER



BUILD dōTERRA—JUSTIN & KERRI HARRISON AND ERIC & ANDREA LARSON

ANDY & NATALIE GODDARD

# BLUE DIAMOND



FOUNDER TWN



FOUNDER



dōTERRA GLOBAL— MARK EWEN & CHRISTIAN OVERTON

STEVEN & MONICA HSIUNG

PATRICK & ALLYSE SEDIVY

BOYD & SANDY TRUMAN

# DIAMOND

FOUNDER



FOUNDER



FOUNDER



DANIEL & CRISTINA BENITEZ

JAMES & ROXANE BYBEE

MARC & JENN GARRETT

ROGER & TERESA HARDING

# DIAMOND



SHANE & REBECCA HINTZE



YOSHI CHIHARA & MISA HIRANO



NATE & BRIANNE HOVEY



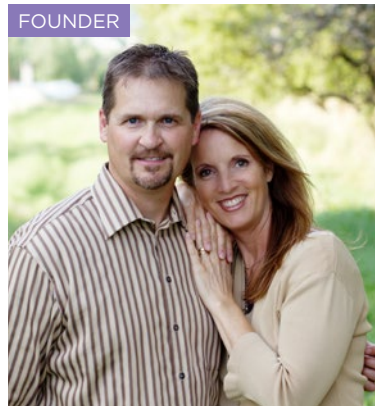
DAVID & TAWNYA HSUANG

*“Finding balance while building your business is just as important as finding people to be in your business!”*

-CRISTINA BENITEZ  
DIAMOND



BRYAN & ANDREA HUDDLESTON



JERRY & LAURA JACOBS



DANNY & NICOLE LARSON



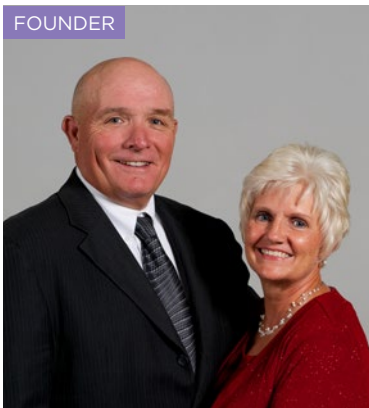
NOLAN & PAT LEAVITT



JUSTIN & TAHNA LEE



KATHY PACE



TERRY & LIL SHEPHERD



DAVID & PEGGY SMITH



JAMES & CHELSEA STEVENS

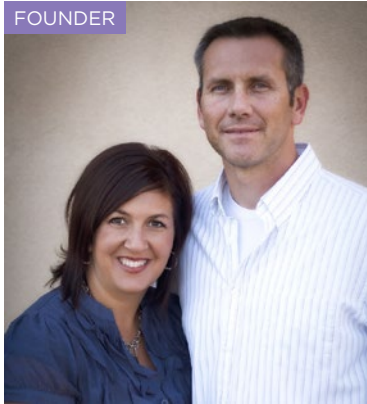
*“The best part about earning a living with dōTERRA is having a product that I can share confidently, knowing it will help people.”*

-KRISTI ZASTROW  
GOLD

PLATINUM



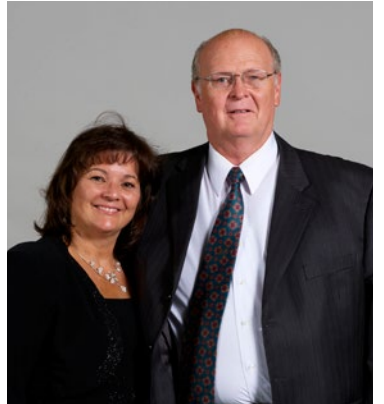
MATTHEW & KELLY ANDERSON



CHRIS & KAREENA BRACKEN



KIRK & JENNIFER HAMILTON



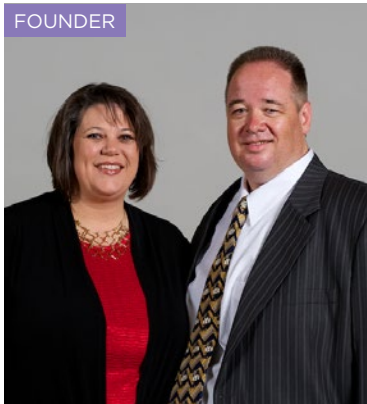
STEVE & KRISTINE HALES

*“Standing for truth and right is always okay! Put aside personal agendas and become genuinely interested in other people. Be a blessing to others, and you will be blessed in return.”*

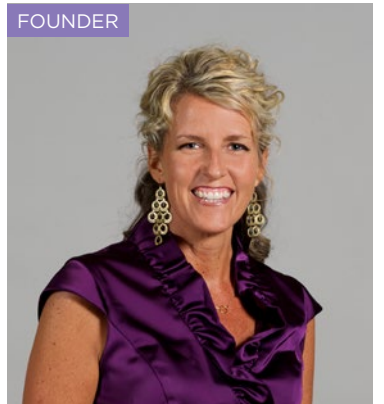
-TAMMY STEPHENS  
GOLD



BRENT & ANNIE HONE



ROB & WENDY JAMES



GINA TRUMAN

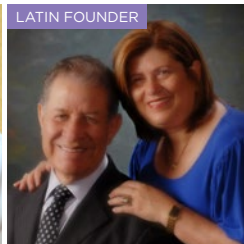
GOLD



ASTI ATKINSON



PETER & SUSIE BAGWELL



ANA LEDA ARIAS BARRANTES



ROMAN & CORINNA BARRUS



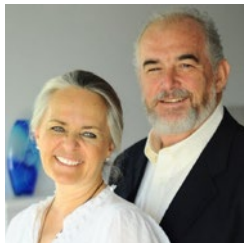
CONNIE BOUCHER



JEFF & CHERIE BURTON



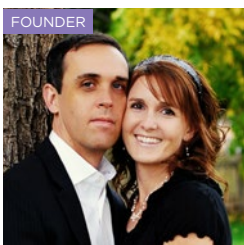
ERIKA BUTLER



DOUG & RACHEL CASTOR



RICHARD & ETSUKO CHIDESTER



GREG & MARTI CHRISTENSEN



RICK & ALISSE COIL



BECKY COX

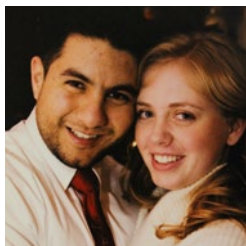
*“I am amazed each day by the health giving power of essential oils and the opportunity dōTERRA presents to all of us. Being an IPC has been an incredible journey, and I will never be the same again.”*

-LORI DAVIS  
GOLD

**GOLD**



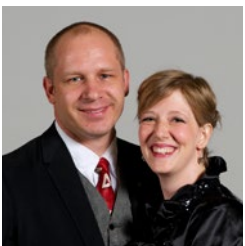
MARK & KAREN CROSBY



VICTOR DARQUEA



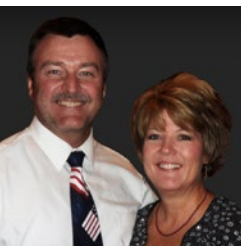
LORI DAVIS



JARED & MINDY DEGRAFFENRIED



CURT & TONIA DOUSSETT



PAUL & STEPHANIE FRITZ



AL GARCIA

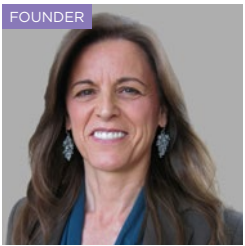


VINCE & TERESA GARCIA



FOUNDER AUS

MAX & CHERI GARRETT

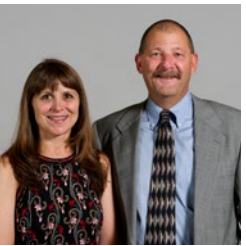


FOUNDER

VALERIANN GIOVANNI



CURT & CAROL GUEST



JIM & MARTY HARGER

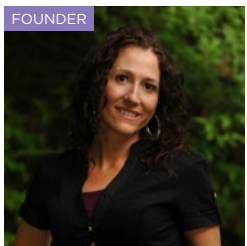


MELYN HARRISON



FOUNDER

GORDON & JULIE HERBERT



FOUNDER

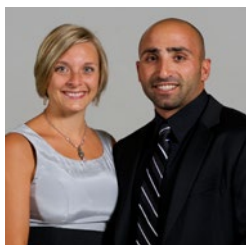
MARIA HEUSER

*“To succeed with dōTERRA, love yourself, serve everyone, believe, and know you deserve it—it is then that you will attract the abundant blessings that await you!”*

**-REBECCA HINTZE**  
DIAMOND



WADE & LAURA HOLBROOK



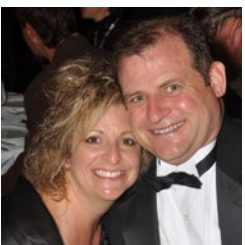
PAUL & BETSY HOLMES



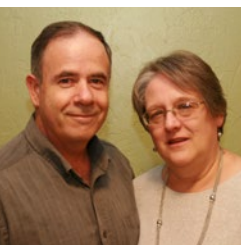
BRIAN & RACHEL JONES



LELAND & ROBIN JONES



LYNDON & STACY JONES



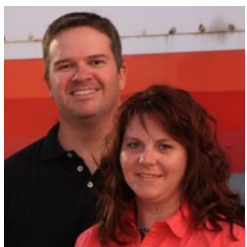
BILL & DEENA JORDAN



RHONDA KAHALEWAI



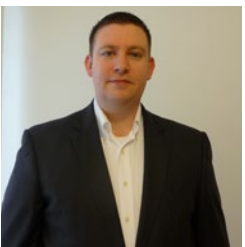
DEBBIE KRAHN



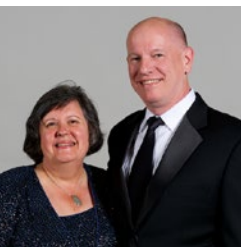
JOE & AMBER KROPF



PEGGY LANGENWALTER



ANDREW LA TERRA



JOHN & SUSAN LAWTON

*“It’s humbling to think that by stepping out to teach and share, you can change someone’s life, possibly even save it.”*

**-CHERIE BURTON**  
GOLD



ROBERTO & MAREE LOAYZA



GIOVANI LOPEZ



PATTY MARTINEZ



KEIKO MARUTANI



PATTI MASON



AIMEE MCCLELLAN



JASON & SHARON MCDONALD



DAVE & TAMMY MILLER



ANGELA MOFFITT



CRYSTAL MOKATE



MICHEL & SWEELIN MONTANDON



RIYO OGAWA



FOUNDER AUS

JOHN OVERBEEK & PAULA ECKERT



FOUNDER

KALEO & PAKALANA PHILLIPS



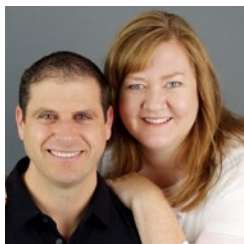
ANGELA PIJANOWSKI

*“Failure is not an option.”*

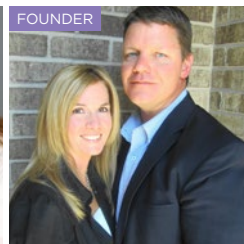
-MARK EWEN  
BLUE DIAMOND



ESTHER PRANOLO



ROD & JENNIFER RICHARDSON



FOUNDER

BURKE & NATALIE RIGBY



ELAINE RISER



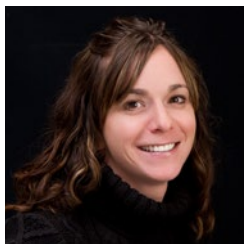
CASEY & MELISSA ROBERTSON



ROSS & CATHERINE ROGERS



JULIE ANN SCOTT



KACIE SHOBER



JIM & TAMMY STEPHENS



JEAN WANG



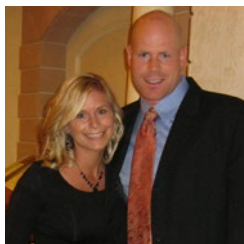
MARK & TAMALU WATKINS



DALLON & EMILI WHITNEY



JOHN & KALLI WILSON



JARED & SHEREE WINGER



KRISTI ZASTROW

NOT PICTURED: CHRISTINA GARDNER • MARY LOU PALMER • TEARIKI SAOYAO  
NOTE: Recognition level is based on the highest rank reached and maintained for three months in a calendar year.



dōTERRA's most popular day for a Loyalty Rewards order is the 15th of the month.

**BEST SELLING OIL**



dōTERRA's most popular oil blend is Slim & Sassy.®

**60k**

dōTERRA has well over 60,000 active IPCs.



dōTERRA MEMBER SERVICES MANAGE OVER **17,000** calls per month.

**dōTERRA®**



*Statistics and facts*



**HELLO!**

dōTERRA has welcomed approximately 225 new Independent Product Consultants (IPCs) per work day, in 2011.

dōTERRA product is currently available for purchase in more than **15 countries**.



dōTERRA fulfills approximately **25,400 global orders** per month.

dōTERRA's **TOP SELLING** oils of all time...



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# LEADERSHIP

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