

LEADERSHIP

New Presidential Diamonds - 4

Paul & Betsy Holmes



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The Gift of Education

Congratulations on Reaching Presidential Diamond

Paul & Betsy Holmes

COLUMBUS, OHIO, USA



"I went to Zambia in October of last year. I met with some ladies who were suffering with HIV and asked them what their dreams were. They all told me they didn't have any dreams. I knew that wasn't true, so I asked them, 'What would you do with your life if you had an unlimited income?' All of a sudden they all shared these amazing things they would do. One of them wanted to open up an orphanage, and another wanted to help women. They had the most amazing dreams, but they didn't even know they had dreams until they took away the perception or barrier that they needed money to do those things. I realized that everyone thinks the same way. We put our own barriers on ourselves. We have a perception of what's possible for us. We don't want to let our imagination soar to the level that is required. We don't dream big enough. This opportunity with dōTERRA is only possible if you believe it's possible." –Betsy

Did you have any idea when you started that you would reach this point?

BETSY: We had no idea at the time how God would use dōTERRA to heal us physically, emotionally, and financially. I've always had

a desire and a heart for helping and serving people, but I didn't know that all my passions would tie together through dōTERRA. It's been an amazing journey. We now have the opportunity to open up all of the dreams we've had on the shelf and pursue what we're passionate about. In the beginning, I felt inadequate to do this. Through dōTERRA, I've learned that we all have everything we need to accomplish our dreams. I believe that God made us all with desires and dreams, and he gave us the ability to accomplish them, but we have to choose to do so.

How do you work together in your business?

PAUL: Typically it's going to start out with one person spearheading the business. In our case, that was Betsy. What's important is for the other person to allow that individual to go after their dreams and provide them the support they need. I've found that just by being a voice and a sounding board I can be a huge help, especially in making crucial decisions. It's key to identify in the first few years what the other person like Betsy would need help with and figure out how to step in and fulfill those roles, whatever they may be. Realize that in taking care of things that may be weaknesses, you're enabling the other

person to spend way more time on their strengths. If they're able to focus their time on their strengths because they've got support and structure around their weaknesses, they're going to be able to be all the more productive and successful.

What were your biggest challenges as you were reaching for Presidential Diamond?

BETSY: I think it's easy at this level to start to get complicated with things. It's important to keep it simple. I had to scale myself back a few times. Things always need to be duplicable. When you become Blue or Presidential Diamond, you need to give yourself permission to take a break. If the life you are projecting to your team is that of a run-down, overworked, and tired individual, that's not going to make it appealing for people to try to reach that rank. The challenge is to find out how you can enjoy your work and have boundaries so you can enjoy your rest as well. You may have a crazy schedule at this stage, but we need to find a way to live that schedule well so we're teaching our team that it's worth it to be at this level. There should be motivation to get to this level, because that means the people on your team have reached a higher level as well.

What advice would you give to a new business builder?

BETSY: Just get started. The best thing you can do with dōTERRA is to learn as you go. Don't wait until you know everything, because your education is waiting for you in the next class you're about to teach. Sometimes it takes teaching a class or sharing with someone to fully grasp and understand the opportunity that is before you. I think if people are waiting

to understand everything before they move forward, it can sometimes hinder them from having the best education. You have to just get started.

PAUL: You have to go and make it happen. I say this all the time to the rugby teams I coach: "If you're going to make a mistake, make it going 100 percent forward." You can always recover with momentum, but if you're not making something happen and you make a mistake, it's going to hinder your growth. You can't make excuses. You can't be worried about what you don't have. You have to take what you do have, move forward, and make it happen.

What difference has dōTERRA made in your life?

BETSY: We both come from small, humble beginnings. I was born in one of the poorest counties in the state of Ohio and lived in a trailer. Paul was born in Beirut, Lebanon, and lived there until he was adopted by South African missionaries when he was eight years old. He spent his childhood in a war-torn country; his house was blown up while he was in it. We met while I was teaching English and he was visiting his parents in Lebanon. When we found dōTERRA, our home was in foreclosure and we were in a massive amount of debt. We've learned to take all the things that have happened in our lives and be grateful for how they've shaped us. Our eyes have been opened to difficulty in other people's lives and how we can be a solution for them and not just bystanders. We know that people can overcome difficulties. We know that people can become better people through challenges. I think we've proved through our lives that anyone can be successful.



Give Back

Learn more at giveoils.org.

The Blessing:

"I think people have the assumption that the blessing of being this rank is all in the money. It's more the growth you receive as a person and the time and financial freedom to be able to give of yourself to something you really believe in. That's why we created giveoils.org."

The Dream:

"I've always traveled and done work overseas helping people, and I get to do that more now than I ever thought I would be able to. It's amazing how many times a year we're able to go overseas and work with the people we love. We're blessed to be a blessing."

The Cause:

"We kept coming across the need for oils in other countries. We had no way on our own to give all of our own oils all of the time, so we had the idea to bring other people into that through giveoils.org. Now, we're able to give so much more than we would have ever been able to on our own."

The Motivation:

"The heart of why we even wanted to be at this level is to have the ability to influence and make a positive difference in the world. I think we have more to offer the world now than we ever did before because of the refinement process we've been able to experience."



Rick & Alisse Coil

DUCHESNE, UTAH, USA

You Are Enough

For Alisse Coil, success in her dōTERRA business required coming to an understanding that she was enough. She has always been a shy person and has never lived in a town of more than 2,000 people. She would go to convention and see all the top successful leaders and feel overwhelmed. She says, "I realized that I can make all the excuses I want, or I can love who I am and find a way for it to work for me." Alisse knows what it's like to walk in to teach a class or work up the courage to make a follow-up phone call and feel incredibly small. She says, "No matter how small you feel, you're

still enough. You're still exactly what those people need at that time."

Alisse discovered dōTERRA when she met Natalie Goddard at a farmer's market and soon discovered how well the products fit her family's needs. She was a closet user at first, and only shyly shared and sampled, knowing people might think she was weird. Natalie drove out and taught her a class, and Alisse was amazed when she enrolled 10 out of the 12 people there. She says, "Watching her, I felt like I could do what she did, teach the way she taught, and care for people the way she cared

for them. Every single person that she enrolled that night felt like they had made a new friend—and they had. I felt confident that I could learn how to model that same business approach."

For a long time, Alisse felt like she borrowed other people's "why" for building her dōTERRA business. Then one day, her daughter texted her that she had sold her first bottle of essential oil, and Alisse discovered her own why. She says, "In that moment I realized that was what I wanted to do. I wanted to empower the next generation so that when I'm too old and blind to

"My husband has been my main support. He's the one I cry to. He gives me advice, and he sticks by me."





“Even though I feel inadequate at times, I’m enough. I’m what people need. With that, I know that everybody else out there is enough and they will be what people need.”

read the label on the bottle, my kids and grandkids will still care for me naturally.” She’s amazed that after all her kids have seen her go through, they are still eager to build their own businesses as soon as they’re 18. “I have been able to leave that legacy to my children that they can do amazing things.”

Once, during Diamond Club, Alisse was telling Emily Wright all about her discouragement and frustration with the imperfections and realities of her business. As Emily encouraged her not to give up, a children’s song popped into Alisse’s head about a little stream that made the grass greener wherever it went. “I decided that I was going to live by that motto. Wherever I go, I want the grass to be greener because I was there.”

BALANCING WORK AND FAMILY



Clearly separate dōTERRA time and family time. “My leaders know that on Sundays I don’t use my cell phone. That’s focused family time.”



Create self-reliance in leaders. “They know I won’t always be at their beck and call. It’s created an awesome team that is able to work with each other crossline.”



Set the example for your team. “They see that I value my family time and it lets them know that it’s OK for them to block out their family time as well.”



Joy Bernstein

SAN FRANCISCO, CALIFORNIA, USA

“Maintain the belief that your business is going to happen and that you’re creating something really powerful.”

A POWERFUL BELIEF

Joy had always used essential oils and immediately could tell that the dōTERRA products were high quality. Corinna Barrus, now a Blue Diamond, came to the natural health clinic where Joy worked. Corinna enrolled the clinic to receive the products, but Joy felt like she didn't have time to do the business herself. Later, she was laid off from work and suddenly her time was free for dōTERRA.

Corinna offered to mentor Joy and work closely with her to build a business. Joy says, “This opportunity seemed really unique in the sense that I could create my own reality in the way I had always dreamed of doing.” She jumped in and hit Gold in four months.

She knows she owes a lot to Corinna's support and mentorship. She says, “She had the foresight, direction, and experience to be able to home in and help me make it happen really quickly. We were a good pairing. We got along so well, and I really have her to thank.”

As a single mom, it was important for Joy to feel the support that Corinna gave her. She was also motivated to build her business so that she could have more time to spend at home with her daughter. She says, “I had to sacrifice some of that time to get my business off the ground, but I made a point to stay really focused during





“I do my best to focus on the positive and trust in the process. It’s ok to have challenges. It’s all going to work out.”

every single moment I didn't have with her. I trusted that if I threw myself into this fully and completely that I would be able to create a momentum that would sustain me.”

Now that she is Diamond, Joy has become passionate about sharing the business opportunity with others. She says, “I have the opportunity to watch all these people blossom, develop, and

grow into their most powerful selves—that in and of itself is so gratifying. It’s not just about earning money, but it’s also about creating a life with like-minded individuals, surrounding yourself with things that you believe in, and being able to support your family in the process.”

Joy now feels as though she has found her true purpose in life. “I am so much

more self-assured now. I can help people create the lives that they want. I can empower people to be in control of their entire wellbeing. I have been able to learn about myself, grow through what used to be obstacles, and let go of limiting beliefs as a result of the work that I've done to create my business. I know that if I continue on this path, I am going to develop into a more powerful version of myself.”

A CULTURE OF SUPPORT

“We get to work in a cooperative environment where our success is owed to the success of the people underneath us. We get to help build their confidence, create their success, and watch them grow and blossom in the process.”

HELP EVERYONE

“Keep supporting the people who are asking for help. Make sure you work with people deep down in your organizations.”

GET YOUR LEADERS INVOLVED

“Pull in your leaders as much as possible so that everyone is learning from the experience and everyone is feeling empowered and included.”

FIGURE OUT WHAT THEY NEED

“Meet them where they need support even if you need to take an abnormal approach.”

HELP THEM GAIN CONFIDENCE

“The more we can accommodate the people on our team, the more we’re going to see them come out of their shells, step up, and start to shine.”



Steve & Brenda Brown

EAGAR, ARIZONA, USA

Architect Your

Life



Brenda Brown had always tried to live a good life. She raised and homeschooled four children, and her husband, Steve, worked hard at his career. She says, "I guess I was going to wait until the end of our lives and think, 'Well, we did the best we could.' I had no clue that you could be the architect of your own life." That was, until she discovered dōTERRA.

It was Brenda's daughter who introduced her to essential oils, and once she saw their effectiveness she decided to get involved in the business opportunity. Though the Browns had sworn themselves off of network marketing years before, Brenda could tell there was something different about dōTERRA. Still, she never imagined she would reach Silver, let alone Diamond. It was after attending a major network marketing event that she realized she could make her life whatever she wanted it to be. She says, "I thought, 'How would I want my end years to be if I could architect my life?' That's when it changed for me. I don't have to accept whatever is good enough."

The Browns live in a small town of only a few thousand people. A lot of people there have a very small income. They have seen people make the huge sacrifice to bring dōTERRA into their lives and know that you can never underestimate the value of a small rural community. Brenda says, "In big cities you have a tremendous population, but your strength in a small town is trust." When you're familiar with them and their culture, people in small towns are often more likely to trust the value of what you're sharing with them.

TEAM SUPPORT: THE FLASHLIGHT VS. LASER BEAM APPROACH



FLASHLIGHT: "I was shining a flashlight over my whole team in a major way. This is powerful and it can penetrate and heal as we explore together, but you also need to focus your energy."

The Browns know they would be nowhere without the support of their team. Brenda says, "They have such awesome strengths and hearts. We are really blessed to have the leaders that we have. They are all so different. It's kind of like the beam in a house holding up the roof. They are what supports us."



LASER BEAM: "You need the laser beam effect to focus in on specific people in your team who need help. When I did that with one of my team members, she got to Silver in six weeks. Being laser-focused gave us stronger legs and a more stable structure."

The Browns feel that they are no different from anyone else, and sometimes laugh to think they are Diamonds. Brenda says, "We all start at the same place. Anyone can do exactly what we have done. You don't have to be extraordinary. No matter where you're at in life, this is a natural fit for everyone."

Today, their lives are changed, and they are better people because of dōTERRA. They are grateful to be a part of a company that they believe in. Steve says, "dōTERRA has always handled everything with the utmost integrity, and I'm pleased to be a part of something that I'm not at all ashamed of. I have confidence in the company that I'm with, and I enjoy that."

“I don't think we've done anything special that other people can't do. We've just kept our nose to the grindstone.”

-Brenda



"I had been looking for an investment to make, and I decided to make it in Brenda. It was the best investment I have ever made in my life." -Steve



Jung Hoon Lee

SEOUL, SOUTH KOREA



Unlimited Possibilities

Jung Hoon Lee had been a top leader in another network marketing company for five years before being introduced to dōTERRA. He used the products for two months and took them to aromatherapy experts to check their quality. He also flew to the dōTERRA corporate office in the United States and met with the executives. He says, "I started doing the business after I found I could have confidence in the executives' management philosophies and abilities as well as the excellence of the essential oils."

Jung Hoon has found that the possibilities for an essential oils business in Korea are as limitless as the blue ocean. He says, "The potential market is very large and only beginning." He knows that dōTERRA will stand apart from the other businesses around because their product is unique, effective, and the company has a strong philosophy and mission. He says, "This company is different because it helps, loves, and shares with other people."

His advice to new builders is to first gain confidence in the dōTERRA products, then find a clear purpose for doing the business. New builders should make sharing the essential oils about loving and helping other people. He feels he has found a downline team that does this successfully. He says, "They are great people who are as passionate as I am. They encourage, motivate, and help me to remember my original purpose for doing this business. They also praise and encourage each other by



“I positively recommend the dōTERRA business to others because I see how satisfied dōTERRA customers are.”

HOW TO BUILD A SUCCESSFUL BUSINESS

“To succeed, you should build a system that helps others succeed.”

1

Establish your own dream and vision.

2

List people you can share your experience with.

3

Meet them and tell them your story.

4

Encourage them to try the products.

5

Invite them to business seminars to share the business opportunity.

6

Become educated on the products, business, marketing, and leadership.

recognizing each other's improvements and working together as a team.”

Jung Hoon makes sure to regularly communicate with his team. He evaluates where they are at in achieving their goals, discusses how they can improve and do the business better, makes a weekly and monthly business plan, and talks about the support and help they need.

He also holds regular business seminars to share the business opportunity with people. At these seminars, leaders inform attendees about the company, products, compensation plan, and vision of dōTERRA. He says, “People want to be motivated and satisfied with the products and the business. Before they master them, they need your experience and help.”

He says that reaching Diamond was just one part of his ultimate goal to make essential oils a part of every family's lifestyle. He says, “If you want to become Diamond, you first need to help your team members succeed. Have a specific goal and work toward it every day. Dreams do come true.”

“Leaders need to have initiative and passion. They are proactive in education and training and always work hard.”



Brett & Farrah Collver

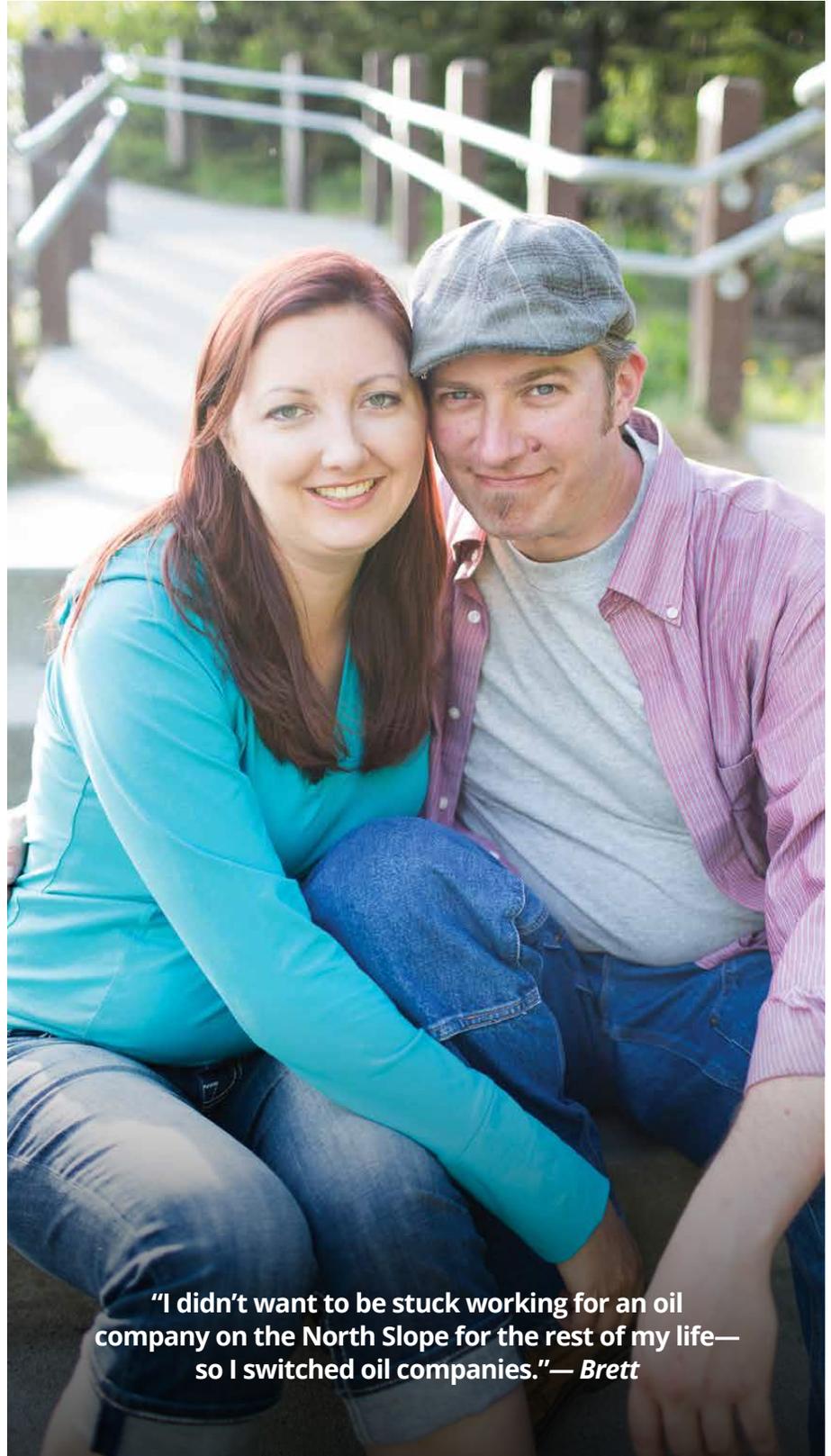
SOLDOTNA, ALASKA, USA

A NEW OIL COMPANY

Like many other Alaskan men, Brett Collver used to take a plane to work. He flew hundreds of miles to the North Slope oil fields and was away from his family for two weeks at a time. His wife, Farrah, says, "This works really well for some families, but it was not for us. We did that for seven years and we were looking for a way out."

When Farrah was first introduced to dōTERRA, it didn't take her long to take interest in the business opportunity. She thought at first that it might be something she could be involved in after her kids left home, but as she shared and began to hold classes, she quickly saw that dōTERRA could be the way to get her husband out of the oil fields.

One day, Farrah called Brett at work and told him that with the direction the business was going, it was going to be too big to do it by herself. She wanted him to quit his job and come work with her. Brett walked into his boss's office that day and resigned. The Collvers had yet to reach Silver at the time, but two years later they're glad they took the risk. Farrah says, "We really feel like everything in our life prepared us for



"I didn't want to be stuck working for an oil company on the North Slope for the rest of my life—so I switched oil companies."— Brett

“ IT DOESN'T MATTER IF THERE ARE TWO PEOPLE OR 20 PEOPLE AT A CLASS, A SUCCESSFUL CLASS MEANS THAT YOU CONNECTED WITH THE PEOPLE THERE, CARED ABOUT THEM, AND SHARED SOMETHING VALUABLE WITH THEM. ”

— FARRAH

this and it was the right timing for us. We both knew we could do it.”

It was a transition to have Brett at home and to figure out his place in the business. Farrah had been a stay-at-home mom for 16 years and now was working and traveling, while Brett had a lot more time at home to be involved with their children’s schoolwork and activities. Over time, they developed their own roles in dōTERRA. Farrah maintained the role of contacting and

teaching, while Brett became the expert on all things business.

Their core leaders have been their biggest support. Brett says, “They push us to become better so we can turn around and teach them how to be better. They want us to be their leaders and they keep pushing us higher.” They have enjoyed being able to pick who they work with and have developed strong relationships with these people. Farrah says, “Our leaders emerged as

people of high integrity and ethics and so we pursued them. Because they were people that we admired, we put a lot of effort into building relationships with them.”

Because of dōTERRA, the Collvers have confidence that they can make their dreams a reality. Farrah says, “We now have the tools and the vehicle to do it. When your dreams are in view and you can actually accomplish what you want to—it’s a happy place to be in.”

HOW TO BUILD A STRONG BUSINESS

1

Don't get caught up with rank

2

Don't be in a race to get there

3

Build steady and sustainable

4

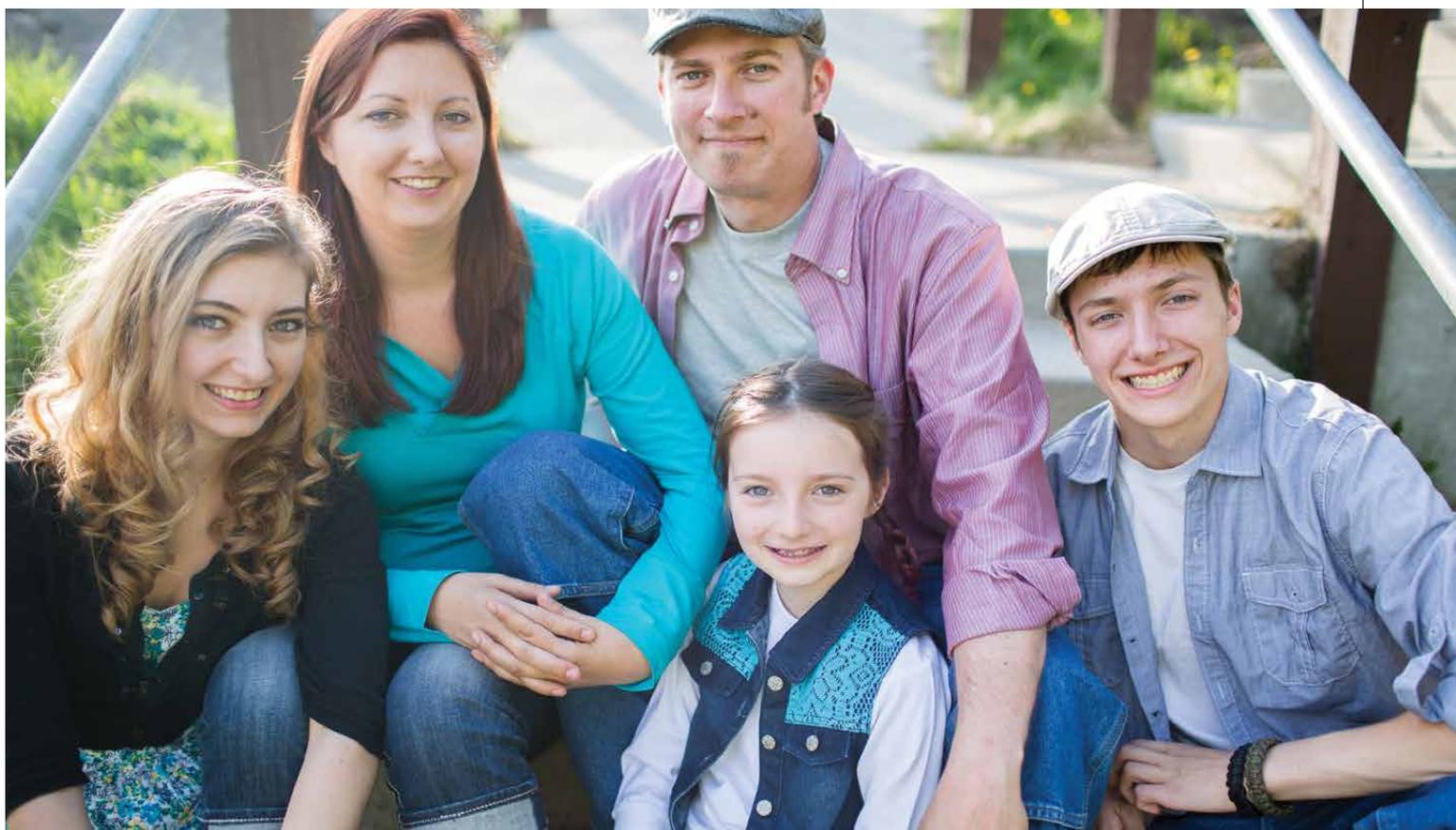
Fortify what you build

5

Treat your people right

6

Be ethical



MENTORING

Crossline Mentoring

By Eric Larsen, Double Diamond





There is always so much to learn as new Wellness Advocates join our company. All new members would love to have great support teams and leaders who look out for them as they start their journey with dōTERRA. Our best leaders help people set their own individual goals, develop strategies, put plans in place to obtain them, and inspire others to find their own worth and potential. In short, a leader is successful when he or she helps others be successful—however that may be defined by the new Wellness Advocate who is starting with dōTERRA. But, what do you do when people from other organizations or someone outside of your pay level comes to you looking for help?

Here are a few tips for becoming a great mentor and helping others have success—especially those outside of your immediate support circle:

- 1. Be willing to pay it forward. It takes time and energy to be a great mentor.** However, good business builders realize that their success depends on helping other people. Take people under your wing that will use your advice and training in productive and constructive ways. That means being professional, following up on goals, and, especially, being willing to support others.
- 2. Work with those who have the same sense of mission as you do.** Good mentors love turning mentees into mentors by connecting them with others who need their advice. Mentoring goes both ways: when different dōTERRA teams come together, their blend of skills can be highly complementary. By being the very best mentor to people outside your team, you will build a network of trusted friends that will be able to help you with your difficult projects in the future.

Some might be tempted to ask the following questions:

-
- “How can I reasonably help someone else when I am already stretched 24/7?”
-
- “Shouldn’t I be focused on my own career path and downline rather than helping someone that already has their own upline?”
-
- “Won’t I be helping people who will compete against me?”
-
- “If I do it for one person, won’t I likely be bombarded by requests for help and advice?”

- 3. Help those who want to do the right things for the right reasons.** Great mentors recognize that professional interests blend with personal interests. They understand that mentoring someone’s career is linking dōTERRA to the rest of his or her life, and that being a high-character person is more important than having all the right skills to make money.
- 4. Don’t get burned out.** It is easy to spend so much time mentoring other teams that you neglect your own team or your family. Make sure you are performing at your peak before you take on someone new. Set limits and have mentees work around your schedule.
- 5. Recognize the rewards—leave a legacy.** There’s a lot of personal satisfaction that comes from watching someone you care about reach his or her full potential. However, I have always felt that I have learned something new about me or improved in some area of my life because of the time I have spent with someone else. When I share what I learn, I feel like I am leaving a legacy that will live beyond what I can personally do because that person will go and do the same thing. The best thing that can happen to me is for someone to take something I have done, expand on it, and make it better. ●

Brian & Rebecca Gillespie

ALLEN, TEXAS, USA

Determination and Commitment



Rebecca Gillespie was originally introduced to dōTERRA essential oils while living with her family in Switzerland. She really liked them and bought several kits, but found herself using them only occasionally. It was a couple years before she got a call from her sister, Jeanette Fransen, asking Rebecca to join her in building a dōTERRA business.

Rebecca agreed, mostly out of a desire to help her sister. Her husband, Brian, gave her his full support, and the sisters started building. They taught their first class without ever having been to a class, and they enthusiastically shared with everyone. They made lots of mistakes along the way, learning as they went. Rebecca says, "We learned that you don't necessarily need someone holding your hand the entire way to be successful. You need to put yourself out there and be willing to make mistakes. You only have to make a mistake once to learn from it."

They learned that a successful class includes eliminating distractions and presenting yourself as a professional in the way you look and act. Rebecca also recommends practicing holding classes beforehand. She says, "Practice doing it, and keep doing it often enough that it becomes really easy. Nothing becomes easy before it's been hard."

"All I have is determination and commitment. If you have those things—which anyone can—you can be successful."



Today, their team includes two other sisters, a brother, and their mom. Rebecca says, "It's fun to be able to work with family and help each other out. It's an advantage for us because we don't have to be good at everything. Somebody is going to be good at something, so we just band together." Jeanette supported Rebecca by traveling, teaching, and enrolling, and Rebecca took care of the follow-up while her little kids were asleep.

Rebecca and her sister built with the intention of growing big, and they made sure to be open with everyone about their intention. "I found my top three builders within my first week. I was actively telling people, 'This is what we're looking for. This is our plan. Do you want to join us?'" They look for leaders who are consistent and ready to learn and improve themselves. She says, "They have to look forward and put in the effort to develop themselves into a person who is a Diamond."

As a mom, Rebecca is glad that she was able to find a way to help her family be healthy and share with others. Because she had no prior business experience or medical background, she knows she is proof that any average person can be successful with dōTERRA. She says, "I love being able to teach and help people and change their lives. I really love what I do."

DO 2 THINGS EVERY DAY

- 1 PERSONAL DEVELOPMENT.** "Read the books that your leaders tell you to read. Do what they tell you to do, because they have your best interest at heart."
- 2 BE CONSISTENT.** "There are little things that are easy to do and easy not to do that make all the difference in whether or not you're successful. This stuff is what will develop you into the person you want to become."

Melody & Walter Covino-Watts

EAGLE, IDAHO, USA

PERSEVERE

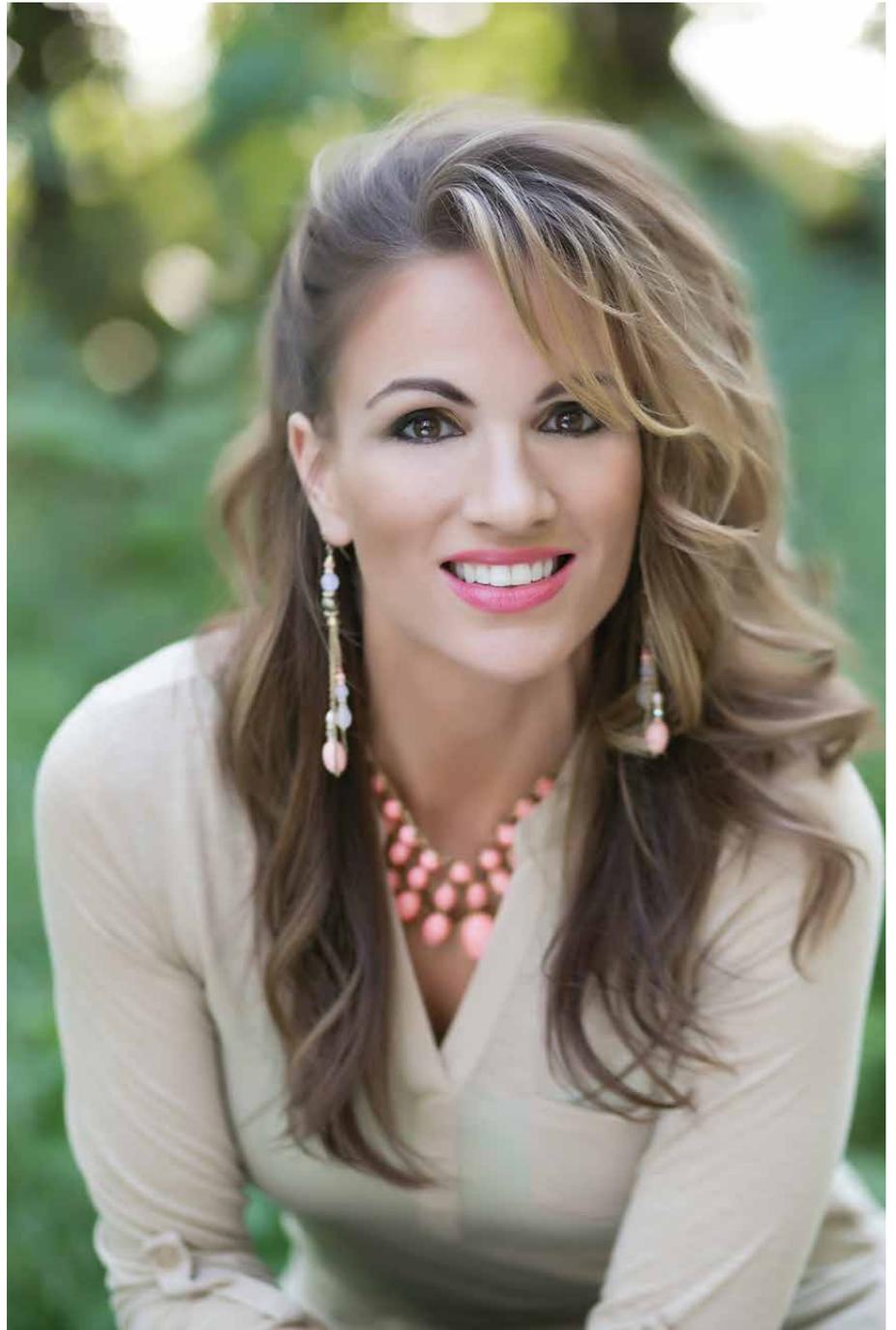


OVERCOME

When Melody Covino-Watts attended her first dōTERRA class, she felt as though she had discovered the missing link in alternative medicine. She had been involved in alternative medicine for 14 years, and she was amazed at everything she learned about essential oils. After the class, she went to her upline and, without being asked, declared her intention of starting a business.

After hosting a few classes and hitting the rank of Elite, Melody's life took a traumatic turn. Because of several unfortunate events, including a painful divorce, her mother's death, and complicated legal issues, it was a year and a half before she was able to devote herself fulltime to her dōTERRA business. At the beginning of 2013, she was finally able to plunge in. She was motivated not only by her passion for sharing essential oils, but by a strong desire to be at home with her two

“I think our minds are really powerful. My mindset was that I know there are people out there like me who have never discovered essential oils, and when they do, they’re going to love them as much as I do.”



“What you focus on expands. When I started focusing on my business, it started to grow and there was no stopping it. If you’re one foot in and one foot out because you don’t believe you can do it or it’s not a priority, then you will probably stay stuck. You have to focus.”

children. She hit Silver in a few months and within nine months was Diamond.

Melody didn't believe at first that hitting Diamond would be possible for her. She says, "I thought that was something only the top 1 percent could do. It was when I saw the regular stay-at-home moms around me start to hit Diamond that I realized I could do it too. I understood that dōTERRA isn't like other network marketing companies—anybody who wants to make money in this business can." Today, she is motivated to show her team how they can hit Diamond as well.

She knows someone is ready for the business opportunity when the products have become a part of their lives. She says, "When someone feels like it's their lifestyle they're sharing instead of a product they're pushing, then they are a lot more likely to succeed in the business." When people are trying hard and failing to progress, Melody knows it's their belief system that is limiting them. It is these limiting beliefs that she has to help them overcome.

Melody is grateful that because of dōTERRA she has time to spend with her kids and has developed important leadership skills. She is also grateful that she didn't let her difficulties in life get in the way of her success. "It's OK that I went through some harsh life circumstances, because it taught me how to persevere, to choose my future, and to not be a victim of my circumstances. No matter what happens, you can still be successful."

ADVERTISING TO BUSINESS OWNERS



I targeted alternative medicine business owners. I definitely also want to help mothers, but mainly I found it important to target people that were like-minded.



I did practice management for alternative medicine practitioners prior to dōTERRA, so I went to these clinics and put up sign-up sheets for my classes.



I developed a new patient marketing system for chiropractors using the medicine cabinet makeover. I also developed an essential oils and chiropractic brochure with Dr. Martha Nessler.



Melody with her new husband, Walter, and their combined family of five children.

Kristann Gillies

HIGHLAND, UTAH, USA

LEADERS
CREATE **Leaders**

**“A leader doesn’t
create followers.
A leader creates
more leaders.”**

Kristann Gillies spent two and a half years refusing to have anything to do with dōTERRA. She had been a big leader in other network marketing companies, and after several heart-breaking experiences vowed she would never do another one again. People would drop essential oils off at her home and she would throw them away. Then her health took a dramatic plunge, and it was an AromaTouch massage that left her with a feeling of peace like she hadn’t experienced in years. She said afterwards, “If I’m going to die, I want to die feeling like this.”

Though she was going bankrupt with medical bills, she scraped enough money together to buy an Every Oil Kit. She still avoided the business, but became an avid user. Her friends and family became interested in the essential oils and wanted her to teach classes for them. Though she was sick and didn’t know how to teach a class, she did it to help them out. She says, “I tell people it doesn’t matter if you know anything or everything. Just go out and share these gifts. They bless everyone’s lives.”

It was when Kristann’s health improved that she finally decided to really participate in the business. She says, “I felt like I had an obligation to give back to the whole world. I am so proud to be a part of dōTERRA, and I tell it to every person I know.” Her sister and her daughter were the only people she brought over from her previous network marketing businesses, but her dōTERRA business still grew quickly because she found the product so easy to share.

ADVICE TO NEW BUILDERS



MAKE A 2-5 YEAR PLAN.

“If you plan on getting rich quick, this is not going to work for you. This takes work.”



GIVE UP THE TIME.

“You have to be willing to give a few years of your life right now, then you’ll be able to live the rest of your life like most people never get to.”



ESTABLISH YOUR WHY.

“Once you have your why and your dream, you can always reflect back on that. If you want it bad enough, you will do anything to get it.”



DON'T GIVE UP.

“I see people all the time get all excited then hit some bumps and quit. Never quit. Stay focused.”

Kristann has enjoyed working closely with her family. She says, “We do really well because I believe that they’re brilliant. I believe every leader on my team is brilliant, so I give them lots of respect. We do this all together. I motivate them and they motivate me.”

It’s important to Kristann to create leaders by inspiring her team and helping them to believe in themselves.

She feels that her job is to provide people with solutions by listening to their needs and desires. She says, “I

didn’t set out to become a Diamond. I wanted to help people and to give back. This is a gift I want to share with everyone I can. My dream is that everyone can go through this lifestyle change—and they can. It’s achievable.”

“Our team is really getting into teaching classes on using essential oils with horses. People will often buy oils for their horses before they’ll use them on themselves. It’s been amazing.”





■ Thomas & Amy Glenn

CHEHALIS, WASHINGTON, USA

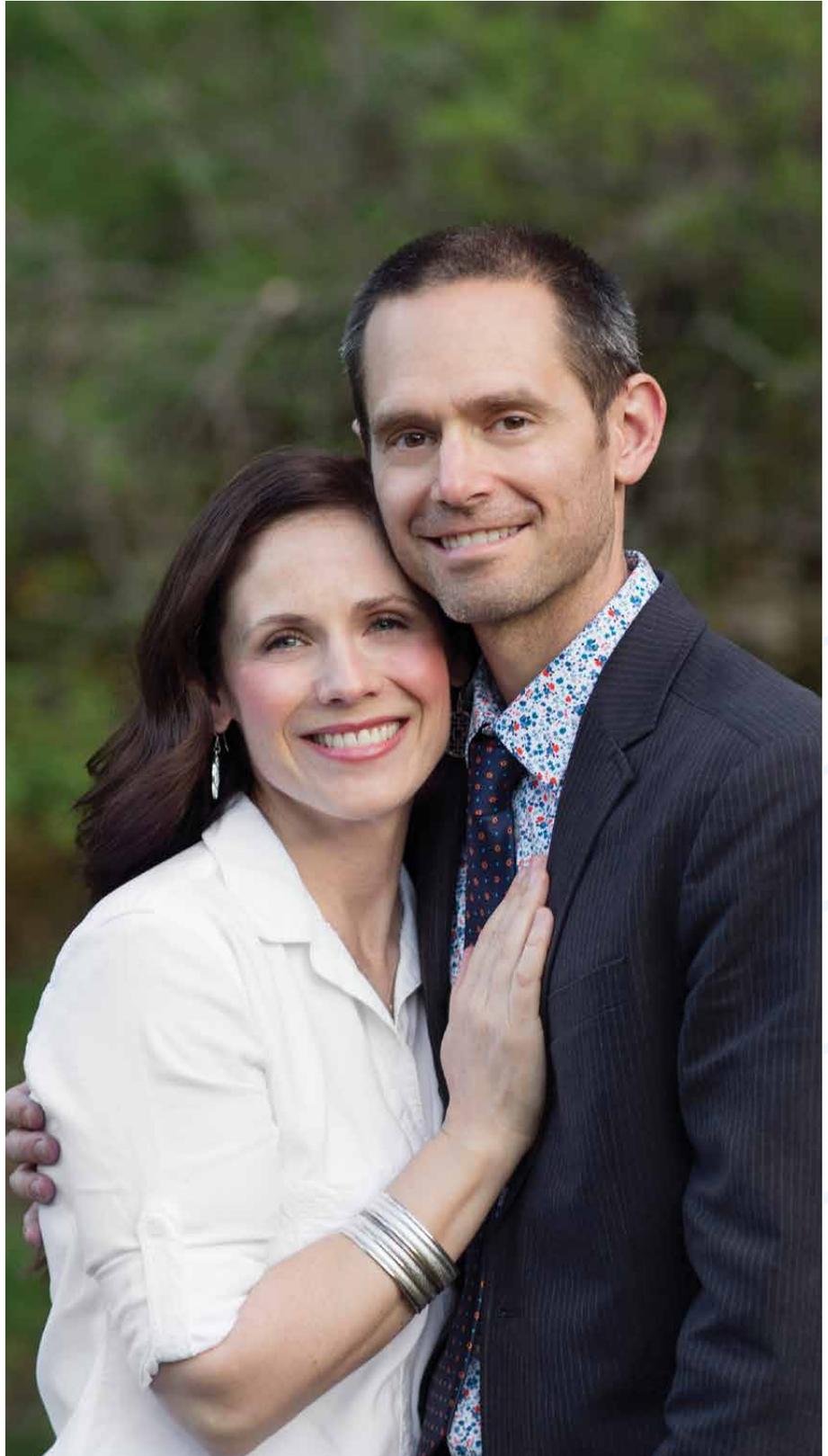
“THE BIGGEST REWARD IS TO SEE HOW MANY PEOPLE’S LIVES THIS HAS CHANGED. IT’S JUST OVERWHELMING.”

GIVE UNCONDITIONALLY

Amy Glenn told her sister-in-law, Kalli Wilson, that she was not interested in dōTERRA multiple times. Both Amy and her husband, Thomas, are musicians. Thomas is a professional opera singer and Amy is a pianist and an opera coach. She says, “At the time, I didn’t feel like I had room for anything else in my life.” She did agree to try essential oils for her husband and was blown away when they worked. She immediately wanted to try them all.

It was when Kalli suggested that a dōTERRA business didn’t have to take her away from her music that Amy became open to giving that a try as well. Amy also got excited about the prospect of Diamond Club. She says, “I knew my leaders were scattered around the globe and that there would be a high investment to build my business in the beginning. I knew that with the Diamond Club opportunity, I could afford and justify doing this.” She jumped right into Diamond Club and today has done it four times.

She recommends Diamond Club to everyone on her team. “Diamond Club is a win-win situation. You have nothing to lose with it. Just getting yourself qualified is great. Even if you don’t get qualified, you’re that much closer for the next time. There’s always





“MUSIC WAS ALWAYS MY FIRST LOVE, BUT BECAUSE THE OILS WORKED FOR US, I COULDN’T HELP BUT SHARE.”

a heavy investment in the first part of this business, so I say why not utilize an opportunity that is going to help you get there faster and also help you financially? Diamond Club does that.”

Thomas has a busy travel schedule with his opera career, and Amy also has many obligations with her music, so running her dōTERRA business along with that has been challenging. She says, “The fun part is I’m able to show

people that you can come from many walks of life and do dōTERRA. You just have to get creative with it. You have to be willing to be flexible. I spend many mentor sessions at the piano bench in the middle of an opera rehearsal. If something is a priority, I make it work. I don’t see doing all this as an obstacle, but as a challenge. I don’t waste time thinking about how hard it is; I look at how I can make it happen.”

Amy says she honestly didn’t expect her dōTERRA business to work in the beginning, but she worked at it as though she did. “You give so much with so little return in the beginning. You have no idea if it’s even going to pay you anything. To be willing to throw myself into that and serve anyway, has really softened my heart. It’s been eye opening.”

MUSIC & ESSENTIAL OILS: PARALLELS THAT HELP GROW A BUSINESS



Work Ethic: “My career in music taught me the value of a good work ethic, consistency, and building something over time. You can’t cram for an opera the night before. The same applies to a dōTERRA organization.”



Mentoring: “Every musician is unique, and the same is true for our leaders in dōTERRA. That’s what makes it fun. You have to find everyone’s unique qualities and capitalize on that. That’s where it all starts.”



Sensitivity: “I have been trained to pick up on every technical issue a musician might have. As a mentor, I can’t fire hose them with all of their flaws right away or it would kill their fire. I also have to be sensitive to the blocks my dōTERRA leaders may have. I have to talk to them openly, ask the right questions, and build a relationship of trust so we can help each other.”



No Attachments: “Opera productions cost millions of dollars to put on, but it’s not a money-making business. We give, we invest, and at the end of the day we have no control over how it’s received. This is true in both music and dōTERRA. We need to give without an emotional attachment to the outcome—unconditionally.”



Reid & Christy Hughes

SPRING HILL, TENNESSEE, USA

A NEW NORMAL

“This business changed the person in my mirror. It has stretched me, grown me, and blessed me in many ways.”

When Christy Hughes’s old roommate first told her about the success she was having with dōTERRA essential oils, Christy didn’t think much of it. Her old roommate persisted and gave her some samples. Within a week, the oils she was given were able to meet her needs, and she called her friend back to tell her they had worked. Knowing Christy couldn’t afford a kit, another old roommate gifted her \$200 to spend on oils. With the oils in her home, Christy quickly fell in love. She made room in her grocery budget to afford her \$100 monthly order.

Her business began simply with a desire to get her essential oils for free. She says, “I didn’t care about a bunch of money, I just wanted my oils. They were the new normal in our home.” Her old roommate began announcing that she was coming to town and holding classes, so Christy needed to get her friends there. Christy says, “She had faith in me. She really thought I would do well if I ever gave it a chance.” Eventually, Christy started doing classes on her own and everything grew from there.

As she hit each rank, the next rank no longer seemed so impossible. She says, “When you break it down, you realize getting to the next rank is not that difficult. You just keep taking the same steps you’ve taken all along. I knew I could get to Diamond—it was just a matter of time.”

“At first my husband called me a voodoo witch doctor, but he quickly saw that the essential oils were effective. Once he saw my passion for this, he got onboard and supported me.”

DIAMOND TIPS

1
Do the magic formula: sharing, following up, holding classes, educating new Wellness Advocates, and duplicating yourself.

2
Don't underestimate structuring your team properly. It's a huge part of helping you and your downline.

3
Never give up. Know it's attainable. The habits that got you to each rank before will get you to the next.

From her past sales experience, Christy knows that people don't want to be sold, they want to be served. She says, "If you can serve them in a way that they know that you genuinely care, then the success will come. Our products change lives. We help people get what they need." She has found that many people are looking for an alternative for their health care, but when they walk into a health food store for the first time, they

get overwhelmed. "When they come to a class, we empower them and educate them so they gain confidence to use essential oils."

It's when the products become their new normal that people organically begin to share. "I have had very few people want to go straight into the business—I didn't want to go straight into the business—but as the oils become their new normal, then they

see that it's a viable business." She's seen people who have no time for a business still sharing and buying sample vials, because they know how much they can help others.

Christy has found great fulfillment in her dōTERRA business. She says, "When I see dōTERRA changing lives for the better, it makes every bit of the hard work completely worth it."





Mike & Kalli Kenney

AUBURN, ALABAMA, USA

Capture the *Hope*

Kalli Kenney had tried both essential oils and network marketing before with no success. dōTERRA changed her mind about essential oils when she saw how effective they were for her family. She says, "I am a natural sharer. When there is something that is working for me and I have friends or family that I know need it, I can't help but share."

Then Kalli received several checks in the mail, and she had no idea why. She called member services to see if there had been a mistake. She discovered that people she shared with had gotten onto her website and enrolled under her without her knowing it. She says, "I thought, 'Oh my goodness, this is the easiest thing I have ever done.' I wasn't teaching classes or seeking out opportunities to share the business at all. It was all organically grown."

She and her mother attended convention because they thought it would be a fun mother-daughter vacation. Her mom came back ready to start teaching and sharing. She sat Kalli down and told her this was a viable business and a tremendous opportunity. Kalli could join her now, but no matter what, her mom was doing this. Kalli says, "My mom really was the instigator. She was the one who painted the vision of what dōTERRA could be. I'm so grateful that I believed in her and the picture of possibility that she painted. I didn't know what all this would turn out to be."

"It's an important tool to be able to recognize when you're falling into patterns of negative thinking. Our belief system is important to our journey. Decide to believe the very best possibilities."



“When you share with the intention of blessing others and helping others achieve their goals, you will naturally be blessed. You will be blessed abundantly because that is the way God works.”

Kalli had been working at a chiropractic office and really enjoyed her job there, but before long her dōTERRA business was greatly surpassing that income and providing her with an even greater opportunity to help others. She says, “If you love people and will seek to share and help them, your business is going to grow naturally. Your heart needs to be involved, not your head.”

With not only her mom but her siblings, in-laws, and other extended family on her team, Kalli has learned how to structure family members the right way. She says, “What we have found works best is to stack them on top of one another. That way everyone will have a vested interest in helping each other. It eliminates competition and it’s just

a more effective and efficient way to structure your organization.”

Today, she is happy to be able to help people find hope and fulfill their dreams. She says, “As I get to know people, I like to help them recapture their hope, their joy, and their ability to dream.”

PHILOSOPHIES AND STRATEGIES

“IT’S REALLY IMPORTANT TO BE ABLE TO ARTICULATE WHAT YOUR PHILOSOPHIES AND STRATEGIES ARE. IF YOU THINK YOU’RE DOING THIS BUSINESS INTUITIVELY, YOU’RE NOT ABLE TO PASS DOWN TOOLS TO YOUR TEAM.”

WRITE DOWN YOUR PHILOSOPHIES AND STRATEGIES ON:

PLACEMENT	ENROLLMENT	INCENTIVIZING
EDIFYING YOUR TEAM	FOLLOWING UP	PRIORITIZING TIME BETWEEN FAMILY AND BUSINESS



HIGHLIGHTS OF THE NEW

dōTERRA Campus



dōTERRA has grown so fast since it was founded in 2008, that in 2011 the executives decided it was time to build a corporate campus to meet the company's needs and represent its values for years to come. dōTERRA broke ground in Pleasant Grove, Utah, in March 2013 and began construction that April. In July 2014, phase one of the construction was complete. Below are some new and exciting features of this innovative campus:

Construction:

- The main two corporate office buildings are four stories high and over 200,000 square feet.
- The buildings sit on top of 519 "geopiers" or rock piers that were embedded directly into the ground without removing any dirt to provide a solid foundation.
- Construction materials include:
 - 2,300 tons of steel
 - Nearly 40 miles of electrical wire
 - Maple, cherry, and birch woods (all harvested using sustainable forestry practices)
- Rough red sand stone walls are included in the construction of each building. The stone was harvested from a quarry in Kanab, Utah, and then processed in Heber, Utah. A "flamed" finish technique gives it its color and texture.
- Primarily recycled materials were used in the construction, and more than 76 percent of construction waste was taken to facilities to be recycled and reused in other projects.

Beauty:

- The 50-acre plot was carefully worked to help maintain the wetlands that make up the property. Wooden walkways were built to allow visitors to enjoy the plants and wildlife that have been preserved in the area.
- An infinity pool with an edge that appears to flow into the wetlands was built in the main plaza of the campus. The design includes a double drop that creates the sound of rushing water that adds to the peaceful environment of the space.
- The grand atrium of the corporate offices displays four glass chandeliers that were handcrafted by world-renowned artist Tom Holman. They are suspended from the 60-foot ceiling by aircraft wire and are backed by a custom wood mural.
- The fourth floor of the building also features custom murals painted by Chris Young, an artist best known for the ultra-realistic look of his finished artwork.



Features:

- A halo built on top of the building provides a screen for the mechanical structures on the building's roof.
- More than 300 LED lights light up the halo at night and can change color to coincide with different celebrations or holidays.
- A row of shades below the halo are set at a specific angle to either block or allow more sunlight into the building depending on the time of year.
- The building uses the Variable Refrigerant Flow (VRF) ambiance system that utilizes Freon to cool the air and is the biggest system in the state of Utah.
- There are 330 separate VRF boxes that can control the climate of about 50 square feet of office space. Each box has its own thermostat, so inhabitants can change the temperature in their space without affecting the whole building.

- Each office has occupancy sensors that shut off lights and maintain a conservative temperature when the room is unoccupied.
- The lights in the building are equipped with daylight sensors that dim the lights according to the amount of natural light coming into the building.

The Future:

Phase two will be completed in spring of 2015 and will add an additional 220,000 square feet to the campus, including a processing and bottling plant and will-call facilities. ●





Diane Lefrandt & Jessica Smuin

ALPINE, UTAH, USA

A Culture of Abundance

Diane Lefrandt and Jessica Smuin were introduced to dōTERRA by a mutual friend, Shelley Johnson, who suggested they build a dōTERRA business together. They didn't know each other very well and were both skeptical of network marketing, but after Shelley introduced them to the executive team and they saw their strength of leadership, they knew this

was a business they wanted to get behind. It was only afterward that they discovered they had a strong product to back it up. They feel as though the stars aligned for them to do this.

After weathering the recession, the importance of creating multiple streams of income became clear to Diane and Jessica. When looking at dōTERRA, Diane and Jessica often said to each other,

"This thing has legs." They reached Silver in six weeks. Their volume has been increasing every month since, and they've maintained a retention rate of 75 percent in their team. Diane says, "There aren't many businesses that can secure that kind of brand loyalty. That's why we believed this was one of the most viable income streams we could invest in for both of our families' futures."

Diane is a widow with seven children who lost her husband and the stability of their investments during the real estate recession. When they started, she was in school full-time and working as an executive for a public relations agency, but was looking for a home-based business. As a full-time homemaker, Jessica saw the instant fit that dōTERRA offered for her family. Not only were the products congruent with her commitment to natural health and wellness, but the business model also fit her priority to be a stay-at-home mom. They are both grateful to have found an opportunity that gives them financial stability and the freedom to focus on their families. Diane says, "dōTERRA has the most generous culture. Family can come first. Everyone is committed to this business for that same type of balance. It's so refreshing."

Diane and Jessica's unique situation of working together as business partners has been very effective for them, but they believe their relationship is rare and don't recommend it to others.



“dōTERRA supports everyone no matter where you’re planted. This abundance mentality is what attracted us, and that’s a culture we have to be fierce about protecting and cultivating.” –Diane



“Even though we’re two separate families, we’re all on the same page.” –Jessica

Jessica says, “We’ve found that we have complementary skill sets, but other people can find that within their own teams rather than a business partnership. Find the team members that can fill in your weaknesses.”

They have enjoyed taking advantage of the rich culture of abundance and generosity within dōTERRA by finding mentors in crossline leadership. Diane says, “We have networked to find what we need and where we’re weak, and we have had fabulous mentoring from all the top leaders in dōTERRA. They never hesitate to give us their time and attention. Our advice to anyone is to discover what you need and what you’re lacking and go find help for it. There are great resources within the dōTERRA family.”

5 TIPS ON HOW YOU CAN PLUG-IN

SYSTEMS AND TRAININGS—Take advantage of the great systems and trainings that are available today through doterrauniversity.com, oilso.com, dopro.com, sharesuccess.com, and more.

MENTORS AND ACCOUNTABILITY—Find a mentor and accountability partner. You may need different ones at different times in your growth to take you where you want to go.

LEADERS TEACH AND ENROLL—Don’t tell yourself that because you are supporting your team you are actively growing your business. You need to be actively enrolling your own leads right alongside them.

PICK ONE HORSE AND RIDE IT—Adopt one presentation that matches your business model and teach just that. Don’t switch horses. Adapt to niche audiences as needed.

UNDERSTAND THE 80/20 RULE—Focus 80 percent of your time and energy on the 20 percent of your business that gets results and advances your income. Work smart on the right things.



Roger & Carol-Ann Mendoza

WESLEY CHAPEL, FLORIDA, USA

“Mentoring is not just answering people’s questions, but also helping them gain a belief. It’s casting a vision for their life that maybe they don’t see.” -Carol-Ann

MENTOR CONFIDENCE

When Carol-Ann Mendoza bought her first kit, it sat on her dresser for six months, unopened. Her husband, Roger, says, “We didn’t know what to do with the oils.” Gradually, they began to use the essential oils and saw how they could meet their family’s needs. Then, they learned about the business opportunity. Carol-Ann says, “I was homeschooling, staying at home with four kids, but before I had always worked in a professional environment. I felt like this could be an outlet for me.” The more the Mendozas became involved, the more it changed their lives.

In the beginning, Carol-Ann mainly worked with her best friend, Jennifer Accomando, who had enrolled her. They were both new and so nervous about teaching classes that they started out just playing the medicine cabinet makeover webinar. They would pause it to pass around and explain each oil. They did this for four months. She says, “Now, we pass this message on to others. It’s encouraging to them. If they’re not ready for a class, they’ll do something similar. They know they can work around their fear and keep moving forward.”

Roger was supportive from the beginning, and Carol-Ann says he attended every single class with her. In April 2014, he resigned from his job to join her fulltime. They both can see now how much dōTERRA has increased their confidence. Carol-Ann says, “As your team grows, you want to do well for them, so you push yourself further past your comfort zone.”





The support they have found—not only from their upline, but from other crossline mentors and Diamond couples—has made the biggest difference for them. Roger says, “We picture the culture of dōTERRA as what we currently have with our friends. Even though they are all different ranks and many of them aren’t on our team, we treat them as part of our business—because they are.” Carol-Ann adds, “The best part of the Tulum incentive trip was the five-hour bus ride to the pyramids. We spent the whole drive

walking around talking to people. We asked the other leaders, ‘What works for you?’, ‘What’s happening in your organization?’, and ‘How is it with your husband at home?’ All of this helped us to advance and learn from one another. It’s been amazing.”

The Mendozas want to be these same mentors to others. Carol-Ann says, “We do mentor crossline, and it’s a wonderful feeling to be able to give without any vested interest. We’re not going to earn

something from their growth, we’re just giving.” Roger says, “We want to be available to people so they can come to us and get advice. We have paved the path one way, so now they can get information and tips on how to pave their own path in their way.”

“The difference between dōTERRA and other companies is we don’t have the mentality of recruiting and competing, but of sharing and being available to help.” –Roger

MAKING THE TRANSITION TO HAVING YOUR SPOUSE AT HOME

Carol-Ann: “A plan needs to be in place for the transition period. Be aware that there is a transition period and be flexible.”



MONTHS 1-2:

“This is the learning stage where he is shadowing everything I’m doing, and he starts teaching his own classes.”



MONTH 3:

“Our children will be in summer camp, so from 9AM–4PM, we will focus on dōTERRA. We plan to restructure, reorganize, find out what our strengths are, and divide up paths.”



MONTH 4:

“Then, we plan to implement.”

Angela Childs Moffitt

HAVRE, MONTANA, USA

Make it Personal

“I am so grateful that I was introduced to the founders of dōTERRA, because they have changed my life. They believed in me.”

When Angela Childs Moffitt was first introduced to dōTERRA, she knew very little about aromatherapy and didn't understand how essential oils worked. Her upline, Peggy Smith, sent her a kit in the mail, and she was amazed that she had never heard about

such incredible products before. She says, “I was excited, and I wanted to share it with everyone I knew. That is how my passion began.”

Angela feels fortunate that she was then able to meet with the executives personally and experience who they really are. She says, “They are real, selfless, caring, loving individuals who want to make a difference for all of us. I couldn't help but want to be a part of their team. I want to make them proud and share what they've shared with me. This is how I became so passionate

about dōTERRA. It wasn't just about the product, but the people powering the product.”

Coming from a small town, Angela has sometimes used the excuse that there aren't enough people for her to share with. She says, “In all reality, there are more than enough people and everyone has a different circle of friends and family they interact with. It's all about working closely with each individual and getting them to understand the benefits of the oils. Once they get it, they want their family and friends to use it too.”



“If it weren’t for my friends, family, and dōTERRA, I truly don’t know where I would be today.”

Because it takes time to grow in small communities, Angela has found that sitting down with individuals or small groups has been much more beneficial for her than large classes. She says, “However, I encourage everyone to do what is best for them. Everyone’s circumstances are different. I accept that and try to help them in any fashion that I can. When the time is right, they will shine. Helping people and feeling their happiness is truly the most rewarding part of my job.”

After going through some difficult challenges in the past few years, Angela has learned some valuable experiences that have benefitted her life and her business. She says, “I believe everything happens for a reason. Every lesson becomes a part of my story. I am now more able to relate with others and what they are going through. Being able to open up completely and share what I’ve gone through allows others to do the same. It allows connections to form and friendships to flourish. I have met some of the most amazing people through this business.”

“Good things take time, and a solid foundation is definitely worth taking the time to build.”



DIAMOND TIPS

SHARE YOUR EXPERIENCES

BE PASSIONATE ABOUT THE PRODUCT

BE YOURSELF AND SHARE WHO YOU ARE

FIND YOUR NICHE

DO WHAT YOU'RE GOOD AT

NEVER GIVE UP



Jonathan & Deanna Nichols

CULPEPER, VIRGINIA, USA

“If you just keep giving what you have and sharing without restraint, it just keeps coming back to you in ways you never expected.” —*Deanna*



GIVE BACK

Essential oils so dramatically changed Deanna Nichols's life and health that she knew it was important to share the hope she had received. When her enroller suggested she could share her story and make money at the same time, Deanna's husband, Jonathan, refused. Deanna, however, wanted to get her oils for free. She held a class and received a large Fast Start check in the mail.

When Jonathan saw the check, his interest was piqued. He met with Deanna's enroller and learned more about the compensation plan. The Nichols already owned successful businesses and didn't need the money, but they didn't want to go into debt in order to share dōTERRA. Jonathan says, “I thought it was basically going to be a charitable thing where she went around telling her story and never made a dime. I just wanted to know that it would cover its own cost.”

He also wanted to make sure that it was something Deanna was passionate about. Deanna says, “I hadn't been able to do anything for years. I had been completely housebound. He saw that I was really excited, and he said he would help me if I wanted to do it.” In January 2013, they bought an RV and spent the next nine months driving around the country sharing her story with everyone who wanted to hear it.

By the end of the year, they were Diamond. Deanna says, “We didn't care a lot about being Diamond for ourselves. We felt like

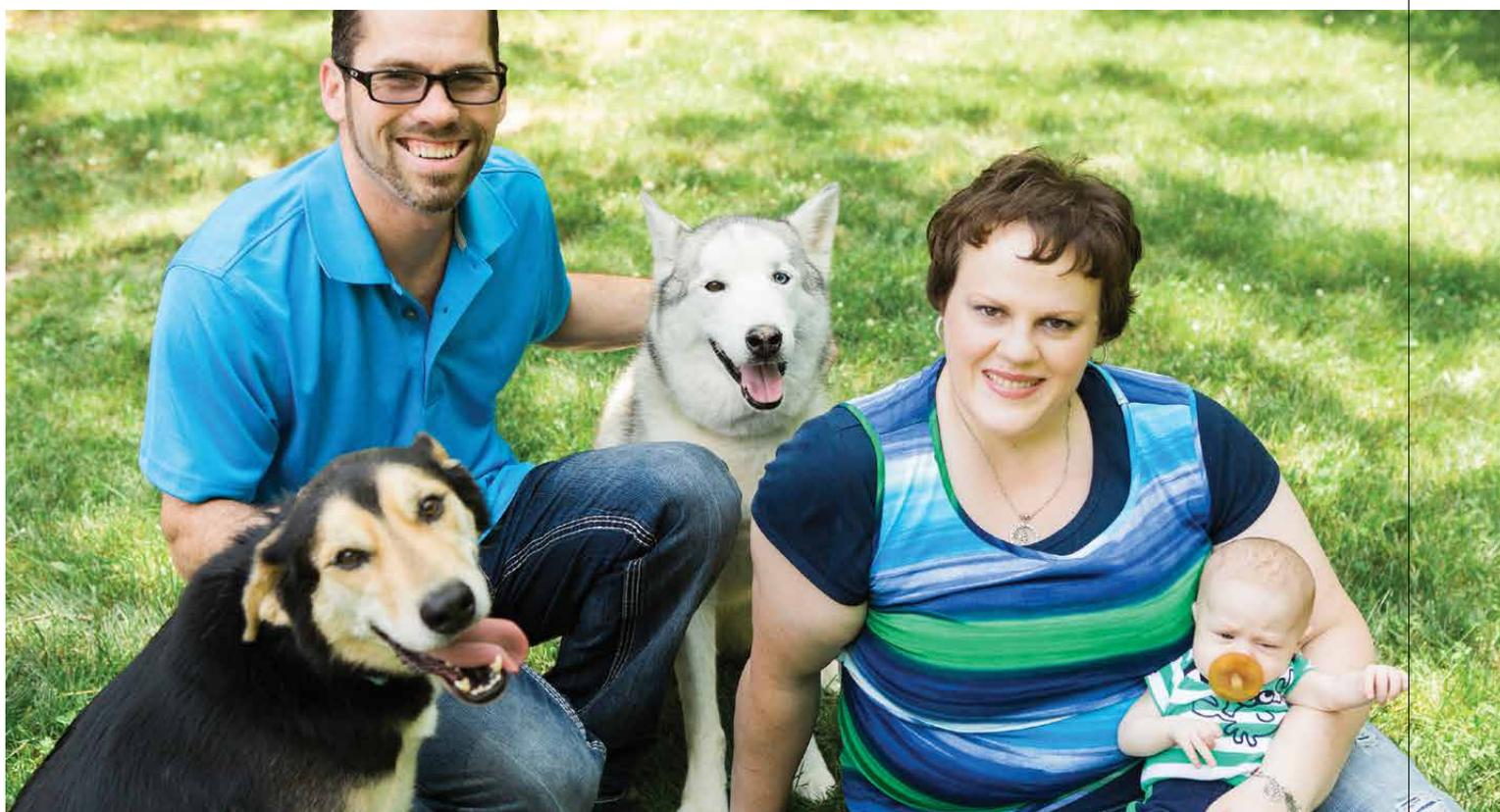
“If you’ll focus on the individual and speak life into them, you can bring hope and healing that they never had. Doing that, you can change the world.” —Jonathan

it was something we needed to do for our team. We wanted them to see that it was possible, so we decided we were going to do that—and we did.” They went Diamond during the busy season for their Christmas lighting business, while at the same time Deanna had gotten pregnant with a miracle baby and was unable to travel. They were able

to do it because of how well they work together, always picking up the slack when the other one was too busy.

For the Nichols, it was never about the money but only about spreading the message of dōTERRA to as many people as they could. Jonathan says, “It was a movement we were creating, and we

didn’t even realize it. I think you just run as far as you can with your passion and the money comes. The money isn’t there in the beginning; all you have is that drive to help people.” Deanna adds, “We’re at a place where we could just stop, coast, and enjoy what we’ve built, but we can’t just stop. There are so many more people that need to hear this.”



HOW TO BUILD BUILDERS

1

Help them become a user.

“They need to open their bottles and start using them. If they’re not a user, they can’t help someone else become one.”

2

Teach them how to share.

“Tell them to focus on people’s needs. Help them find healing, and then you can help them learn how to get their essential oils paid for.”

3

Help them find three

friends. “That is their support group. Help those three friends find three friends, and you’ve got your oils paid for.”

4

Encourage generosity.

“Once they know their oils are paid for and taken care of, they don’t hold back from sharing them. They want to hear the story of how the oils changed people’s lives.”



■ Evan & Adrienne Thomas

PLEASANT GROVE, UTAH, USA

The Power to Overcome

“Get clear on what you want to create in your life, then take action consistent with that want.” *-Adrienne*

Evan and Adrienne Thomas first met in a 12-step program. Successful in recovery, they rebuilt their lives and developed a million-dollar business in the landscaping industry. But, something was still missing from their lives.

Evan met Presidential Diamonds Roger and Teresa Harding while landscaping their yard. He saw Teresa’s oils, asked her about them, and thought they would

be a fun gift for Adrienne’s birthday. He didn’t realize that would be what got her through her current health struggles. Adrienne was amazed at how effective the dōTERRA essential oils were. She began attending every class she could to find out more about them. She says, “I just felt so empowered with all this new information I was learning.”

It was a few years later before Adrienne thought about getting involved with the business. She had been sharing and referring people to Teresa or directly to dōTERRA corporate. She was at her son’s baseball game when she realized she had spent the whole game responding

to text messages concerning the oils and helping players with the oils she had brought. She says, “At that moment, I realized I could be getting paid for this. I loved it and I was being of service, so why not just go for it?”

Adrienne became involved in building her own business, and today she and Evan are working together to share dōTERRA. They have always worked together, so they came in aware of how to make it work. Adrienne says, “He has his own system, I have my own, and through trial and error we discovered what our specialties are. We would not be where we are with our business if we didn’t do this together.”





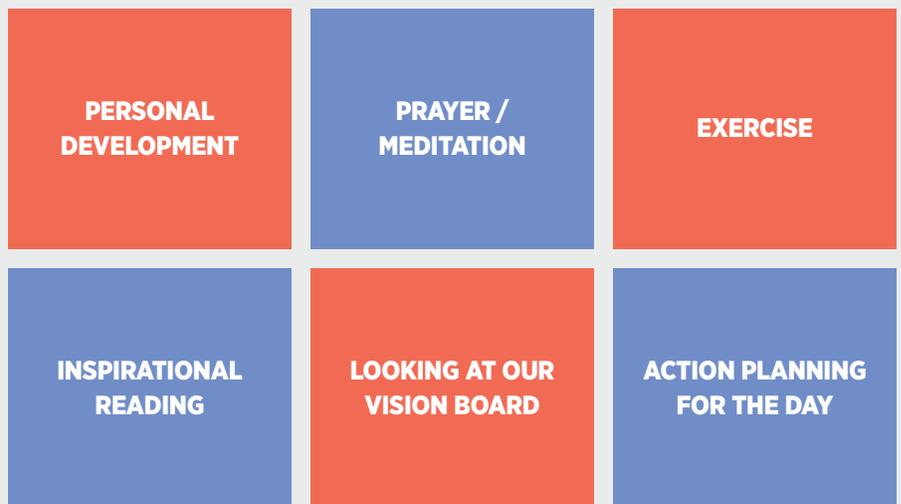
“There’s no time better than the present. If you have a desire to make the next rank in dōTERRA, the time is now to step forward and take the next step.” –Evan

Coming from a background of addiction, the Thomases have experienced overcoming their difficulties. Evan says, “Because of all our experiences, we have blossomed. We know what not to do. We have—step by step—loosened the bonds of negativity that have brought us here today.”

Today, Adrienne has been able to bring the benefits of essential oils to people in treatment centers who are struggling with the issues she dealt with in the past. She feels dōTERRA has brought her life full circle. She says, “It’s a huge goal of mine to be able to share my experience, strength, and hope from my recovery with these people. I have a powerful tool with dōTERRA. It’s up to me to be that messenger and take these natural solutions to those who need it. That’s what I get to do every single day.”

THE POWER HOUR

When we wake up, we spend an hour doing things like:



“We encourage our team to do this as well. Through these daily habits, they become empowered and successful. We believe that personal development using mentors and accountability partners is the key to progress.” –Adrienne



■ Mariza Snyder & Alex Dunks

OAKLAND, CALIFORNIA, USA

Creating Abundance

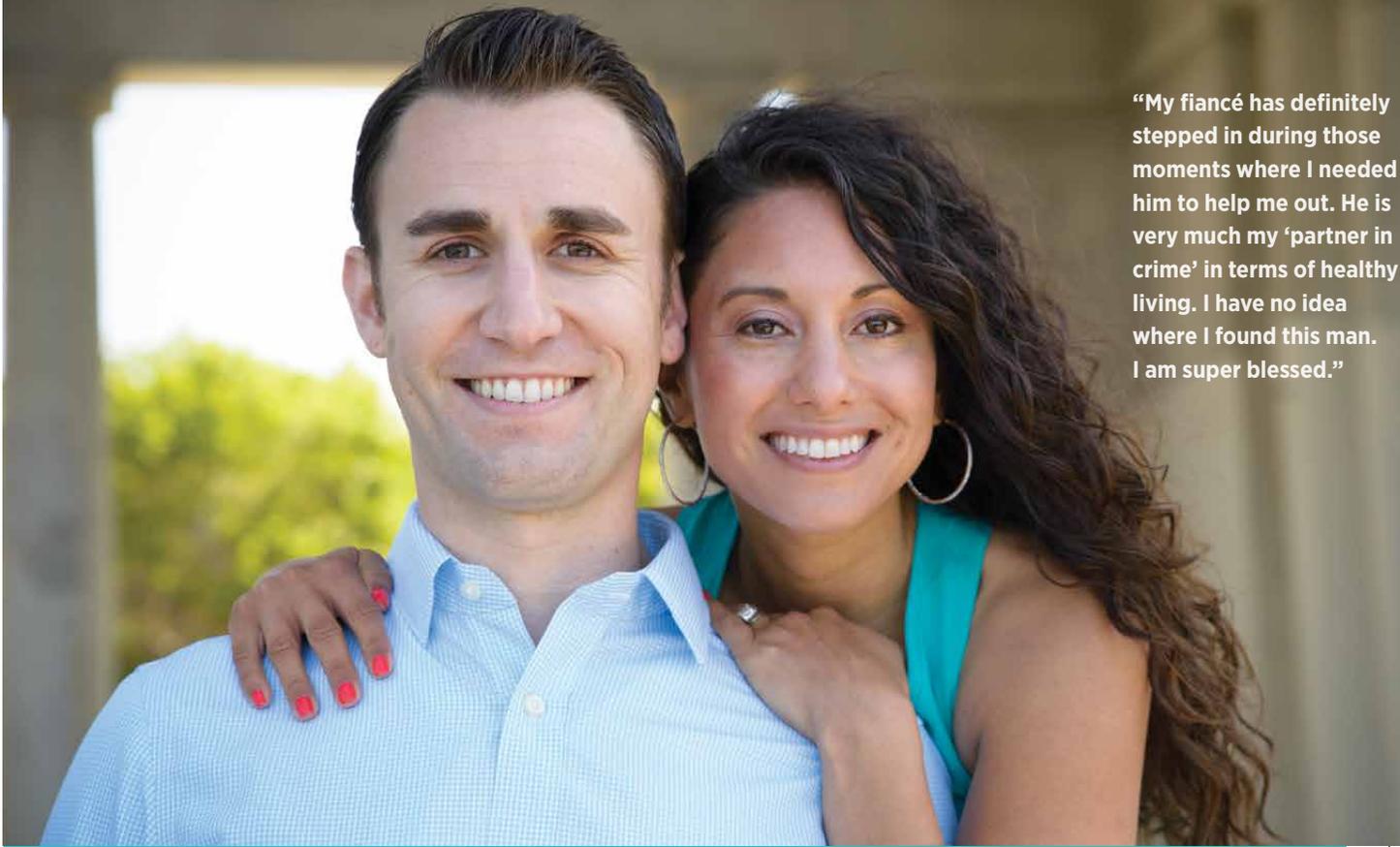
“You have to love the oils and know in your heart that they’re doing good for others.”

Mariza Snyder was a chiropractor working with a patient who was just starting to do much better than she had for a long time. Mariza noticed this patient was really excited and thought it was because of her improved health. Then, she learned her patient’s excitement was actually because she was going to get a discount on fried chicken that day. Mariza says, “It was like she slapped me in the face. I thought to myself, ‘What are my patients doing behind my back?’” She realized that all her hard work was being undone unless she taught her patients about proper nutrition.

After that experience, Mariza became certified in nutrition and got involved in green smoothies and promoting a plant-based lifestyle. It was from there that she was introduced to essential oils, and found that they completed her mission for plant-based health. She introduced the oils to her patients and saw them improving twice as quickly. She says, “I was just floored by the experiences my patients were having. Every day, I am in awe of the things that I see happening with essential oils.”

Today, Mariza is realizing the bigger impact she can have by building a dōTERRA team. She wants to reach Presidential Diamond because she knows she will be able to expose tens of thousands of people to one of the simplest, easiest ways to transform their health. She says, “That’s always been my philosophy: ‘How can I





“My fiancé has definitely stepped in during those moments where I needed him to help me out. He is very much my ‘partner in crime’ in terms of healthy living. I have no idea where I found this man. I am super blessed.”

DUPLICABLE AND EDUCATIONAL CLASSES



I do a lot of research. If I learn really cool science stuff, I like to break it down super easy so that anyone can teach it.



I have a series of at least five to seven classes that I have created content for, taught in front of my team, and recorded. This way my team can bring the message to their people.



I get my leaders teaching as quickly as possible so that they really own the material. They become credible and reliable sources to their communities.



I travel to each of my areas at least once a month. We have a big class on a topic that my team really wants me to touch upon—something new and fresh that I’ve never done before.



I like my classes to be extremely educational so if someone comes to our class who is brand new, they come out of that class learning something valuable.



At the end, we invite them to get some of these jump starting tools. Change is hard and these products are meant to help you jump start that change.

make healthy easy?’ I know people are busy, that we live in a high pressure society, and people feel bogged down and helpless in terms of their own health care. I’ve always looked for simple things that I can put in front of them that can absolutely change and shift not only their body, but their mindset.” She feels that she has found that in essential oils, and she can’t not share them with as many people as possible.

From the beginning, Mariza wanted to create a culture with her dōTERRA team that centered on healthy living and nutrition. She says, “Although we are educating about essential oils, we also talk about nutrition, cleansing, and restoring. Many times people gravitate to my team because they want to be a part of this education.”

Because of dōTERRA, Mariza has been able to create a team that is having a big impact on their community. She has been able to create the career of her dreams. She says, “It’s allowing me to meet my ultimate vision of impacting as many people as possible with a healthier lifestyle. It has brought me so much abundance.”

THE **SHARE** PROGRAM

Wellness Advocates who have experienced success through the use of essential oils are naturally inclined to share those experiences with others. New Wellness Advocates who follow their inclination to share essential oils with others have the opportunity to participate in the Share Program. This program allows Wellness Advocates in their first 60 days to earn free gifts.



How It Works:

In your first 60 days of being a Wellness Advocate:

- ☑ Enroll in the program by visiting your back office at mydoterra.com or opt in during your enrollment process.
- ☑ Hold events to share dōTERRA essential oils with others.
- ☑ Help prospects enroll and follow up to educate them on essential oil uses.
- ☑ Redeem gift credits for one of the free product packages offered through the Share Program.

Example:

Jennifer holds three events in her first 60 days. At the first event, Jennifer enrolls Michelle with a 132 PV order and David with a 98 PV order. Jennifer's total PV for her first class is 230. At the second event, Jennifer enrolls Stacy with a 125 PV order and Sam with a 189 PV order. Jennifer's total PV for her second class is 314. At the third event, Jennifer enrolls Phillip with a 400 PV order, Emily with a 100 PV order. Jennifer's total PV for her third class is 500.

This makes Jennifer's total PV in her first 60 days from enrollments 1044. Because Jennifer is enrolled in the Share Program, not only does she receive 15 percent in Fast Start bonuses, but she can also redeem her 1044 PV for a free gift equal to an additional 15 percent.

Share Program

Q & A

Q. Who can participate in the Share Program?

A. As of September 22nd, 2014, any new dōTERRA Wellness Advocate in the U.S. and Canada can opt into the program. Retail customers and Preferred Members are not eligible. In an effort to help all Wellness Advocates become familiar with the program from its inception, dōTERRA is also opening up the program to all existing Wellness Advocates in the U.S. and Canada who choose to opt in from September 22, 2014, to November 22, 2014.

Q. When do the 60 days start?

A. Your 60 days start on your enrollment date, regardless of when you opt into the program.

Q. How many days do I have after my 60 days end to use the gift credits?

A. You have 30 days. You have 60 days to earn gift credits, and after that point you have 30 days to go back into the system, select the gift packages you want, and have them shipped to you. If you wait longer than 30 days, the system will not have any record of your gift credits.

Q. Can I opt out before my 60 days ends? What happens to my gift credits?

A. Yes, you can opt out before your 60 days ends. When you do this, you still have 30 days (from your opt-out date) to make your gift package selections and redeem your gift credits.

Q. If someone I enroll through the Share Program also enrolls people, do I earn gift credits on their orders as well?

A. Gift credits are only earned by the personal enroller, so your new enrollee will earn the gift credits from their friends' and family's orders.

Q. Do I as the enroller earn gift credits on enrollment orders only, or will subsequent orders within my 60 days count?

A. You, as the enroller, earn gift credits on the enrollment order AND all subsequent orders made by your enrollees within your first 60 days.

Q. Who pays for shipping, handling, and tax?

A. dōTERRA pays for all shipping within the U.S. and Canada using UPS Ground as well as all handling fees and taxes.

For more information regarding the Share Program visit mydoterra.com. ●



■ Shane & Kristin Van Wey

JACKSON, TENNESSEE, USA

“I teach self-empowerment. I feel that when people know deeply who they are, they have unlimited possibilities. I see the oils as a way of breaking through barriers.”



Empower

Joy

After finding a long-awaited recovery through dōTERRA essential oils, Kristin Van Wey began sharing them with her massage therapy and energy psychology clients. She had failed at other network marketing ventures in the past, and so for a while avoided even enrolling to get the products wholesale.

Then, she heard about the tragic shooting at Sandy Hook Elementary in Newtown, Connecticut. She says, “I had an overwhelming feeling that I was supposed to do something. I woke up the next morning and knew I needed to take the oils into Sandy Hook.” She made a lot of phone calls and ended up being chosen to work with a group of 35 trauma specialists in Sandy Hook.

Her upline, Jared Winger, got her on the phone with Emily Wright. Emily said she and her husband had been longing for a way to get the oils into Sandy Hook, so she was thrilled to send Kristin what she needed to help the surviving victims. Kristin began training the therapists she worked with on how to integrate the essential oils into their sessions. She says, “Each of them saw the effectiveness and power of the oils. It has become an amazing project as they continue to get unbelievable breakthroughs and results.”

The lead therapist brought the oils to Rwanda to help the survivors of the genocide there. Kristin also began meeting people who gave her the opportunity to

HOW TO BUILD RETENTION

“Retention comes from education, self-empowerment, and teaching people how to create solutions.”

CONNECT

“Connect with people on a heartfelt level. Meet them where they are.”

PROVIDE

“It’s about empowering people. You’re not doing it for them, but providing confidence, tools, and hope.”

SUPPORT

“When someone joins my business, I tell them they have joined a network of people who care about them. They have a place they can come to for support and education.”

bring the oils to Haiti to help victims of the 2010 earthquake. Today, she travels to Haiti every six weeks, sharing the oils with everyone she can. She says, “To witness what’s possible with these oils in such dire circumstances has been extraordinary. It has completely changed the way I see life.”

dōTERRA has become an amazing vehicle for Kristin to do what she’s always wanted in life. As a homeschooling

mother of seven children, her family could never spare the money to travel. Now, she can travel, serve, and do what she loves. She says, “For the first time in my life, aside from my role as a mother, I know that I’m doing exactly what I came to this planet to do. dōTERRA provides me with a vehicle to serve, give, and do the things that are the most important to me.”

Because of dōTERRA, Kristin’s family has a hope and a plan for their financial

future. She has been given the ability to fulfill her purpose in life and leave a legacy for her children. She says, “We are no longer limited by our finances. We can all live in a creative space. If we lived on a planet where everybody could focus on things they love and are passionate about, I believe we would be in a place of peace. That is why I am as passionate as I am. I see this for every single person.”



“My husband has been extremely supportive. He provides balance while I am traveling and teaching. Our roles are different and complementary as we invest in creating a foundation for our future.”

Chad & Esther Vermillion

ARLINGTON, TEXAS, USA

Conquering Limiting Beliefs

“dōTERRA has given me a voice for the first time in my life.”

Esther Vermillion had always been passionate about health and wellness and already loved essential oils when she was introduced to dōTERRA. She had heard bad things about the company and went to her first class only to support her friend. By the end, she was convinced of the quality and purity of the dōTERRA essential oils. She says, “I took home samples, and I just couldn’t believe the difference.”

Esther agreed to hold a few classes for her friend and had a great turnout. Her friend told her she was already doing the business and that she should look into getting compensated for the work she was doing anyway. Esther was happy to hear that, but was also intimidated by the idea. She says, “That was completely out of my comfort zone. As bad as I wanted it, I had never done anything like it before.”

She was happy as a stay-at-home mom, but there was something still missing from her life. She realized that dōTERRA could be what she had been searching for. She says, “This was something I could do without sacrificing my time with my family and my little ones, while still creating something that financially would be a huge blessing for us.” dōTERRA represented things



“HITTING DIAMOND REPRESENTED ALL THAT I HAD OVERCOME AND WHO I WAS BECOMING.”

she was already passionate about, and she knew she would be sharing a product that people really needed.

Esther had no experience in network marketing, no college degree, and as a quiet, shy person, a dōTERRA business seemed far outside of her abilities. She says, “Part of why I did this is so I could overcome my limiting beliefs that had controlled me my whole life. With each breakthrough, I embraced the growing pains, and I saw how strong and powerful I really was. Each level of success that I achieved showed me that I can do this—I am doing this.”

Esther was able to hit Diamond within a year and has maintained it every month since. She says, “I was the last person that this would happen to. There were so many cards stacked against me. It was not natural or easy for me to do. Now, I’ve been able to conquer my limiting beliefs and come to a place where I’m happy and fulfilled. I can be a bearer of hope and life to other moms who are struggling and who want a voice and an outlet to share with others. I want to look everyone in the eyes and tell them dreams can come true, and you can get what you deserve in life.”

“My husband is my behind-the-scenes rock. He’s an amazing pillar of strength for me. He believed in me before I believed in myself and that gave me the confidence to do this.”

HOW TO BUILD A SUCCESSFUL BUSINESS

✔ Create a vision board and place it where you see it every day. Visualize that you are already Diamond and that you’ve achieved your goal.

✔ Inspire and serve your leaders by equipping them rather than enabling them. Help them to be stronger and own their business.

✔ Don’t shoot for perfect; do your best and keep going.

✔ Set work hours and boundaries. If you do this well, you can build a successful business on just part-time hours.

✔ Help your builders break down a daunting goal into doable steps and show them how close they really are.

✔ Study and do what other successful Wellness Advocates are doing. Reading the *Essential Leadership* magazine over and over and emulating what I read made a difference for me.

✔ When you’re finished for the day, do one more thing. It’s the little things, done consistently and persistently over time, that make a huge impact.





Edward & Linda Ye

BEIJING, CHINA



“My husband and I work together very closely and effectively. We support each other in both the difficult times and the happy times.”

BRING *Love*

Before dōTERRA, Linda Ye avoided network marketing. She felt that when her friends asked her to buy their products, they put her in the difficult situation of choosing between their friendship and wasting money. She had experienced essential oils, but only low quality ones from a massage service. When JauChing Lai, now a Diamond, introduced Linda to dōTERRA essential oils, Linda liked the smell and feel of them right away.

Linda was a product user for almost a year before becoming involved with the business. She did not fully understand the business aspect of dōTERRA, and wasn't interested in looking into it. She says, "I will call my success a random result. I used the product, liked it, told my friends and relatives about it, and it just grew by itself until I recognized that I was on to something."

Today, she shares the products with others by letting them first smell the essential oils. She shares how they have benefitted her own family and asks if they are bothered by the air quality or product safety in China, avoiding directly asking about their personal lives. When they begin to ask about specific oils for specific benefits, she will go from there.

Linda never pushes people to do the business, but actively shares with them how she has benefitted from it and lets them make the decision on their own. She says, "It is a perfect business opportunity for those who like to communicate and collaborate with people. I enjoy it because I want my friends to be as successful as I am." She also enjoys the opportunity and the challenge that a dōTERRA business provides.

She knows it's important to regularly support, communicate, and socialize with the builders she does have. She says, "To be Diamond, you need to bring love to the product and to your team. Talk about the products with great confidence and passion. Help your team members succeed with no hesitation or reservation."

Linda feels very lucky to have an upline that provided her with great support. They provided coaching and help from the beginning, are there for her when she has questions, and have been willing to travel to help their team grow. She also knows she would be nowhere without her downline. She says, "Without their hard work, dedication, and great collaboration, our team wouldn't be as successful as we are today."

"You have to experience the product first and become a true believer in the value of dōTERRA products."

DIAMOND TIPS



Become a true believer of the product. Enjoy the products and understand them.



Share the products with friends and family.



Wholeheartedly support your downline team members.



Build a great leadership team, support them, learn from them, and work together for the success of everyone instead of focusing on yourself.

Fumiko Yoshimoto

TOKYO, JAPAN

Focus *on* Others

Fumiko Yoshimoto first began using dōTERRA essential oils in her work as a therapist. She knew they were quality the first time she used them. She hosted a class not only so she could learn more, but so she could invite others to learn as well. She used the oils every day and saw a big difference in her life. It was a year or two before she thought about taking advantage of the business. She says, "I started to feel like I wanted to share these oils with everyone. I want everyone to be happy and have the same great experiences that I did."

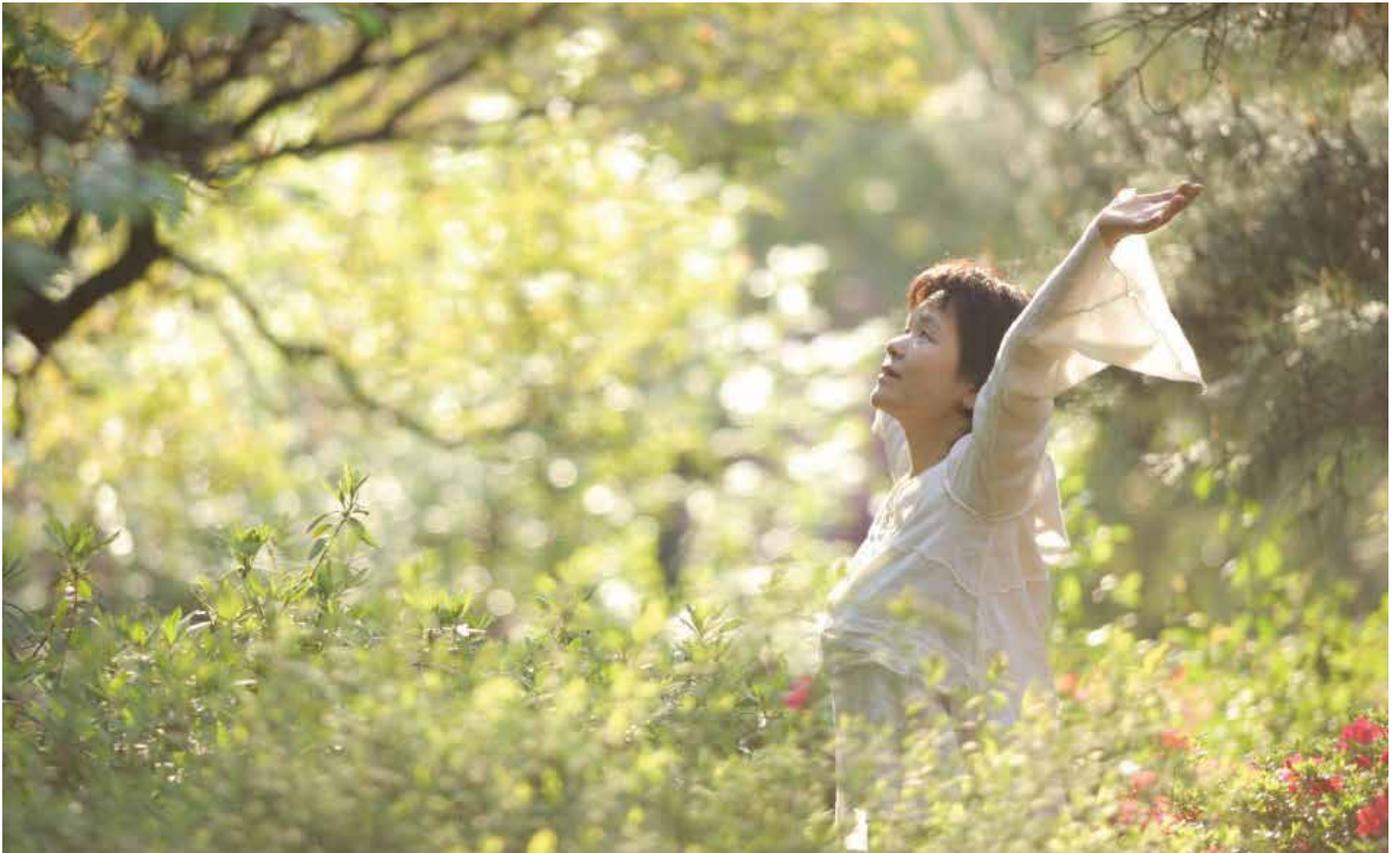
Fumiko knows someone on her team is ready to build a business when they are

already using the products daily. She helps them to start sharing and teaching about the product they love with others. As they are willing to help others, the business will come. She says, "Running this business is not an easy task, but as I help others I grow, I have been able to become financially independent."

She finds the dōTERRA compensation plan to be a healthy system for growing a business. She says, "People don't get a big commission immediately, but I like that the people who put in a lot of time and effort get a small commission little by little. You can have a successful life as a result." Even people who don't have

the intention of building a business can earn a small income, and she can share the opportunity with people as a way of paying for their oils instead of as a business.

As a single mom, when Fumiko was first building her business, there was a period when she was too busy to spend a lot of time with her kids. She says, "Recently, my kids have started to understand what I do. They have started to help me around the house and have become more independent. Today, having time to spend with my kids is very special to me."



“If you only think about yourself, I don’t think you can be a Diamond.”

She has found that building her team is similar to building a family. She says, “The big key is to build relationships with people. You have to have a lot of patience and love.” She focuses on understanding their situation and point of view, sharing how she has dealt with her difficulties in the past, and showing them hope for their future.

The most important thing Fumiko would tell other builders is to not think of yourself. She says, “Think of what you can do for others. Don’t think about your limits. Always believe in your ability. Focus your life on the mission of dōTERRA.”

“My upline, Riyo Ogawa, always helps me. She believes in my ability and supports me because she wants me to be happy.”



SUPPORTING YOUR TEAM



FOLLOW-UP: “It’s important to follow up with them so I know where they need help.”



MOTIVATE: “Remind them of their goals. If they don’t believe in their potential, I show it to them.”



LEAD: “When they don’t know what to do, I light their way and walk together with them.”



FORGIVE: “Every human being is imperfect. We need to forgive others and support each other.”



Chris & Mary Crimmins

NASHVILLE, TENNESSEE, USA

"I am obsessed with goals. If you cannot visualize where you're headed, if you don't know the aim of where you're trying to shoot, then you don't have that crystal-clear target, and you can't succeed. Clarity equals wealth, so if you can get really clear on where it is you're headed, then that's going to be your key."

CATCHING THE VISION

About a year and a half ago, Mary woke up one morning with a big realization. She remembers, "I was on a lot of medication for pain, nausea, depression, and anxiety. I was 26 years old, 240 pounds, and I realized that this was not the life I wanted to be living." With this realization, Mary went from a casual user of dōTERRA essential oils to a woman building a business with dōTERRA, searching for a new beginning and healing for both body and mind.

With support from her husband, Chris, whom she calls her "rock," Mary began to make changes. As her health improved and her dōTERRA business grew, she caught a glimpse of where she wanted to be and how she could help others. Once she caught that glimpse, Mary was ready for the next step—Diamond. Trying to visualize her own path, Mary met with her Blue Diamond leaders Rhonda and Scott Ford to see how they achieved Diamond. She also admits that she took a picture of herself at convention next to the "Reserved for Diamond" seating and used that as a reminder. Her mantra became: "I am a Diamond, it just hasn't caught up with me yet." Based firmly on this vision, Mary set goals to solidify exactly how she would achieve her dreams.

Beyond motivating herself, Mary found power to motivate others to succeed. When talking to potential team members, she helps them





AS SHE STROVE TO HIT DIAMOND, MARY'S MANTRA BECAME: "I'M A DIAMOND, IT JUST HASN'T CAUGHT UP WITH ME YET."

envision a future with dōTERRA and tries to paint the whole picture of a dōTERRA lifestyle. She tells them, "Visualize on one hand the negative effects. If you stay stuck where you are today, what is that costing you? Then visualize the opportunities and the blessings that you're going to be giving other people." Mary has been able to motivate her team by helping them establish clear goals and truly see how they can take control of their lives.

Mary is constantly mentoring her team. She says, "The culture of my team is very positive. We're always doing events around emotional healing, self-development, and focusing on growing as human beings. We also don't always just have business meetings. We do a lot of fun things together as well." Mary is quick to add that if people feel like a part of a community, they feel more supported and are less likely to "fall by the wayside."

For those trying to achieve Diamond, Mary has this advice: "Never give up. This is something that is a choice every day. Nobody's bribing you to do this. You have to show up for yourself every day. The more you work, the more it is going to pay off. If you keep doing it and are consistent, you will get there. It will happen."

STRUCTURING

ASK PEOPLE WHAT MOTIVATES THEM. "You can spend a lot of time figuring out what motivates people. To save yourself that time, just ask them. Once you identify what motivates them, then you can speak to that."

IDENTIFY "A" PLAYERS FROM "B" AND "C" PLAYERS. "'A' players are highly motivated because they have a lot on the line, and they have an emotional incentive that will keep them going. 'B' players could be 'A' players, they just haven't ever been called on to perform 100 percent. 'C' players are talkers, not walkers."

PLACE YOUR PLAYERS.

"Keep the 'A' players on your frontline and place the 'B' players under them."

MENTOR AND MOTIVATE.

"Mentoring is not an individual sport. You need the entire team. The minute that somebody feels isolated, they're going to quit pushing. A big key to motivating your whole downline is making them feel part of the group and creating a culture and a community that people want to be a part of."



■ Molly Dayton

OREM, UTAH, USA

NEVER QUIT

Molly Dayton's husband, Taylor, has worked on the corporate side of network marketing companies for 25 years. After seeing everything that he dealt with, she had a bad taste in her mouth for the industry. That's why when Allyse Sedivy approached her about dōTERRA, Molly told her no for three years. Molly was good friends with Rob Young, so finally she went and asked him about it. She says, "He spoke my language. I'm a numbers person. When Rob told me our retention rate was hovering around 68 percent, that spoke to me. I knew there was something to this business."

Molly wasn't familiar with essential oils when she began, so when she shared with people she approached it as learning how the oils worked with them. She also approached several people from the business side, and the first six people she contacted told her no. She says, "I think most people would've quit, but I just said, 'I am not stopping. I am going to do this.'" Today, all of her builders except one turned her down the first time she asked them to join her. She says, "Now, I'm at the point where if someone tells me no, I just chuckle and say, 'You'll be on in six weeks.' I always remember that it took me three years. It just takes time. You have to ease people into the business."

"My son, Steele, said to me, 'Mom, don't you get lonely when you travel? I have an idea. Why don't you take me?' Now he comes wherever I go."



“WHEN I SET A GOAL, I’M GOING TO ACCOMPLISH IT NO MATTER WHAT IS THROWN IN MY WAY. NOTHING STOPS ME.”

CONSISTENT STEPS TO SUCCESS

- ☑ Meetings every week
- ☑ Make everything easy and duplicable
- ☑ Daily upline and downline phone calls
- ☑ Personal development time 30 minutes every day
- ☑ Don’t let quitting be an option

“ Sometimes things are so easy that people don’t do it. There’s nothing in my equation that is different from anyone else. I just do it and keep doing it. ”

Today, she is grateful for the frontline leaders she has found. She says, “All of my leaders are dedicated, responsible, hard-working, and they all want it. We’re a team. There’s no competition, but instead a feeling of camaraderie among us. We all bring so many different things to the table and help each other.” She doesn’t feel like an upline leader, but more like a member of her team. On the other hand, she’s grateful for the support she’s received from her upline leaders. She says, “I knew if I was going to do this

business I wanted to be successful, and I knew that Allyse would push me to my goals. She and Patrick have been an incredible support system.” The support she has gotten from other crossline leaders has also been invaluable to her growth. She’s grateful that in the dōTERRA culture there is no competition between teams and everyone is interested in everyone’s success no matter what team they’re on. She has tried to learn from their example and support others in the same way.

Molly is amazed at the self-improvement she has seen in herself as she has grown her business. She says, “It has given me a chance to become a better person and make my weaknesses into strengths. I’ve learned a lot of patience, I’ve developed friendships that will last a lifetime, and I know this is what I’m going to be doing for the rest of my life. I’m a people person, and this pays me to make friends and help people physically and financially. I’ve found my niche.”



THE BENEFITS OF VETIVER:

Presidential Diamond Trip 2014 · HAITI



ANDY GODDARD: “We took the first two days in Haiti to visit the Vetiver fields. As we drove through Port-au-Prince, there was so much poverty. Natalie and I just wanted to buy something from every street vendor to support their hard work. The impact of the earthquake was everywhere; there were buildings and homes in rubble and there was trash everywhere. Within a few miles, my hope turned to despair as the sheer volume of people in dire need became overwhelming. We saw hungry eyes and people rummaging through trash and bathing in filthy gutters. My thoughts were,

‘If I gave everything I had to Haiti for the rest of my life, it would only be a drop in the bucket.’

“The next day we visited the Vetiver fields and distillery. We met the growers whose families have worked those fields for generations. We met the leaders of the cooperative who manage the Vetiver farms. We met the managers of the distillery who are working closely with dōTERRA to maintain standards of quality. The Healing Hands foundation built a water source so that the growers don’t have to walk an hour and a half each way to get water every day. dōTERRA

“I am only one, but I am one. I can’t do everything, but I can do something. The something I ought to do, I can do. And by the grace of God, I will.” –Edward Hale

is making a huge difference in Haiti’s economy through their principled approach of incentivizing production, attracting strong local leaders, and creating over 3,500 jobs through Vetiver production alone. I wept tears of joy seeing these people with good jobs, clean water, and the chance for a better future. My despair for Haiti’s grim situation returned to hope.”

BETSY HOLMES: “We visited this little mountain village in Haiti where they can’t grow their own food because the soil there can only grow certain things. Thankfully for us, one of them is Vetiver. It was life-changing for Paul and me to be there and see how deeply our company cares for the people who are able to produce our essential oils. We were able to witness the process of distilling the plant material into an essential oil. As I watched them, I had an epiphany. I knew that because we buy their Vetiver these people have jobs and their whole village benefits from this. At the same time, all I

could think about was my nephew who has benefitted greatly from Vetiver oil. I turned to the man who runs the facility, sobbing, and I said, ‘Do you know how much you’ve changed the lives of my family members because of what you do here?’ He looked at me and said, ‘I hope you know how much you change our lives by using our Vetiver oil.’ I thought that was so beautiful. It wasn’t just that we were helping them, but they help us. It’s such a wonderful, mutually beneficial relationship.

“It was also amazing to see these hard-working, genuine, everyday people all lining up with their bodies pressed against each other. They held their empty jugs, waiting and celebrating the first time they would get water from their mountains without walking three hours round trip. I loved seeing the looks on their faces when they got their water and drank it right out of the jug because it was clean and they didn’t have to go home and boil it. For me, that was the most beautiful image of gratitude and simplicity. I witnessed what our real human needs are. They’re so basic. These people were so content and happy with clean water and received it as such a great and amazing gift. I was grateful to be reminded of that and to see these people be able to have that through other people’s generosity.” ●



NEW dōTERRA DIAMONDS

NEW



■ Mi Hyeon Back

DAEJEON, SOUTH KOREA

Build and *Encourage*



“SUCCESS COMES WHEN YOU KEEP DOING THE RIGHT THINGS. THE MORE YOU SHARE THE PRODUCTS, THE MORE CONFIDENT YOU WILL BECOME.”

“MY FAMILY IS COMPLETELY SUPPORTIVE. THEY TRUST ME, AND THEY ALWAYS ENCOURAGE ME.”

With 10 years of experience in network marketing and an interest in health and beauty, Mi Hyeon Back felt prepared to build a dōTERRA business. She was interested the moment she tried the products. She knew it would be a viable business opportunity because all it takes is opening the bottle and letting people smell, and they immediately feel the effects. She says, “The characteristics of the aroma of the essential oils improve the quality of life and give people an immediate result after using the products.” This motivates people to buy and keep buying.

Mi Hyeon doesn't like it when she sees people talking about the business opportunity without first using the products regularly. She says, “You will not be able to build trust that way, because consumers are smart. You

should always try the products first.” She has found it effective to tell her personal experiences with the oils when sharing the products. After introducing the products to people, she calls or visits them in two days or less to hear their responses, recommend new products, and to see if they want to share with other people. She knows that after 48 hours people are more hesitant to make a decision, so it's important to meet with people as soon as you can.

She has found that many people on her team are afraid of rejection and so have a hard time building their businesses. She says, “I often have a meeting to share my experience as a person who has already done this business. Through these meetings, I help them to become confident enough to share dōTERRA.” She encourages them by telling them

that the products are so powerful that they're easy for people to accept.

Mi Hyeon also allows her team to discuss each other's failures and successes at these meetings. She doesn't force her way of doing things on anyone, but lets them talk to each other about what to do. She says, “An important communication rule that should be applied is to try to see things from someone else's point of view. Also, don't forget that everyone loves to hear compliments.”

She was able to achieve Diamond because she focused and worked hard. She wanted to prove that anyone could do it. She says, “I still have a lot to learn. I want to be a leader who plans 10 years ahead and continues to try. I want to do my best to develop together with my partners. Go, everyone!”

HOW TO REACH DIAMOND

USE THE PRODUCTS FIRST

ATTEND EVERY MEETING

KEEP STUDYING

HAVE CONFIDENCE IN YOURSELF

LOOK FORWARD AND HAVE A PLAN FOR THE FUTURE

PUT IN THE TIME AND EFFORT WITH PASSION

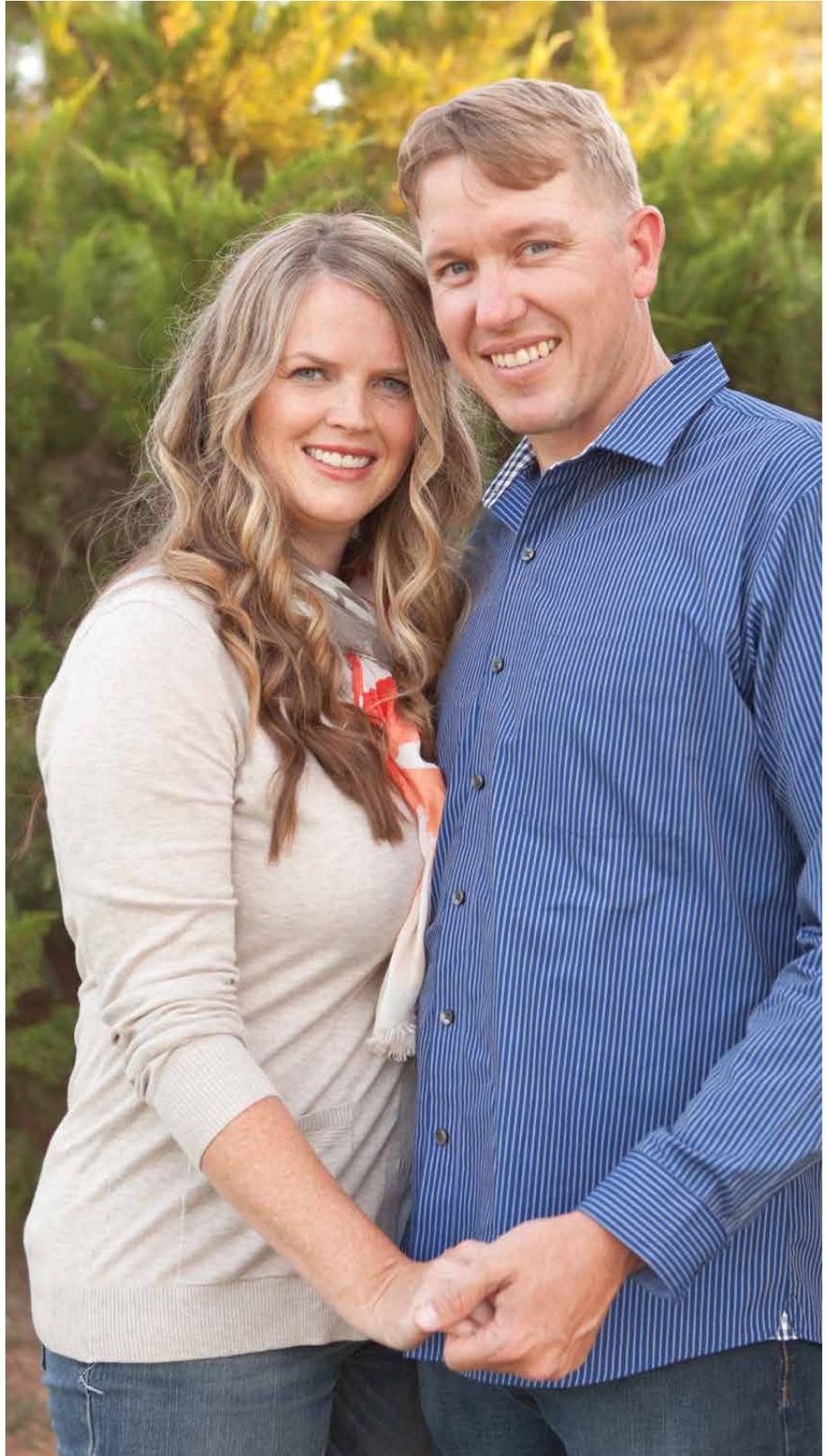
Mark & Tiffany Flake

MESA, ARIZONA, USA

OPEN YOUR World

Tiffany Flake had already begun to take an interest in natural and herbal remedies when a friend invited her to a dōTERRA class taught by Allyse Sedivy. Her friend told her that Allyse had figured out how to “maximize the compensation plan.” Tiffany was intrigued, attended the class, and borrowed a book from Allyse to learn more. She got her husband, Mark, involved by having him return the book at another class the next day.

Mark says that he and Tiffany had always had an interest in residual income. They had previously been involved with real estate, but were interested in the opportunity that dōTERRA offered them. Tiffany says that it was the integrity and leadership of the executive team as well as the powerful leadership support team of dōTERRA that gave them the confidence to engage in their business. She says, “It’s a big deal to make the life-changing decision to completely change careers and put everything into a network marketing company. When we chose to make that transition, it was the moral character, expertise, and mission-driven purpose of the people steering this ship that was really powerful for us.”



“If we let go of the end results and let people choose what they really want, that will be much more powerful over time. We are here to inspire, lift, lead, and teach.” –Tiffany



When they chose to get serious about dōTERRA, Tiffany's construction management career was demanding much of her time, so Mark took the reins in building the business. Then one day, Emily Wright recommended that Tiffany get more involved again. Tiffany says, “She really encouraged me to step more into a leadership role. Mark has always been good at having a big vision, while I'm more detail-oriented and analytical. I realized I need to stretch out and be able to move on that spectrum more, so we decided to make that switch.”

The Flakes have found that whatever obstacles they have run into in their business come from within themselves. Tiffany says, “Sometimes we look for the answers to our problems outside of ourselves, but the solutions to building our business are always found in who we are, how we think, and what we do.” They've had to grow personally and learn how to intentionally focus on creating relationships with others. Tiffany says, “We have to be curious about people, learn from them, and ask good questions to get to know them

and connect with them. We don't all have the same strengths, so as we work together our strengths can magnify each other and we progress together.”

Though dōTERRA keeps them busy, the Flakes enjoy being able to choose what to do with their time and spend more of it together as a family. Tiffany says, “We can create what we choose in our lives and no longer be restricted by imaginary boundaries. We are so grateful. This experience has opened up our world.”

“COMPARING YOURSELF TO OTHERS WILL ONLY LIMIT YOUR GROWTH. JUST BELIEVE THAT YOU CAN MAKE IT.” –MARK

HOW TO INSPIRE

1

BELIEVE IN YOUR VISION. “Choose the vision you are creating and believe that it is coming rather than focusing on what's not here yet. Feel grateful for what is coming. It's powerful and inspiring to add as much of that feeling to your life as you can.”

2

MOTIVATE. “People's motivation comes from within themselves. We can increase their motivation by helping them see those things that will inspire them.”

3

BE CLEAR. “We tend to make assumptions and not go really deep with the people we're working with. The clearer, more certain, and more consistent we can be, the more inspiring.”

4

BE POSITIVE. “Be the person who doesn't do a lot of complaining. We want to be around and work with people who are living inspiring lives.”

Ryan & Melissa Herman

WINDSOR, COLORADO, USA

“People’s biggest hurdle is confidence. Once they start seeing the business work for people who are close to them, they understand that it’s achievable.” –Ryan



Value Your TIME

After telling Peggy Smith no at least 10 times, Melissa Herman received dōTERRA essential oils in the mail and was amazed by how well they worked for her family. Melissa’s family began using the oils regularly, but she still told Peggy she would never do the business. “I’m sure she was laughing. I found that it was very natural to use the oils around people and share with them. After a year of sending referrals to Peggy, I thought, ‘Why don’t I do this on purpose?’”

Though Melissa was convinced, it was a whole other process to get her husband, Ryan, onboard. She says, “I could see the vision. I knew this was the right thing, but I had to work to keep the peace at home. I knew that ultimately it would work out, and it did. I think that determination made the difference.” For Ryan, it was when he saw his wife pouring her blood, sweat, and tears into her business that he understood how important it was to her. He says, “When you have a passion for something, it’s not necessarily a job. It’s something you want to do. When I saw Melissa begin to focus and treat this more like a real business, I wanted to provide more support and help for her.”

Melissa says Ryan helps her to take some of the emotion out of her business and make good, practical decisions. She struggled for a long time spinning her wheels and focusing her time on the wrong things. She says, “I had to start valuing my time and my goals. I realized

BUSINESS TIPS

LOOK TWO STEPS AHEAD.

“As soon as you try going for Elite, you should be watching for Premier. If you position it right, you could hit both in the same month. If you don’t pay attention to the next step ahead, you could structure it in a way that blocks you from moving forward sooner.”

CAST A VISION FOR YOUR TEAM.

“Believe in people. Emily Wright told me it was my time to go Silver, and later, she looked me in the eye and said that I would go Diamond—and I did. I recognized how powerful that was and started using it on our team. We have had so many builders pop out of the woodwork.”

REMEMBER YOUR WHY.

“You have to remember why deep down inside you are doing this, otherwise you get burned out or distracted. So often people are on the brink of pushing through that paper wall. They’re right there—just one more inch. It’s our leadership role to remind them of their why and lead by example.”

FAMILY FIRST.

“Your family should not suffer for dōTERRA. We want you to keep your family intact. Be involved in your children’s lives. You shouldn’t put them on hold while you try to do your business. I feared being successful because I didn’t want to lose my family, but what I found is that you can balance it in a way that you are successful, but still present for your family.”

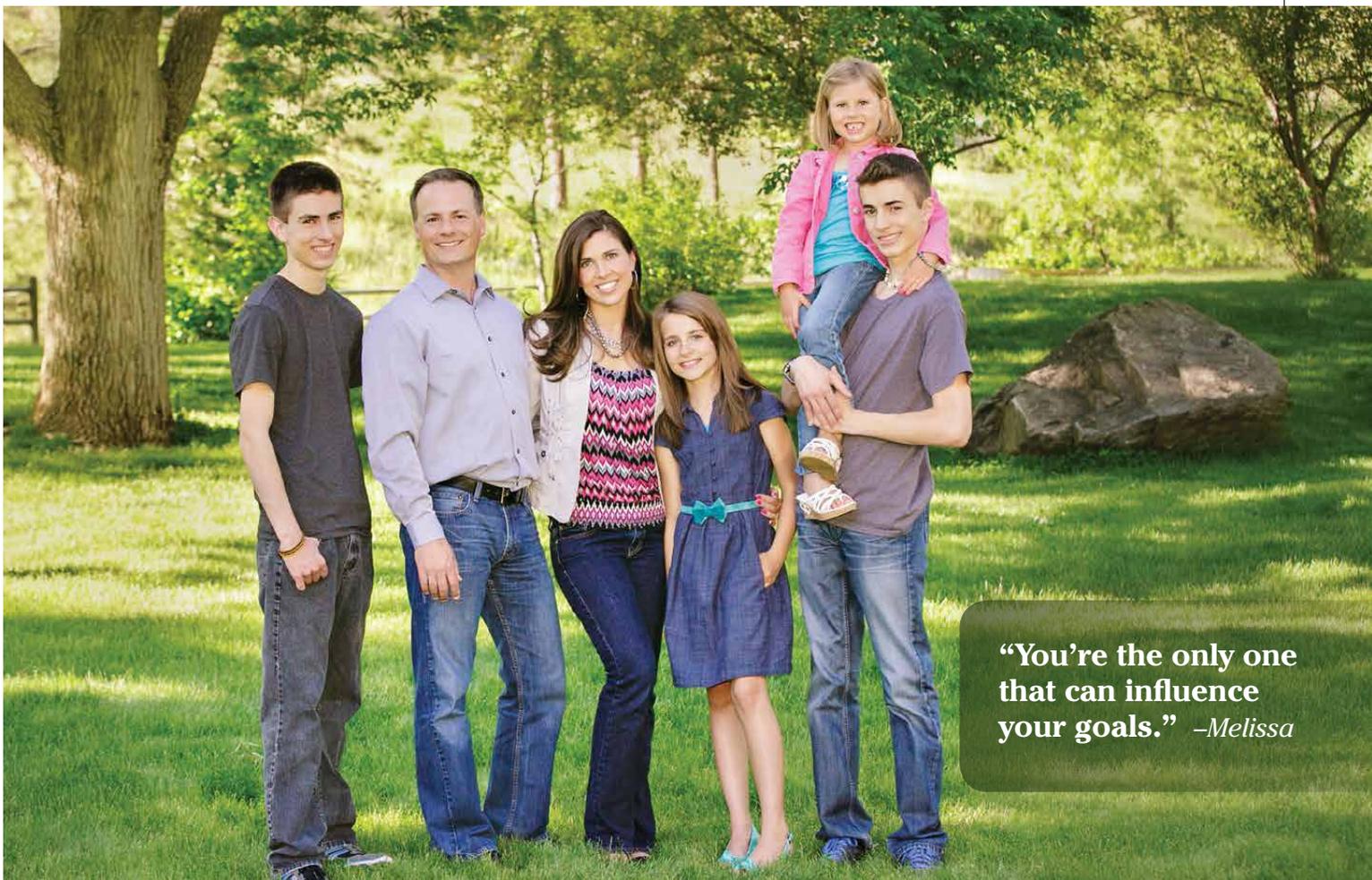
that my dreams were too important to me to let other people dictate how I could achieve them. I finally came to the realization that the only person that can ever impact my goals is me.”

She learned to be deaf, but not blind. She spent a lot of time in the beginning listening to people who told her what she wanted to hear and then never put

the effort into growing their business. She says, “Now I tell my team to plug their ears and not listen to what people are saying, but to watch their feet to see if they’re moving.” Melissa has found that the back office is where moving feet leave footprints in the sand. By watching people’s back office, she can tell how fast someone is building their business. “Sometimes it just means that you need

to adjust their training, but other times it means they aren’t really going to do it. When you value your time, other people begin to value theirs.”

Today, the Hermans are grateful for what dōTERRA has brought their family. Ryan says, “I think we’re both looking forward to the future and how much greater it can be because of dōTERRA.”



“You’re the only one that can influence your goals.” –Melissa

Dr. Daniel & Katie Leverenz

CORPUS CHRISTI, TEXAS, USA



A Life-Giving Business

When Katie Leverenz's friend started telling her about oils, Katie had no idea what an oil could be outside of vegetable oil. She finally attended a class, ordered a kit, and found that the essential oils worked well for her family. Her husband, Daniel, who is a physician, was interested in the scientific research he found about their effectiveness. It was actually Daniel who opened up her mind to the idea that maybe it wasn't so crazy to use pure, natural oils to support their health.

Katie began sharing the essential oils with no interest at all in the business.

She says, "I would tell people, 'I'm not doing this as a business, so please don't feel pressured to buy from me,' and people ended up signing up with me anyway. I just kept sharing out of a need. I never had a strategy in mind." It wasn't until she hit Silver that she started to think about engaging more. She had been working as a wedding photographer and used that income to support her family while her husband was in medical school and later in residency. When she hit Silver, she started to realize that maybe she could replace her income with dōTERRA if she actually put effort into it.

With two kids under the age of two, Katie has found it a struggle to take care of her family and run her dōTERRA business at the same time. She says, "But, what I've found with dōTERRA is it's so life-giving and it's so rewarding that it ends up balancing out. I am still choosing to do this." When her second child was born, she planned to take a month off her business, but within two weeks found herself teaching a class with her new baby in her arms. She hit Diamond for the first time that month. She says, "I just couldn't stop. This is definitely something I need to do."

“I DO BELIEVE THAT SUCCESS CAN HAPPEN WITH ANYONE WHO ENGAGES AND REALLY WORKS. THIS IS A JOB. IT’S GREAT, AND IT’S FULFILLING, BUT YOU WILL HAVE TO WORK.”

TIPS FOR A BETTER CLASS



Keep it fun and upbeat.



Involve facts without making it boring.



Allow people to stay engaged by asking questions throughout.



Let them touch, smell, and use the oils to understand the benefits.



Show them how the oils will be applicable in their everyday lives.

“I found my success because no one felt like they were being sold to; they felt like they were being shared with, and receiving a product that was going to change their lives.”

She used to think that she couldn't be a good mom and work at the same time, but has found that running her dōTERRA business helps her be a better mom. She says, “I'm realizing that I can be a great mom and fulfill this purpose in my life as well. I feel really good about what I'm doing and it makes me happy. It doesn't take away from me being an awesome mom.”

Katie is proud that she has been able to financially support her family and pay off her husband's student loans before he finished his residency. But, that's not why she does this. She says, “I would share the oils even if I didn't make an income. I did for a year. I grew organically and gave away everything I made in product. I feel like people need these in their homes, because it changed our lives.”





■ Dwayne & Tracy Lucia

WOODINVILLE, WASHINGTON, USA

“It makes me happy when I share the products, because they are working in people’s lives.”



FROM Your Heart

Tracy Lucia had never heard of essential oils when her friend, Daniel Wong, now a Diamond, first introduced her to dōTERRA. She wasn't interested in a network marketing business and thought that she was too busy to listen to what he had to say. Daniel was persistent. Once he got her to sit down with him and look at the compensation plan, the businesswoman in Tracy was intrigued by what she saw. She bought a kit hoping he would leave her alone and then gradually started using the oils more and more.

Tracy was a mortgage broker who ran her own business out of her home. When friends and customers came by her office, they all commented on how good it smelled. Then, Daniel told her he was coming to visit her to teach some classes and that she should invite her friends. Tracy says, “That was no problem. I was successful in the Chinese community in that area. When I asked people to come, they came.” She kept Daniel busy for days teaching classes, but she was so busy with her own business that she was never able to attend.

Everything changed when she attended convention. Tracy didn't understand a lot of what was talked about at the event, but there is one thing she remembers. David Stirling pulled up on the big screen a list of 10 of the biggest companies in the world, and said that in five years people would know dōTERRA like they knew these companies. Tracy says, “That really opened my eyes. I'm a business person, so I'm always looking for opportunities. I thought that if the company

“If you want to make money, first you need to learn how to be the right person. The money will follow.”

BUSINESS TIPS

1. WORK HARD.

“There’s no easy way to do this. I work really hard. I really watch my team.”

2. COMMUNICATE.

“The key is to communicate every day. I always give or teach my team something.”

3. TEACH.

“I really teach my team the compensation plan and how to structure the business.”

had this vision that it would be worth it for me to get involved.”

She began building and reached Silver within a few months. However, it was after they opened the market in China at the 2013 Leadership Retreat that her business really took off. She flew to China right after Leadership Retreat and has been going back every other month since then. Tracy has found

that there is a need for essential oils in China, because they like good quality products and are open to essential oils because they are familiar with them. She knows that international growth is something everyone can take advantage of. She says, “Even if you don’t know many people internationally, you will know people that come from different countries and that will open doors. Business opportunities are everywhere.”

Tracy enjoys the challenge of building a dōTERRA business and the chance to help people improve their lives physically and financially. She’s grateful that she’s able to share the products without being pushy. She says, “I tell my team to never push anyone. Help them, care for them, and love them from your heart, and the money will come.”

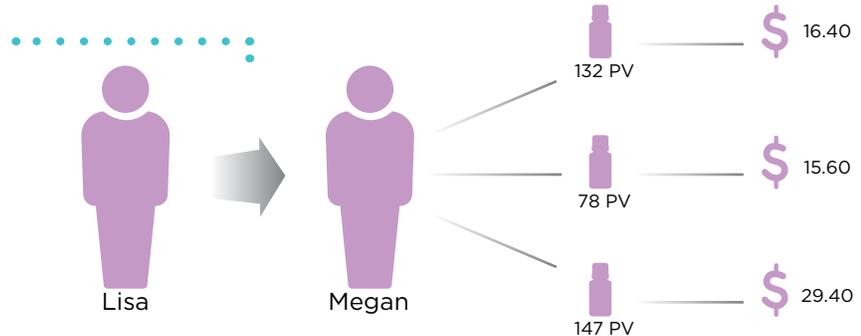


The Compensation Plan Made Simple

FAST START BONUS

Fast Start allows Wellness Advocates, regardless of their rank, to earn a bonus on individuals they share essential oils with and then enroll. Each Wellness Advocate wanting to earn Fast Start must have a 100PV Loyalty Rewards order to participate. Fast Start is paid weekly on the PV from the orders a new Wellness Advocate places in their first 60 days.

Lisa enrolls Megan
 Megan places 3 orders in her first 60 days
 Order PV: 132PV, 78PV, and 147PV
 Lisa receives a check for each of these orders equal to 20% of the PV
 Checks: \$16.40, \$15.60, and \$29.40

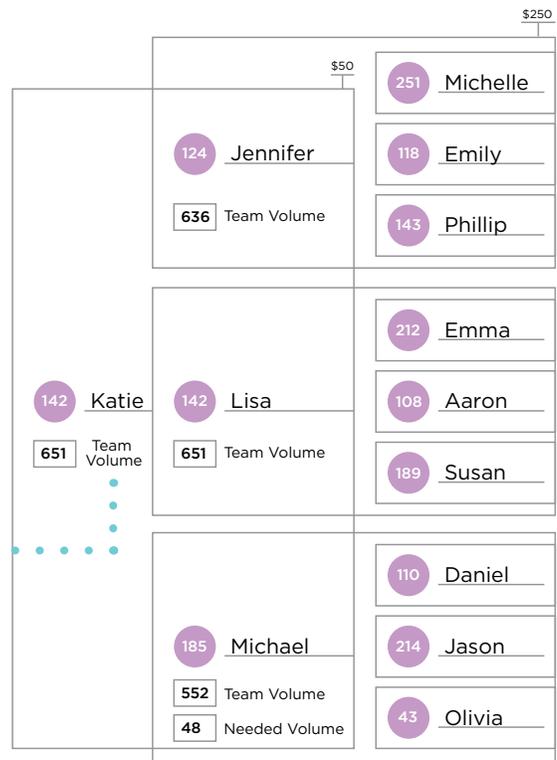


When you help new Wellness Advocates participate in the share program, you are encouraging them to not only receive free product, but to earn a Fast Start Bonus. Wellness Advocates who have not previously considered building a dōTERRA business can see the value in the dōTERRA opportunity when they receive a Fast Start check after enrolling a new Wellness Advocate.

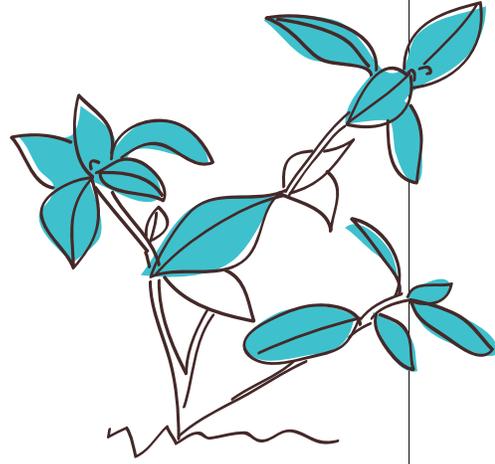
POWER OF 3

If you teach the importance of the Loyalty Rewards Program and develop the structure necessary to qualify for Power of 3, then you will have developed the organization needed for reaching leadership ranks within dōTERRA. Wellness Advocates wanting to earn Power of 3 must have a 100PV Loyalty Rewards order to participate. Power of 3 is paid monthly and is based on structure and team volume. See example on right.

Team Volume: In order to qualify for the Power of 3 Bonus, each team needs a total volume of 600PV for the month. Loyalty Rewards orders and standard orders count toward the 600PV requirement.



Power of 3 – Once you have qualified for the \$50.00 Power of 3 Bonus, teach the Wellness Advocates in your Power of 3 structure to do the same. By helping them qualify, you will reach the \$250.00 Power of 3 Bonus and your monthly Loyalty Rewards order will be paid for. By duplicating this process, you will allow others on your team to cover the cost of their monthly order. This not only inspires individuals to remain active, but moves them to build.



\$250

Place your team members' names on the appropriate line

Write the order volume for that month in the circle.

Add the volume for each team, and write the total in the box labeled team volume.

		\$50	
	<input type="checkbox"/> Team Volume	<input type="checkbox"/> Team Volume	<input type="checkbox"/> Team Volume <input type="checkbox"/> Team Volume <input type="checkbox"/> Team Volume
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Mitsuko Nomiya

YOKOHAMA, JAPAN

A Positive Experience

“dōTERRA has made my life more fulfilled. By helping others, we grow.”

Mitsuko Nomiya was familiar with network marketing prior to her introduction to dōTERRA, and had always seen it as a reasonable way of doing business. When she heard about dōTERRA, she was interested in the business opportunity. She did her research on the compensation plan and the company and met with her potential sponsor. At the time, there was a Rose promotion taking place, and she liked the concept of what the company was doing with that.

Mitsuko had good experiences with network marketing and believes that dōTERRA offers products and

a compensation plan that are more appealing than all the other network marketing companies she’s ever dealt with. She says, “I hope that I can help more people have the same kind of positive experiences with dōTERRA that I have.”

She is grateful for the support she has received from dōTERRA corporate and her team as she built her business. She says, “I’ve been helped by numerous dōTERRA employees with warmth and kindness. Also, my group members’ support has been significant to building my team. I am able to utilize the talent that each individual on my team has.” Her leaders are independent and active and that has made a big difference. She doesn’t feel like she has to motivate her

team, but simply educates them and her business grows.

Mitsuko shares dōTERRA by first telling people about the wonderful products and the most attractive aspects of the business plan. After people show interest in the business side, she explains the compensation plan in more detail. She says, “I don’t feel like I have a system that is more advantageous than others. I just simply explain the compensation plan one on one, writing out each step for them to see.”

In general, she has found it easiest just to get people to a class so they can try the essential oils for themselves. She says, “The scent of the oils is much easier to experience than to describe





“It’s critical to know if you really want to be Diamond and why.”

in words.” It has been effective for her to hold classes eight times per month and prepare handouts beforehand to pass around at the end of the class. It’s also important to be prepared as a teacher and to explain and answer questions about the enrollment process or anything else about the company.

Mitsuko knows that follow up is important because it is her responsibility to share her knowledge of the products and the business with others. She says, “If they have little to no knowledge about how to use the products or how the business plan works, they are just wasting their money.” She follows up with people to make sure they are enjoying the products and knows that that positive feeling will help them to grow their business.

COMMUNICATING WITH YOUR TEAM:

It is effective when you know their needs and interests.

Listen carefully to what they say.

Be available for people to ask questions whenever they want.

Be flexible to their needs.



Eric & Krissy Nordhoff

THOMPSONS STATION, TENNESSEE, USA

NATURAL GROWTH

As a songwriter, Krissy Nordhoff was meeting with a friend one day to start working on writing a song together. They began talking about their mutual preference for a natural approach to health, and Krissy mentioned that she had been using dōTERRA essential oils. Krissy put some on her friend to try before she left. An hour later, she got a phone call from that friend asking if she could be signed up to get more. Krissy says, "At that point, I had no idea how to even do that."

That friend became Krissy's first enrollment, and they began sharing the oils together with the intent of helping people. Krissy's husband, Eric, had always been interested in doing a network marketing business with her. When he saw how much she loved the product and the success she was naturally having, he thought it would be a good business to put their effort into.

In their business, the Nordhoffs focus on sharing dōTERRA naturally. Krissy says, "We don't necessarily take the traditional multi-level marketing approach of making a list and contacting all of those people. On the other hand, you do need to always be prepared with samples, ready to give out. You need to keep your eyes and





“There’s power in giving yourself away and being of value to people.” -Eric

ears open to people that are in a place of need and give them an option with essential oils.”

The Nordhoffs know it’s important to first help people love the product before they try to get them involved in the business opportunity. Eric says, “We generally try to take a pulse of everybody that we work with. We can sense who on our team is interested

in doing more of the business. They’re typically the ones sharing the oils and enrolling people more. They may not even be interested in doing this as a business, but it’s just happening naturally. We look for those people and tell them that the business is what they’re already doing.”

Eric and Krissy take seriously their responsibility to be stewards to their

team and have enjoyed the community they have found through dōTERRA. Eric says, “It feels good to be a part of providing value to people, to be giving them a gift rather than asking them to do something for us. We’re not asking them to do us a favor when they enroll. We’re seeking to educate them and be a part of learning and growing together.”

THE ESSENTIAL OIL EXPERIENCE CLASS:

- ✔ We give a brief 10-minute overview of essential oils basics.
- ✔ For the rest of the hour, we’re in the kitchen doing experiments, including:
 - Making hand sanitizer
 - Learning how to dilute
 - Talking about capsules and roller bottles
 - Learning how to use a diffuser
- ✔ We end with a quick recap, invite them to become members, and tell them a little about the Loyalty Rewards Program.

“ When we were doing an hour-and-a-half-long class, we were getting this deer-in-the-headlights look at the end. People would get their oils and not know what to do with them. This class has changed that. Now they’re excited to get their oils and know what to do when they get them. ”

-Krissy

Adam & Tami Nuhfer

GREENWOOD, INDIANA, USA

Grow to Believe

When Tami Nuhfer went to her first class, she had no idea what essential oils were and went just to be a good friend to the woman who had invited her. Her husband, Adam, had recently told her that she was going to have to go back to work, and she was worried about how she was going to manage that with her two daughters who both have a serious eye disorder. These worries were in the back of her mind as she sat in this class, and by the end she thought that maybe dōTERRA could be her answer.

Tami says she jumped into the business opportunity with two feet and then quickly fell in love with the oils. After attending convention, her belief grew tenfold, and she never looked back. She says, "I realized I've got to get these oils into people's hands. I had to quit being timid. I've grown to almost feel like it's my obligation, and I'm doing people a disservice if I don't share both the health and financial freedom that is available to them."

Adam was supportive of Tami doing the business, but took longer to

understand what the company and the essential oils were about. Adam says, "The exposure I've had to the leaders of this organization has given me the confidence that this truly is a good place to be. It's run by people with integrity who are intelligent and passionate about what they're doing. That goes a long way."

Today, the Nuhfers have a belief in the company and the product, but Tami says it took her longer to believe in herself. The leadership role she has had



“I’m not a Diamond that has everything down pat. I’m a Diamond that’s embracing the opportunity and looking forward to what is yet to come.” – Tami

to step into has changed a lot. She says, “It’s neat to see how I’ve evolved. I started out doing this because I had to go back to work, but it grew into more of a passion for serving my family, my team members, and everyone else. I’ve grown in ways I can’t even describe, and I’m still growing. I feel called to this opportunity.”

When Tami first hit Diamond, it was surreal for her to have arrived at the goal she had worked for for so long. She says, “What actually hit me the hardest was that I immediately wanted this for everyone else. I know my leaders and I know their struggles, and right then they mattered more to me. This financial freedom is such an amazing gift, and it’s a gift I want everyone to have.”



“TREAT THIS LIKE A BUSINESS. POSITION IT FOR SUCCESS WITH OBJECTIVES, GOALS, TIMELINES, AND ACTION ITEMS TO DRIVE THE BEHAVIOR WITHIN YOUR TEAM THAT IS GOING TO PRODUCE THE RESULTS THAT YOU’RE WORKING FOR.” – Adam

THREE PARTS TO SUCCESS



BELIEVE

“Believe in yourself and in the product. You can never doubt.”



SERVE

“By working hard and serving others, things will happen.”



PERSIST

“There are ups and downs, but if you hang on it will pay off.”

NEW dōTERRA DIAMONDS

NEW



John & Amanda Olsen

MERIDIAN, IDAHO, USA

Choose Your *Path*



Amanda Olsen joined dōTERRA for the business opportunity. She knew the best kit to buy for building a business was the Diamond Kit, but the largest kit she could afford was the Family Physician Kit. She says, “Even that, honestly, was a huge stretch for us. I hadn’t spent \$150 on something for as long as I could remember.” For a long time, all their focus had been on paying their rent and utilities and everything extra went by the wayside—including Christmas gifts, haircuts, and light bulbs.

Keeping up with her monthly Loyalty Rewards order was even harder, but Amanda and her husband, John, stuck to their commitment and didn’t quit. They viewed their dōTERRA business as an investment and learned to respect the process. Amanda says, “Today, our dōTERRA paychecks have absolutely changed our lives and given us a different future than the path we were on. We now have a path full of choices that we never thought we’d have.”

Before finding dōTERRA, the Olsens felt inspired to start living a cleaner, healthier lifestyle. After that, Amanda found Robyn Openshaw through Facebook and invited her to host a natural health class at her home. She began working part-time for Robyn as an event planner, but she and her husband continued to struggle financially. When Robyn told Amanda she was joining dōTERRA and offered to put her on her

TIPS FOR NEW BUILDERS

- ✓ **Take a chance.**
- ✓ **Use the product and educate yourself.**
- ✓ **Fulfill every expectation of your upline mentor.**
- ✓ **Don't expect anything.**
- ✓ **Match the energy that is given to you.**
- ✓ **Do the work.**
- ✓ **Be grateful. Look for the good.**
- ✓ **Be positive.**

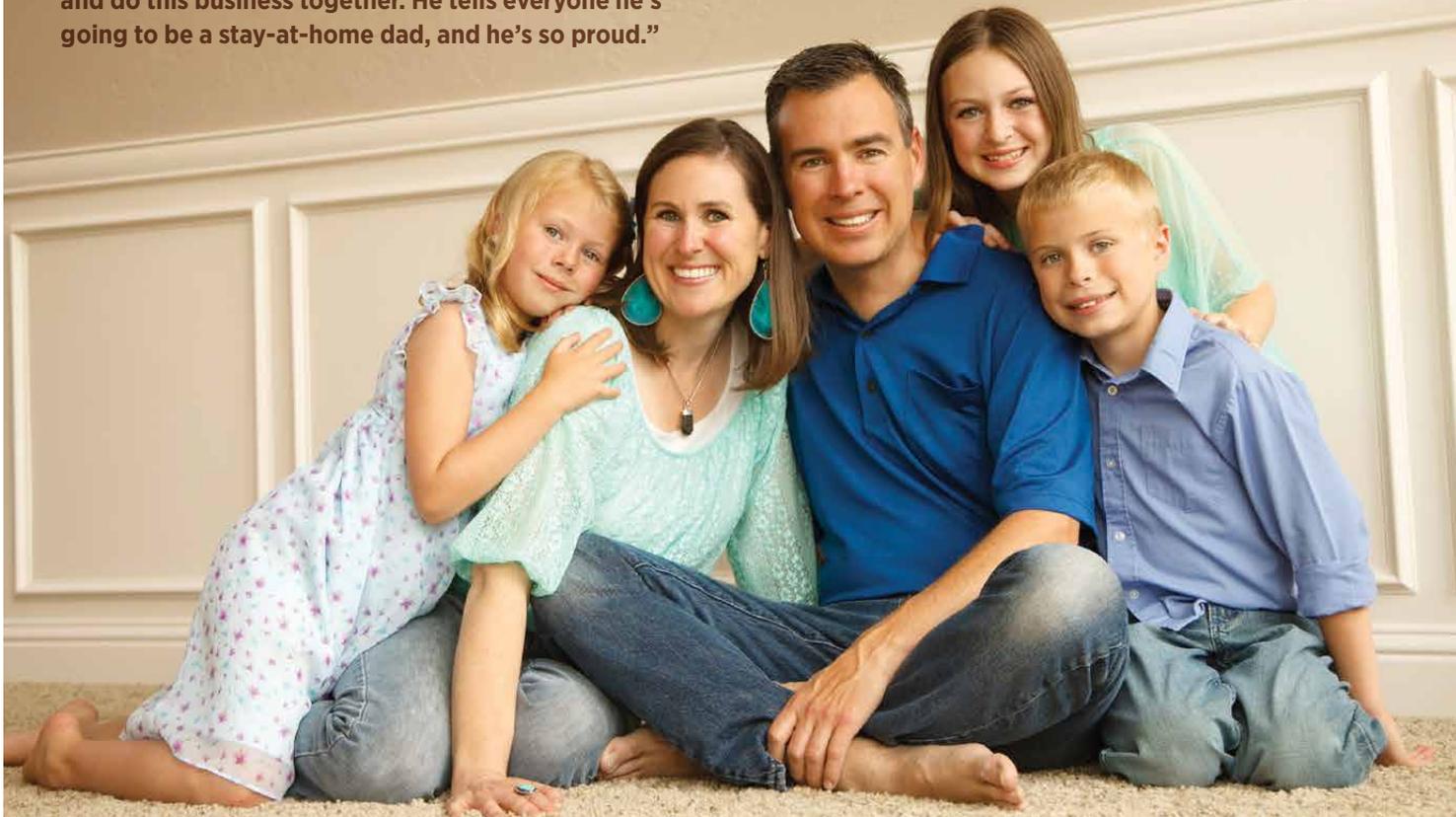
frontline, Amanda was skeptical. She says, "Multi-level marketing didn't sound good to me, and I hadn't tried the product yet or anything." Robyn had Laura Jacobs call her, and Amanda was on the phone with Laura until one in the morning getting all her questions answered. She finally realized this was an opportunity she couldn't turn down.

It was at Leadership Retreat that Amanda really felt like she could achieve success.

She says, "I went home committed to growing my business. I learned that you show you care by sharing and following up. I made the mental switch from not wanting to bother people, step on toes, or offend, to looking at all the things the product has done for me and realizing, 'How can I not share or follow up with people?,' because I do care, and I want to help." Amanda was ready for a new reality and decided to take charge and believe in herself.

Today, not only are the Olsens financially free, but fulfilled. Amanda says, "I live my life with more purpose and more freedom. I feel like it is my mission to help other people not only financially reach their dreams, but more importantly to reach their highest potential as individuals. With this, they are able to create exactly what they want out of life. That brings me so much joy and happiness."

"My husband is really excited to retire from his job and do this business together. He tells everyone he's going to be a stay-at-home dad, and he's so proud."





Neal & Erin Anderson

RALEIGH, NORTH CAROLINA, USA

Success through Service

Karina Sammons, who is currently a Blue Diamond, met Neal and Erin Anderson selling books door-to-door during a summer in college. Four years ago, Karina introduced Erin to dōTERRA. Erin had always lived a natural lifestyle and was interested in learning more about essential oils. She watched a webinar online and was the first person dōTERRA shipped oils to in North Carolina.

For two years, Erin sat on Karina's top line as only a user, even as she shared with her friends and family. When Erin decided to start building with more

intention, Karina reached out to her for help with Diamond Club. Karina came to North Carolina, and Erin saw a class taught for the first time. Within a few months, Erin was Silver.

For Erin, it's always been important to only focus on what she can control. She says, "My responsibility is to go out and tell people about another way to take care of themselves. If they get excited about it, that's great. If they don't, that's OK. We need to be service-minded, focus on who we can help, and share from the heart."

Neal came from a business background and was excited about the business opportunity before Erin even considered it an option. He says, "I understood that this business has a high retention rate, a product that is sharable, and brings joy into people's lives. I said to her, 'Why don't you just do this fulltime?'" Eventually, Neal was able to join Erin as well. Now, they're both enjoying their time freedom, residual income, and the opportunity to serve others.

The Andersons have seen that a big part of their success comes from believing



“If you focus on service, you won’t be nervous.” -Erin

in people more than they believe in themselves. Neal says, “It’s seeing people not for what they are now, but what they can become.” Erin adds, “A lot of people don’t think they can be successful. You’ve got to be that belief level for them. You have to focus on what your people are good at, build on those strengths, and then work on their weaknesses. Don’t be afraid to push, challenge, and encourage people, but also let them evolve and mature in the way that they want to.”

They are grateful for the changes dōTERRA has brought to their lives and for what they’ve been able to teach their children through the process. Erin says, “They’ve seen the joy, the struggles, the tears, and the laughter. They saw me set goals and work through them. Being able to instill in our kids what it takes to be successful is just as important to me as teaching them to read and write. This has changed our whole lifestyle.”

“I was all for the business side while Erin didn’t even understand what she had because she was too busy going out and serving people.” -Neal



4 THINGS IT TAKES TO SUCCEED

BE APPROACHABLE

.....

WORK HARD

.....

STUDY THE MATERIAL

.....

HAVE A GREAT ATTITUDE

Goal Setting

TIPS

We all make goals every day, whether we realize it or not. Goals get us out of bed in the morning and define the direction of our day and, ultimately, our lives. Being intentional about our goals can help us make sure we are living according to our personal values and dreams. But, as we all know, setting a goal and actually achieving it are two very different things that do not always connect. Below are some tips for how you can set goals effectively to improve your chances of living the life you've always wanted:

1 KNOW YOUR WHY. You will be more committed to your goals if you know exactly why it's important for you to achieve it. Your why needs to be important enough to you that you are willing to pay the price to earn it. Defining your why will bring your goal to life. First, you have to find out what your why is:

- Ask yourself what you would do with your life if you knew you could not fail, if money was not an issue, and all your perceived barriers were gone.
- Decide what you value most in life, whether it's your family, your religion, or your free time. Make sure your goals include and enhance your most important values.
- Once you've picked a goal, write a paragraph describing all the reasons why you are committed to it. Write how you would feel and what would be better about your life if you reached it, and what you would lose if you didn't.





DEFINING YOUR
WHY
WILL BRING YOUR
GOAL TO LIFE.

2 MAKE SMART AND CHALLENGING GOALS. Many people have heard of the acronym SMART goals. For a goal to be SMART it must be: Specific, Measurable, Achievable, Realistic, and Time-targeted. While these standards are important, studies have shown that it's also important for goals to be challenging. When people are told to "do their best" in achieving their goals, they do not perform as well as when they are expected to meet a challenging standard. Your goals need to be outside of your comfort zone, something that will motivate you to push yourself beyond your current limits.

3 FIND A MENTOR AND ACCOUNTABILITY PARTNER. Studies have also shown that people are most likely to achieve their goals when they are provided positive, constructive feedback on their progress. Feedback is more effective when it is focused on behaviors and strategies rather than outcomes. It's also important that feedback be tailored to the individual's needs and be a two-way communication process. A goal shouldn't be something that was thrust on you by your mentor, but something you are committed to achieve for yourself. Your mentor is there to motivate you, hold you accountable, and help you evaluate how well you're doing and what you need to improve to reach your goal.

4 BELIEVE IN YOURSELF. It's been found that self-efficacy is important for keeping someone committed to their goals. Self-efficacy is defined as the belief that one has the capability or the power to produce an effect or, in this case, the belief you have that you can achieve your goals. Self-efficacy is not the same thing as self-esteem. People can be confident in their own self-worth and therefore have self-esteem, without believing that they have what it takes to reach their goal. Self-efficacy is required to be able to work through failures and setbacks and still believe that your goal is in sight.

■ Atanaska Adams

MAPLE VALLEY, WASHINGTON, USA

A Heart Full of Service

“MOVE FORWARD WITH DETERMINATION AND A HEART FULL OF SERVICE.”

Growing up in Bulgaria, Atanaska Adams had always lived a natural lifestyle. She says, “We had a big piece of land, and we grew our own vegetables, fruit, and herbs. Ten years after arriving in the United States, I was reminded of how valuable that is and how much I love it.” Her best friend, Delmar Ahlstrom, who is now a Diamond as well, drove three hours to bring her essential oils in a time of need. Atanaska was impressed by her friend’s

commitment and her act of service as well as how quickly and powerfully the oils helped her and her family. She quickly fell in love with dōTERRA.

“I had my first class two weeks later,” she says. “I wanted the whole world to know about these oils. I surprised myself because I am normally a very reserved, quiet person, but I decided to do this. I knew that this was for me.” Her upline, Marc Garrett, gave her a free ticket to convention and it was there that she met many leaders and the executives who she thought were wonderful people. She says, “I wanted to be a part of that too. I felt wonderful being among such

generous, kind, loving, and intelligent people. I wanted to be like them.”

After growing up in a communist country, Atanaska has learned to value freedom. She says, “I’ve experienced not having freedom, and I knew that dōTERRA was something that could create freedom in my life, in the lives of those I love, and for everyone who has a desire for that. One of the reasons I do dōTERRA is to set free those who are imprisoned physically, spiritually, emotionally, and financially.”

She is also motivated to leave a legacy for her children of achieving success





“MY HUSBAND IS SUPPORTIVE. HE LOVES ME AND THAT IS A BIG PART OF MY SUCCESS. I DO IT FOR MY FAMILY AND BECAUSE I LOVE TO HELP PEOPLE.”

while working for a worthy cause. Another reason she does it is to show gratitude for her family that still lives in Bulgaria. She says, “I want to support them with my financial freedom and show them how they can achieve that too, because they played a big role in shaping me into the person I am now.”

“I have created a lot of friendships and have wonderful people in my life that I would have never met if I hadn’t decided to do dōTERRA.”

Atanaska does everything in her business with a heart full of love and service, and people can see that she cares about them. “I try to be as generous as possible with everyone. I always try to do or give more than is normal. I especially like to give away *Modern Essentials* books and an extra oil or two if I can, and I always seem to have more than enough.”

Today, she feels like she has become a better person through dōTERRA. She says, “I feel better physically and emotionally, my relationships have improved, I enjoy more freedom, I have more friends, I feel more confident and thankful, and I can visit my family in Bulgaria a lot more. It’s just a beautiful thing. I am grateful every day.”

Important Attributes of a Business Builder

- Determination
- Commitment
- Persistence
- Kindness
- Service
- Generosity
- Love
- Gratitude
- Acceptance



■ Aaron & Wendy Frazier

TRACY, CALIFORNIA, USA



Love LANGUAGES

No one would guess that general contracting and natural medicine could go together, but when it came to building their dōTERRA business, Aaron and Wendy Frazier were able to combine what they knew best. Wendy has a strong background in natural medicine, and she had even used essential oils from a company she found online. A general contractor by trade, Aaron brought his experience into their dōTERRA business. He says, “We’ve been self-employed almost 15 years. What we were able to create in one year with dōTERRA took me a decade to do with our other business.”

They were introduced to dōTERRA when Aaron met James and Roxane Bybee traveling home from a scout service project. Roxane offered him some essential oil samples that helped relieve his carsickness. However, it would be almost another year before Wendy would try those samples herself and then several more months before she had researched enough about dōTERRA to want to contact James Bybee. Wendy says, “When he showed up at our house, he opened his box of oils and I almost had a heart attack I was so happy. By the time we finally connected, I had learned everything I could, and I was so ready to go.”

Aaron and Wendy talked with James until two in the morning about the business side of dōTERRA, and they moved forward with the Bybees as their mentors. Aaron says, “I wanted a strong mentor because I learned in my last business that you can become successful if you have somebody that’s already done it.”

A huge key to their success has been the support they feel from each other and at home. Taking some advice from a coach, the Frazier family spent some time talking about love languages and making sure that each person had their needs met. Wendy says, “We

“Immerse yourself in personal development. I found that if I am left to my own head then doubts will always take over. But, if I’m putting enough good stuff in, then I can crowd out the doubt and start believing the good.” – Wendy



had communicated with our kids and enlisted them in the cause, and they’ve always been supportive, but I feel like since I’ve been able to zero in on what their love languages are, I don’t have any guilt, and I don’t think they feel like their mom is missing when I’m gone.”

Being aware of each other’s needs enables both Wendy and Aaron to serve outside the home and know that those needs have been met. They say, “Our family dynamic is better, 100 percent. We enjoy each other more, and it has nothing to do with money. It has everything to do with the mindset and a raised awareness of relationships.”

BUILD RELATIONSHIPS

Many Wellness Advocates lead very busy lives. Wendy and Aaron have some great tips on how to stay connected with their family and also build relationships with their dōTERRA team.

LEARN ABOUT LOVE LANGUAGES. Wendy and Aaron read *The 5 Love Languages* by Gary D. Chapman and then read it with their kids.

FIGURE OUT WHAT LOVE LANGUAGES EACH PERSON NEEDS. The Frazier family spent time at the dinner table talking about what they each needed.

APPLY IT. With your new awareness, make sure that you are speaking love in a way that the person understands.

“START WITH THE END IN MIND. BELIEVE AND VISUALIZE, BECAUSE YOU CAN CREATE ANYTHING YOU CAN VISUALIZE. THERE IS SO MUCH POWER IN BELIEVING IN YOURSELF.” – AARON

Eric & Kristen Pardue

NASHVILLE, TENNESSEE, USA

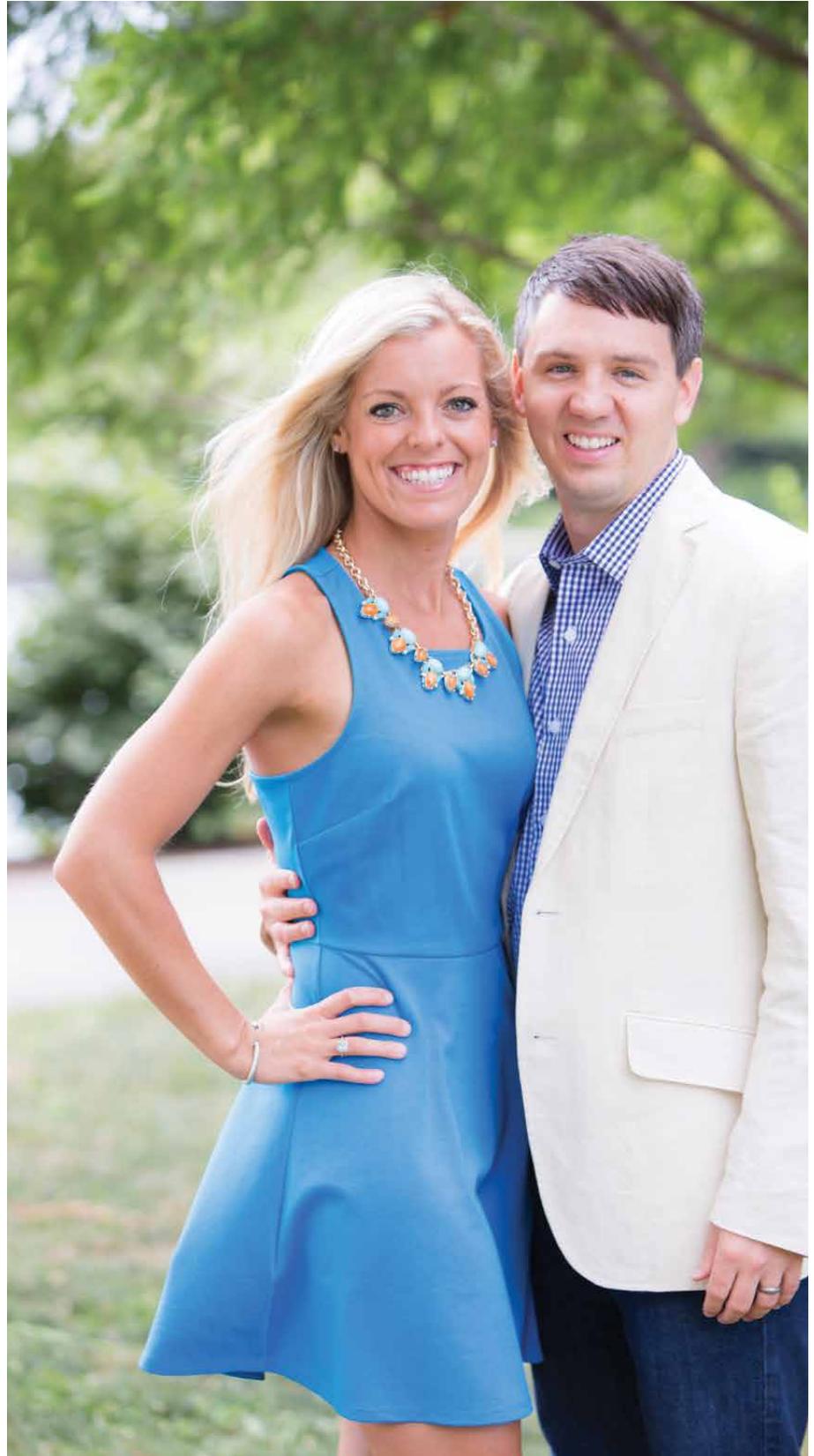
BLESS OTHERS

Kristen Pardue first became interested in natural health four years ago when she got through her health problems by changing her diet and improving her nutrition. Then, she found out through social media about a class Mary Crimmins was holding about babies and essential oils. With a baby boy of her own, Kristen was interested in how she could better incorporate natural remedies into his life as well. When Mary, who is also a Diamond, shared her story, Kristen was inspired by what the essential oils could do for her and her family's lives.

Kristen says that if Mary had actually asked her to do the business, she probably would've said no. Because she was a dietitian, Kristen thinks Mary must have assumed she would want to get involved. Mary simply sat her down for coffee, gave her a folder, and went over the business side. Kristen came home and told her husband, Eric, "I think I'm doing this."

Eric wasn't happy about it at first, but as Kristen's business quickly grew he came to see that dōTERRA was different from other multilevel marketing companies. Kristen quickly became passionate about

"I think one of my biggest roles for Kristen is encouraging her, being there for her, and helping her understand that it's a process." —Eric



“I’m passionate about helping others have the hope that they can live a healthy life. I want them to know that they can feel better than they ever thought possible.” –Kristen

sharing essential oils with everyone. She says, “I want to give everyone the hope and the natural options that I have. I love educating others on the proper way to use these oils. I can’t help but share with everyone because of what they’ve done for me. I feel like I’m doing people a disservice if I don’t tell them about these gifts.”

It was at convention that she first got excited about reaching Diamond. She says, “Convention just lit me on fire. Once I decide I’m going to do something, I’m going to do it. I saw the Diamond seats and I said, ‘I’m going to be sitting there next year.’” She was able to hit Diamond within 13 months of when she enrolled.

Kristen’s business grew so fast while she was still working fulltime and taking care of her baby, that she struggled to structure her business correctly along the way. But, with the support of her family and her upline, she made it through and she tries to be that same support for her team. She says, “We’re all so hard on ourselves that we need someone to believe in us. We need someone to tell us that we can do it and that we have what it takes. When my builders go through difficult times, it’s my job to remind them of those things.”

Kristen’s excited that she gets to do what she loves for the rest of her life. “I think everyone wants to make money doing what they’re passionate about, but I never felt like that could be me. I have so much hope now that we’re going to be financially free and be able to give and be a blessing to others. I thank God for my trials, because through them He gave me a hope for healing and a passion to give that hope to the world.”

STEPS TO ACHIEVING DIAMOND



Build Relationships. “You need to be focused on fostering the relationships that you have in your life. Don’t be scared to meet new people. You’ve got to learn to communicate and make people feel loved and cared for. People want to do business with people who make them feel good about themselves.”



Teach Classes Regularly.

“Consistently teach classes and consistently follow up with people. I was always teaching classes. If only one or two people showed up, I didn’t mind because it’s one more person getting to hear about these amazing gifts. Teaching regular classes gets the word out. People will know that you do this business and recognize you as the oils expert. They will know to go to you with their questions.”



Have a Big Why. “Remind yourself every single day why you’re doing this. Your why will push you through the discouraging times. If you still want to give up when you remind yourself of your why, then your why is not big enough and you need to figure out what your why is.”



Terumi Matsushima

MIYAZAKI, JAPAN



An Open Path

Before dōTERRA, Terumi Matsushima had always misunderstood network marketing as a pyramid scheme. She says, “I would have never imagined myself succeeding in a network marketing business. It was the products that interested me first.” After she heard her upline, Riyo Ogawa, talk passionately about the mission of dōTERRA, she became excited about becoming a leader like Riyo. Terumi says, “The products truly bring happiness to people, and on top of that, I felt like I had a worthwhile business opportunity that I would have never had otherwise. I felt good about joining dōTERRA from the bottom of my heart.”

Terumi is happy that she is able to share the healing power of essential oils with others and contribute to society through her business at the same time. She is proud to work for a company that isn't focused on money. Terumi loves that she is able to work for not only her success, but that of her whole team. She says, “My team hopes for my success from the bottom of their hearts, and we work together as a team in order to succeed.”

When sharing the business opportunity, Terumi emphasizes that everyone must first love the products. She says, “Prioritize loving the products as your

number one thing. Be frequent in using the products and building your business, and the path will surely open up. It is also important to understand and think about what others would want by putting yourself in their shoes.” Terumi helps people experience the products right on the spot and always makes sure to follow up frequently with those she has shared with.

Terumi knows it's important to share with her team why she puts so much effort into her dōTERRA business, and what she plans to do with her success. She says, “Those things will add more

“My oldest daughter plans to become a nurse, but I believe that if she were to become a Wellness Advocate, she would be able to contribute even more to society.”

meaning to the business for them and will strengthen their own resolve to do the business as well.” Terumi focuses on taking time with each of her teammates personally, even those that live far away. She says, “Reaching Diamond requires a commitment to become a true leader and to act on it.”

She knows that success is an option for everyone, but that those who chose to put their all into dōTERRA are truly blessed and lucky. Terumi’s advice to those striving to reach great heights with dōTERRA is: “Never give up, be consistent, and the path will surely open up for you.”

“Use the products daily, have high aspirations, and don’t give up.”

THE VALUE IN SHARING THE TRIO KIT

It’s easy to share with others when you explain how to use the three most popular dōTERRA oils daily:



LAVENDER:

Rub it on the back of your neck when you want to relax.

LEMON:

Add a few drops to your drinking water daily to promote a healthy immune system.

PEPPERMINT:

Rub it on your temples when you want to be active.





Chad & Susan Walby

BOZEMAN, MONTANA, USA

A CREATIVE FOCUS

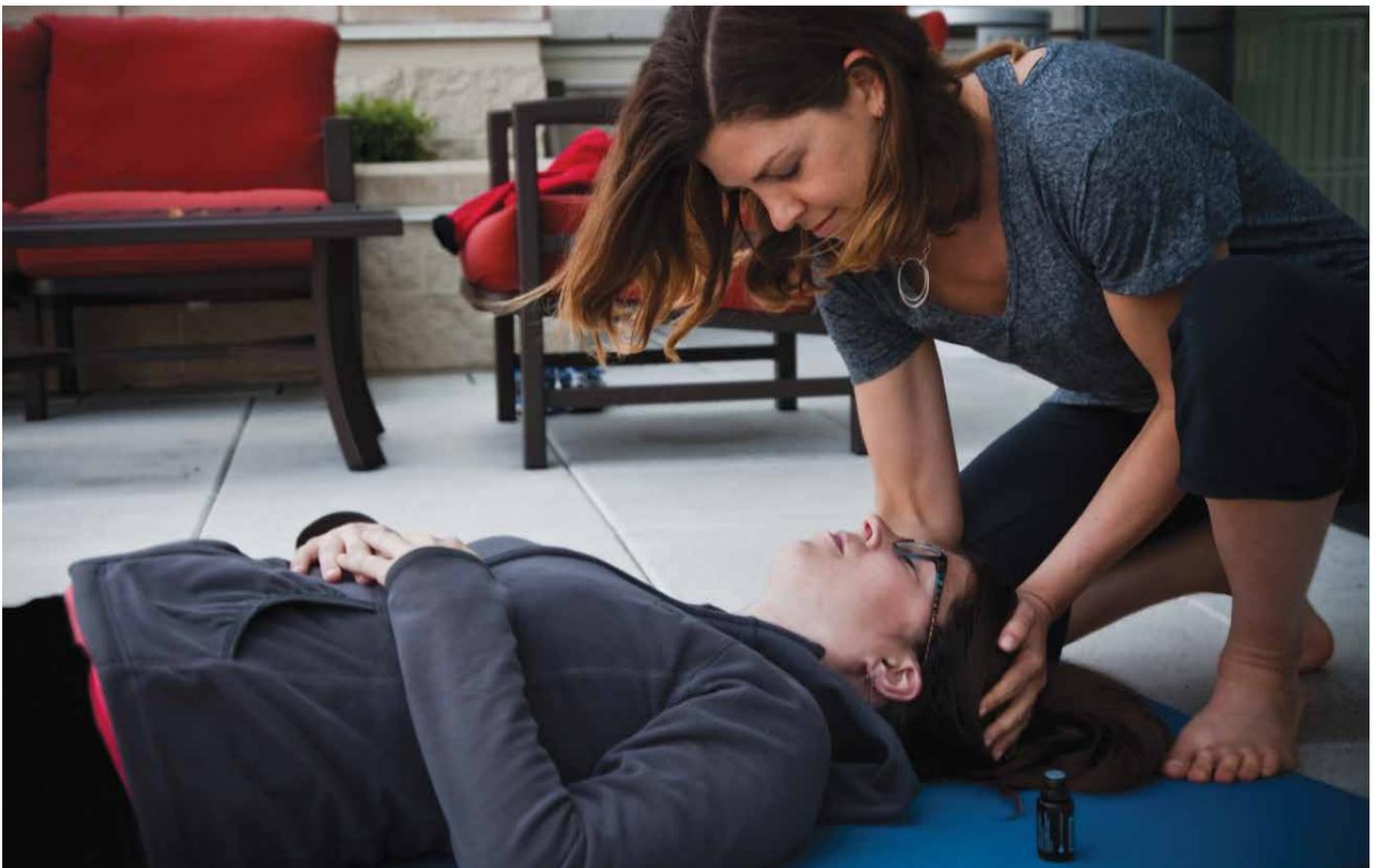
“I love to travel and teach about essential oils and yoga together. With the two combined, people just get it on a deeper level. The movement of yoga helps give the oils a more synergistic effect.”

When Susan Walby let her friend hold a dōTERRA essential oils class in her yoga studio, she was the only person to show up when she came to unlock the door. All it took was opening a bottle and Susan told her friend she didn't need to hear any more. She says, “I grew up with essential oils, and it had been something I had been looking to incorporate back into my yoga studio. Right away, I just wanted to know how to sign up and get it.”

Susan is an artist and owns a yoga studio, so she kept telling her upline she didn't have time to get involved in a dōTERRA business. She sees now that she was already doing the business as she shared essential oils with her students, friends, and family. It was while attending her second convention that she really felt inspired to become a leader for her team. She says, “I saw leaders that viewed their team as a family and really cared about helping them achieve their goals. The focus was not on themselves, but on changing people's lives by empowering them. That's what spoke to me. I wanted to do the business to become an inspirational leader for my team.” She saw that

dōTERRA as a company aligned with what she was already doing in her life as a yoga instructor.

Her upline inspired her to do Diamond Club, and it was then that she started getting excited about becoming Diamond. She says, “The process of going through Diamond Club helped me understand how to help my team to grow. It was exciting to work toward Diamond with them not because of what I needed from them, but because of what I could do for them.” She feels that she built her business slowly, taking just under four years to reach Diamond, because for her it was more about the journey and the





“My husband has definitely gotten more involved. He’s been great about finding new clientele and connections and sending people my way that would be interested in using the oils as a business.”

relationships she was building than getting the next enrollment.

Susan helps her team learn from her mistakes—by telling them to be open to making mistakes. She says, “Don’t be afraid of learning. You’re going to make mistakes along the way. We all do. We learn from them and there’s power in that. I don’t expect them to know it all, but I try to help them as much as I can as they learn how to make those choices.”

She says that her team is always inspiring her to be a better leader. “I see how they are touching lives, sharing, and educating. I have one of the most caring teams. It makes me want to help them achieve their goals and understand how this business can change their lives. I know it’s achievable for them.”

SUSAN’S MANTRA

1

HAVE FUN.

“There’s so much pressure—especially with Diamond Club classes—to get enrollments, but for me it’s important to let go of that pressure and enjoy running your business.”

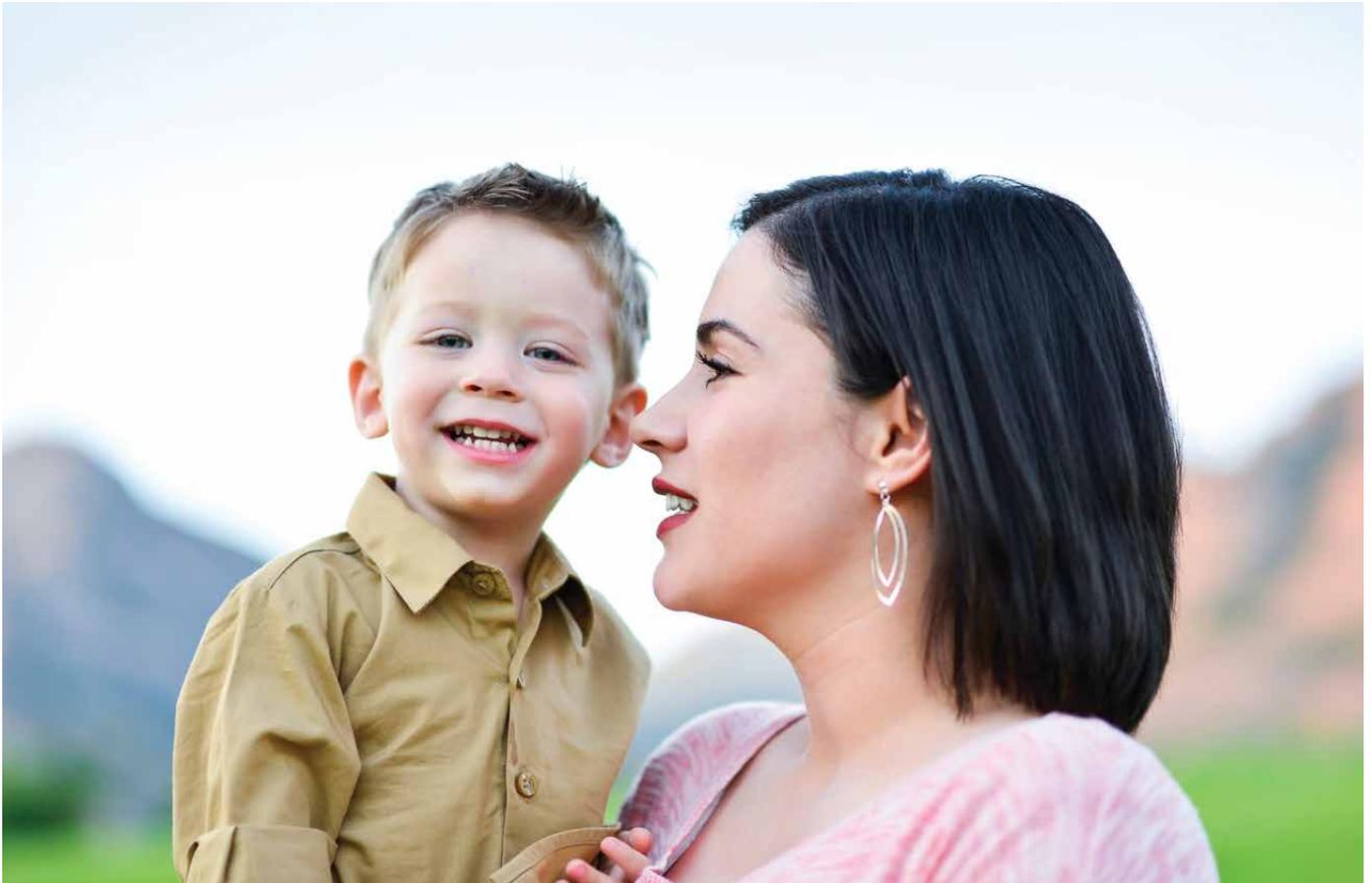
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KNOW YOUR WHY.

“Have a clear intention as to why you’re with this company. If you know your intention and your why in the heart of who you are, then even if you don’t meet your goals you’ll never let yourself down.”

Perla Baldemar

VERNAL, UTAH, USA



Something Good

As a single mom with six kids and a farm to run, Perla Baldemar has a lot on her plate. At first she turned down a friend who wanted her to try essential oils, but thanks to the persistence of that friend she ended up buying the oils “just to get her out of my hair.” For a few months, nothing happened as the oils sat in her closet. Eventually, she started giving the oils away, simply wanting to clean house. The realization that essential oils could change her life hit when the people she gave the oils to came back and wanted more.

Her curiosity sparked, Perla began going to every class she could just to learn more. As she learned, she began to teach others. Perla admits that building her business was slow because her first priority was to be a good mom. As her business grew across the states and into Mexico and Poland, she knew she needed to travel more. She says, “I hated to leave my kids. If I was driving for four hours, I would take all of my kids. I remember doing classes in a hotel while they would be under the table watching a movie.” However, having

teams internationally also meant that she had to spend more time away from her kids as she couldn’t take them with her. In spite of this, Perla affirms, “My kids have been my greatest support.”

Perla wanted to show her children that it doesn’t matter what challenges they face, they can succeed if they want to. “I knew that dōTERRA was a good business opportunity when I realized it didn’t matter if I had a degree, if I was a woman, a busy mom, or even if I was Hispanic and didn’t speak perfect

“This opportunity has no limits. I don’t consider myself a good salesperson, but I realized that dōTERRA wasn’t selling stuff door-to-door, it was empowering people, educating people, and most of all sharing the product.”

English, dōTERRA is a good opportunity for anyone that wants to do it.” From the start, Perla believed in the product as something that worked and could help others. Simply by sharing with friends who visited from Poland and attending open markets in Mexico, doors opened up and today her business continues to grow.

Reflecting on her experience with dōTERRA, Perla says, “Some people are really prepared. This was something they were looking for and they grasp it. Others take so long to realize what they have, and I think I’m one of them. I’m still discovering every day how great dōTERRA is and how many lives I’m affecting just by sharing something good in my life.”

Simple Sharing

Use the oils. “Once you use it, you know it’s going to work. If it will work for you, it will work for someone else.”

Open your mouth. “When there is an opportunity to share, just share, and then the information will start spreading.”

If you’re stumped on what to share, share Peppermint. “Any blend that has Peppermint in it, people can’t get enough of. They try it, and they want more.”

Don’t worry about using a particular system. “I know that there are systems that work and that’s great, but I’m not that organized. I use it and share it.”





■ Jon & Kendra Bodine

MESA, ARIZONA, USA

Turn it Around

“EVERYTHING AROUND YOU THAT YOU CALL LIFE WAS MADE UP BY PEOPLE WHO ARE NO SMARTER THAN YOU.” -Steve Jobs



Kendra Bodine has been using essential oils for about 15 years, but when she found dōTERRA she was impressed by the quality and immediately enrolled with a \$500 kit. Kendra and her husband, Jon, remained only users. Their interest in the business opportunity was piqued one day when they were driving up to Yellowstone and stopped at the dōTERRA corporate office in Utah. They ended up meeting with Dave Stirling and Greg Cook for two and half hours.

At this meeting, Jon repeatedly asked the executives why dōTERRA had to be a multilevel marketing company. He had been approached aggressively so many times about joining other multilevel companies that he had been completely turned off by them. Dave told him, “We had to do it this way because we needed to get these products into people’s homes. If I have it on a shelf in a store, they’re not going to know what to do with it.” By the end of the meeting, both Jon and Kendra were confident in the integrity of the dōTERRA executives, and the meeting planted the seed that led them to eventually growing their business.

Today, they are happy to be able to work together doing something they enjoy. Kendra has found her niche in the business as the oils expert. She is able to naturally connect with people on a one-on-one basis. Jon is the expert on the business and compensation plan. They’ve noticed that the dynamic of working together takes some adjusting,

“dōTERRA is not like any other network marketing company because they don’t have the hype. They’re product and education focused. It’s not like anything else out there.” –Jon

but they’re grateful for the opportunity. Kendra says, “There is no one I would rather work with than my husband. I know he has my back at all times.”

Jon had already retired from his previous career when they started their dōTERRA business, but the Bodines found they still had a lot to learn. Kendra says, “It has been rough for us,

because we had to dig in and change how we think. We thought we were OK before, but when we got into dōTERRA we discovered all the self-development we needed.”

They’ve also discovered how fulfilling this kind of work can be. Jon says, “It’s neat to know that you can earn a living and help people at the same time. It

gives you a great feeling when you get an oil bottle in somebody’s hands and they call you back later saying how much it helped them.” Kendra adds, “That’s what drives us to do this—when we look at the changes happening with other people and the changes happening with us. dōTERRA has turned things around for us, and we’re so grateful.”

BE YOURSELF

“IF YOU DON’T BELIEVE, YOU CAN’T DO ANYTHING.” –KENDRA

DON’T BEAT YOURSELF UP. “I used to think I had to be good at the business side of things or there was something wrong with me. Finally, I discovered I don’t have to be an expert at everything.”

FIND YOUR GIFTS. “Sometimes we try to force ourselves to be what we’re not. It’s good to grow and expand, but we all have our gifts, and we need to use them.”

BE PROUD OF WHO YOU ARE. “I don’t need to be anyone else. I know I have the gift of connecting with other people, and I claim that now. I own who I am, and I’m proud of it.”



Adrian & Roxy Saran

KINGWOOD, TEXAS, USA

The Gift of Education

Roxy Saran's husband, Adrian, agreed to let her buy a Family Physician kit if she made it her Christmas gift for that year. Eager to help her children get healthy, Roxy readily agreed. The package arrived 10 days before Christmas, but she couldn't wait and opened it right away. She started using the oils on her children and within days saw a miraculous difference. She says, "To say that dōTERRA was life-changing for our family doesn't do it justice. No one had ever told us before that we had another choice."

After sharing her story with her friends and family, Roxy asked her upline, Nicole Vincent, how she could help them get essential oils too. Nicole said, "Roxy, welcome to the business." Roxy says, "That scared me. I had four kids, I had not been working for over eight years, and everything I knew about network marketing had such a negative connotation." Nicole convinced her to think about it. After some thought and study, Roxy and her husband discovered they couldn't find a reason why not to get involved.

The Sarans hit Elite in their first month, and then a few days later a serious kitchen fire brought them tens of thousands of dollars' worth of damage in just four minutes. They had every reason in the world not to continue with their business, but they decided to push forward no matter what. Roxy says, "I encourage people not to wait for the perfect opportunity to start their business. There is no perfect timing in our lives when we're less busy, have more finances, or whatever the case may be. You have to just do it. The



personal and financial growth you will receive and the thousands of people you'll be able to impact will make it all worth it." Within 13 months, the Sarans were Diamond.

They've homed in on memorizing statistics to show people they're sharing with that dōTERRA is an incredible business opportunity for anyone. They make sure to openly address the concerns they know everyone has about network marketing. They compare the amazing growth and retention dōTERRA has seen in the past few years with that of other network marketing companies. They show people how dōTERRA is different. Roxy says, "In the end, there's no pressure. We just want to educate and empower people, then offer them support and help along the way."

Through dōTERRA, Roxy's family no longer has to fear for their financial security, and that's something she wants everyone to have. The Sarans were both born in Romania and have been spreading the financial freedom of dōTERRA over there as well. Roxy has seen it make a big difference in their lives. Even a \$250 bonus doubles a Romanian's average monthly income. Roxy says, "Our goal is to help over 1,000 families become financially secure. We've been given a gift, and our job is to give it back to other people."



ADVICE FOR BUSINESS BUILDERS:

"We focus on educating and helping people, and the money and the ranks work themselves out."

1

DON'T GIVE UP.

"We all get discouraged and feel like we're stuck, but that couldn't be further from the truth. If we just continue doing what we're doing, it happens."

2

FOCUS ON THE GOOD.

"Whether you've gotten your Power of 3, enrolled a certain number of people that month, or reached another milestone in your organization, celebrate it!"

3

FIND YOUR WEAKNESSES.

"Be keenly aware of what your struggles are and work on them, or they will be magnified in your downline. Home in on them and find someone who can help you overcome them."

GET INSPIRED

Hitting the WALL

By Marie Berwald



YOU ARE IN BUSINESS FOR YOURSELF, BUT YOU ARE NOT IN BUSINESS BY YOURSELF.

As we journey down this path of creating a business with dōTERRA, there will be times when everything just flows smoothly—your classes are full, your team members are motivated, and the enrollments just flow in. It's easy to stay enthusiastic when your dōTERRA business is growing in this way. However, there will also be times when no one shows up to your class, when your team doesn't seem to want to do anything, or that several of your planned one-on-one consultations fall through. That's simply the ebb and flow of life.

One of the most comforting things that I have ever heard at a dōTERRA event was the idea that “you are in business for yourself, but you are not in business by yourself.” To me, that means that there is a wonderful support network all around you that can help you through those tough moments. That great support—from corporate, from account managers, from your upline, or from your crossline—is what makes dōTERRA such a great company to work with. Whenever you start feeling discouraged, it's so good to know that there are so many people to talk to about what you are experiencing and get their support.

Here's the interesting thing you'll discover: everyone has been there. Everyone doing this business has had moments when it's been difficult, perhaps moments when they even felt like throwing in the towel. Just knowing that can be comforting. I remember listening to a webinar with Justin Harrison right after I had travelled to teach a class where only one person showed up. During this talk he mentioned that he had recently hosted a class in his home and no one had come. For me, knowing that even someone as successful as Justin Harrison has had that experience reminded me that it was OK, and I could still be successful.

Another tip you will hear over and over when you talk to people who are successful in dōTERRA is that despite moments of doubt or discouragement, they simply carried on. They just kept going. They kept talking about the oils, giving people samples to try, following up with people, inviting people to learn more in a class or one-on-one setting, and teaching their team to do the same. It's that simple consistency that seems to make all the difference; just doing the same small daily right actions over time add up to something amazing.

Challenges and difficult moments are normal. My upline once told my team: if you don't hit a wall from time to time, you probably aren't doing this right. Everyone in the group laughed, because everyone had at some point or another hit that wall.

When it happens to you, take a moment to acknowledge that you have a right to feel discouraged, upset, frustrated, or however else you might be feeling. That feeling is justified, so take a moment to honor it. Then let it go. Take a really deep breath, exhale...and let it go. Intentionally shift your focus. Focus your attention on what is working or the successes that you have had so far. Use the emotion of gratitude to find all the good stuff in your journey. Sit down and make a list of all the things that dōTERRA has brought into your life that you are grateful for. You'll be surprised how long your list is.

After you've made that list, you'll start feeling better, because it will show you all the good that dōTERRA has created in your life so far. To build on those positive feelings, spend time reading a good book or watching a video that inspires you. Consider creating a personal guided visualization of how you would like your life to be. Include all the biggies: relationships, spiritual life, personal development, your dōTERRA business, as well as your health and physical wellness. Write out your visualization, record yourself reading it, and then listen to that recording once a day. It's simple, but incredibly powerful.

Next, intentionally spend time just soaking up as much dōTERRA culture as you can. Watch videos and webinars, attend team meetings, listen to podcasts or recorded training calls, attend convention, Elite and Premier retreats, and corporate events. There are numerous opportunities to soak up dōTERRA culture and business knowledge. This is probably the easiest way to learn this business—sheer repetition. By doing this, you'll also magically learn the words to best present the dōTERRA business opportunity to someone, to best share the oils, to best create value for dōTERRA products, to encourage your new team members, and to grow and inspire others.

Then the next time someone in your organization hits that wall, you'll show them how to climb over it, just like you did. ●

Marie Berwald is a clinical hypnotherapist, hypnobirthing childbirth educator, and essential oil enthusiast. Marie and Harlan are dōTERRA Platinums and Canadian Founders. They recently won first prize in the 2014 spring Diamond Club. They love doing this business together and sharing it with others.



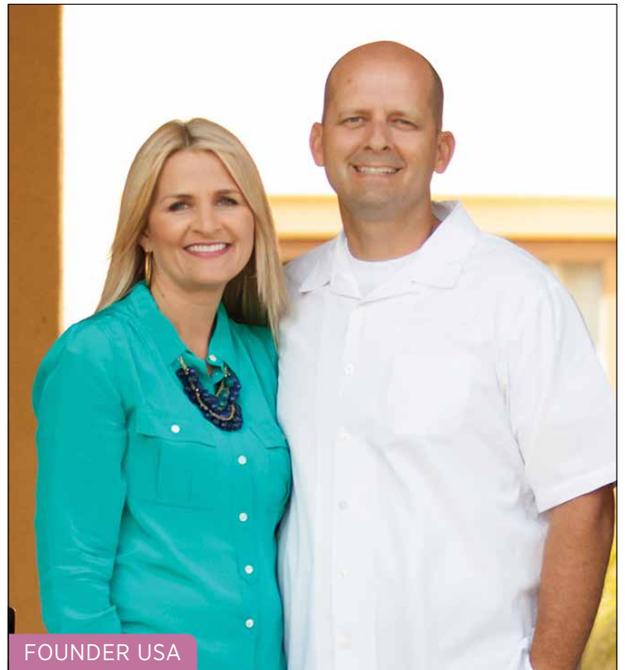
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DOUBLE BLUE DIAMONDS



PATRICK & ALLYSE SEDIVY



BOYD & SANDY TRUMAN

DOUBLE DIAMONDS



FOUNDER USA

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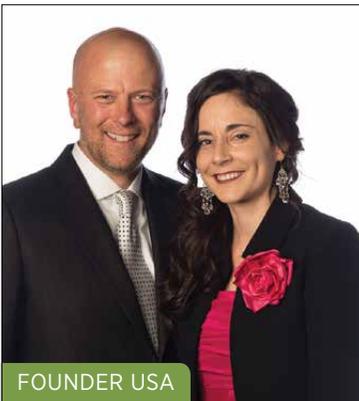
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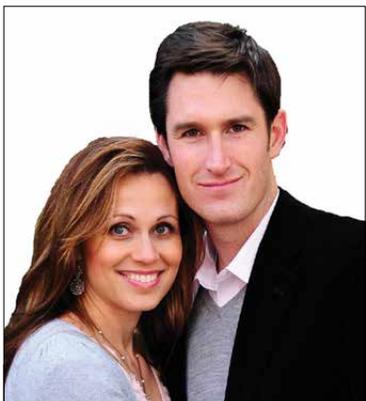
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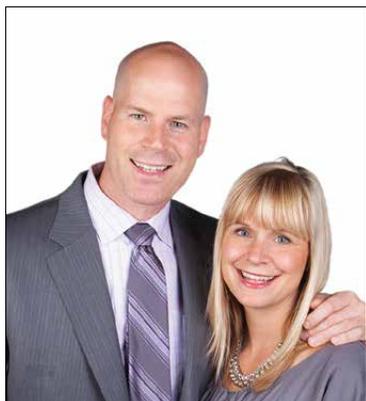


KYLE & KIERSTON
KIRSCHBAUM



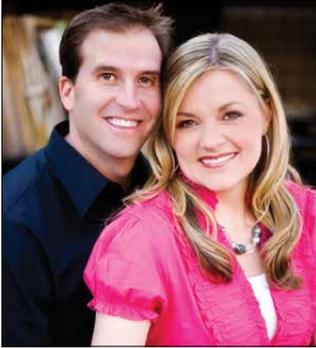
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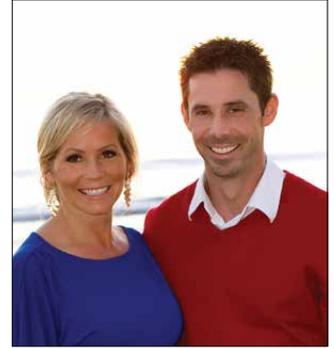
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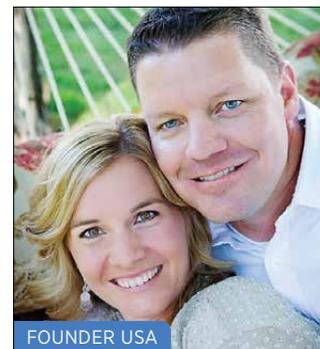
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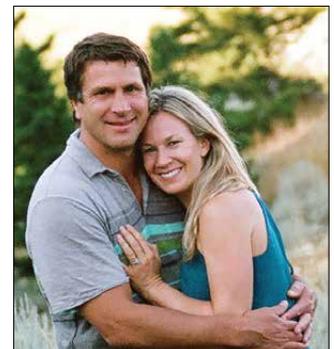
GINA TRUMAN



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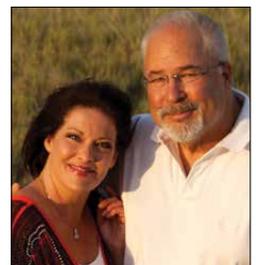
MI HYEON BACK



PETER & SUSIE
BAGWELL



PERLA BALDEMAR



RICK & HAYLEY
BAMMESBURGER



ERIC & BECKY BARNEY



JERRY & AIMEE BECK



DANIEL & CHRISTINA
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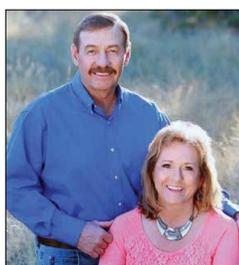
KEN & WENDY BERRY



JON & KENDRA
BODINE



RACHELL
BRINKERHOFF



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SHIN KUN CHEN



WEI-FANG CHEN



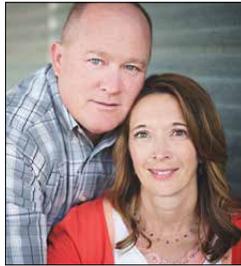
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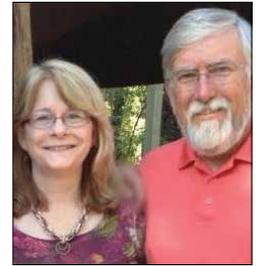
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MELODY & WALTER
COVINO-WATTS



BECKY COX



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VICTOR & AMANDA
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ASAKAWA KAZUYUKI
& AKIYO FUTAKUCHI



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GATES



KRISTANN GILLIES



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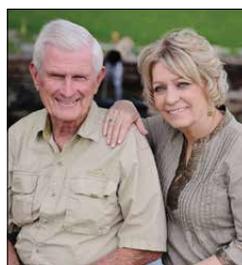
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LAURA HOLBROOK



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CHIH JUNG HUANG



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ALLISON HUISH



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RICK & KATHY
HUNSAKER



BOO KYUNG IM



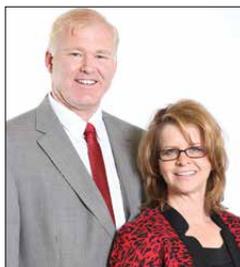
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JUNG HOON LEE



DIANE LEFRANDT & JESSICA SMUIN



DR. DANIEL & KATIE LEVERENZ



CHIH JEN LIU & MAN TSAI



DWAYNE & TRACY LUCIA



LISA LUKE



TRACY LYMAN



BRETT & BROOKE MAGLEBY



JAMES & CYNTHIA MAGUIRE



JULENE MARTINDALE



TERUMI MATSUSHIMA



SHOKO MATSUYAMA



ARITA MAYUMI



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MESSMER



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MOSES



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NICHOLS



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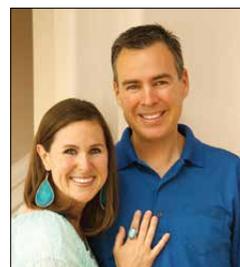
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OKUYAMA



RIYO OGAWA



ROBERT & HOLLY
OLMSTEAD



JOHN & AMANDA L.
OLSEN

DIAMONDS



ERIC & KRISTEN
PARDUE



ROBERT & JANELLE
PARRINGTON



CYNTHIA PATIENCE



DICK RAY & STACY
PAULSEN



SPENCER & LAURA
PETTIT



FRANI PISANO



ROD & JENNIFER
RICHARDSON



CASEY & MELISSA
ROBERTSON



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ROBISON



RYAN & JANESSA
SALSBERY



ERIC & GALE
SANDGREN



ADRIAN & ROXY
SARAN



ADAM & RIGEL SMITH



MARCY SNODGRASS



SHARLA SNOW



CHRISTINE & WADE
STOLORTHY



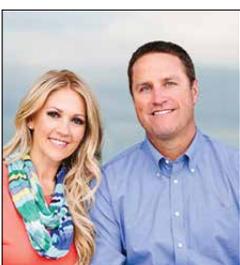
MARIZA SNYDER



SAMUEL & MELISSA
TAEU



LIN HSIU TENG



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THOMAS



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TILTON



FOUNDER CAN

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TOEWS



ADAM & NIKKI
TOPHAM

DIAMONDS



BETTY TORRES-
FORBORD

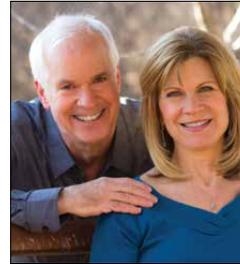


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CHAD & ESTHER
VERMILLION



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SUSAN WALBY



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WEYLAND



DALLON & EMILI
WHITNEY



ROB & MELISSA
WILSON



JILL WINGER



DANIEL & AMY WONG

DIAMONDS



YOSHIYA & IZUMI
YANAGIHARA



EDWARD & LINDA YE



ELENA YORDAN



NISHIDA YOSHIFUSA



FUMIKO YOSHIMOTO



MIHO YOSHIMURA



KRISTI ZASTROW

DIAMONDS NOT PICTURED:

THAD & KATHY CHANDLER
FU YU CHEN
YOSHI CHIHARA & MARI HIRANO

CHUL LEE
BRAD & DARCI RICHARDSON
MICHAEL & JENNIFER VASICH
HAO HENG TSAI & CHANG HSIN
YUN

PLATINUMS



KATIE ADAMS



KELLY ALVIS



JANAE ARANCIBIA



AUTHENTIC HEALTH
LLC



DEBBIE BASTIAN



HARLAN & MARIE
BERWALD



SHAWNA BIELMANN



JAMIE BOAGLIO



CONNIE BOUCHER



EMMANUELLE
BOURBON



DR. JAMIE R. &
CHRISTINA BOYER

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ADABELLE CARSON



ELIZABETH CENICEROS



SHIN KUN CHEN



NIKKI CLOUD



BRIAN & MERIDETH COHRS



ALICIA COTTAM



STEPHANIE CRANE



ERIC & TIFFANY DAHL



CURT & TONIA DOUSSETT



DANIEL & MICHELE FENDELL



LEON GREEN



MELISSA GUTHRIE



DR. MATT & ANNA HALES



RYAN & KENDRA HALES



MATTHEW & SEANTAY HALL



JEANNIE HARRISON



TERI HELMS



JESSICA HERZBERG



WAI KEUNG HO



BRENT & ANNIE HONE



ROSE INGRAHAM



DR. ZIA INMAN



LINDSAY JENSEN



STEVE & SANDIE JENSEN



BILL & KELLI JONES



D'ARTIS & TIFFANI JONES

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BILL & DEENA JORDAN



TZU-YUAN KAO



NICK KILLPACK



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ROMMY KIRBY



MIKE & MEGAN KNORPP



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SPENCER & RETA KUHN



MARY LAGASSE



CYNTHIA LANDES



LOIS LANE



PEGGY LANGENWALTER



ARLA LEINS



JODI LEWIS



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RACHEL LOTH



SHELLY LOYD



MICHELE MALCHOW



EMILY MARTIN



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



JOHN & PATTI MASON



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KERI & KEITH MCCOY



MELISSA MORGNER



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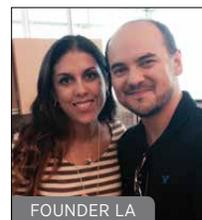
TRACY L. PRINCE



JANET RAMER



FOUNDER CAN
BARBARA REMPEL & DAL BRYANT



FOUNDER LA
DANIELA & FERNANDO ROMAY

PLATINUMS



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MICHAEL
ROTHSCHILD



IGNACIO SANTOYO &
SILVIA MARTINEZ



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SCHIERING



JULIE ANN SCOTT



AMY SELLERS



JOAN SHODAI



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TUCKER



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VANDONSEL



EDDIE & ANGELA
VILLA



SANDRA WANG



PAUL & DENISE
WEBSTER



RON & LIZ WILDER



TRAVIS & STEPHANIE
WINGER



HIROKO YAMAZAKI



MAN DI MANDY
YEUNG

PLATINUMS NOT PICTURED:

JONG YUN CHOI
MEGAN DILMORE
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JESSICA GIROUX
YEN CHIH HUANG
JARED S. JARVIS
HAENG SUK KIM

CHUL LEE
KYOUNG SOON PARK &
CHUNGHEONG LEE
YU YIN LI
CHIH-HSIANG LIAO
WAN CHING LU

YU JONG LU
BERNADETTE O'DONNELL
BRANDON & AUBREY PACKARD
SHERRI PRICE
WAYNE & HEATHER PULSIPHER
YEON HEE SON

WANG JUN YI
WONHYUNG CHO & HYEON JU
PARK
TUNG HAN WU
SHIH MING YANG & WU CHING
CHUN

GOLDS



JENNIFER ACCOMANDO



MARTY & KINDRA ADAIR



JODY AITON



LACEY ALBRECHTSEN



BRAD & KATHY ALLDREDGE



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BRENT & KRISTI AVERETT



ROBYN AZIMA



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BENJAMIN & JADE BALDEN



KARLA BANKS



DEAN & CONNIE BARGEN



FOUNDER LA
ANA LEDA ARIAS BARRANTES & CARLOS GILBERT PANIGUA BLANCO



KATHYLEE & RON BARRIO



TAMARAH & JEFF BARTMESS



ANGELA BARTRAM



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JOE & ASHLEY BELL



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BRET & AMY
BIGELOW



RONDA BIRCH



VERA BLOUIR



JANE BODILY



JASON BORUP



FOUNDER CAN

JONI BRADLEY



JEREMY & MELISSA
BRANSKE



JASON & KAMILLE
BREUER



SCOTT & LEESA
BRIDGES



CASEY & JAMIE
BRODERSEN



DEANNA BROWN



CHARLENE BROWN



KEVIN & LATARRAN
BROWN



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BROWN



MAUREEN
BRUNDAGE



TONI BUNTING



JARED & REBECCA
BURT



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BUSHMAN



SOON BYUNG &
DONGCHOL BEH



CLAUDIA CALDERON



JON & AMY
CALDWELL



ERICA CAMPANELLA



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JONATHAN & AMY
CARVER



BUCKY & ANNA
CASH



LACEY CHALFANT

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CHANG



JON CHASE



DIANE TENNEY
CHATTERTON



CHIU-HSIANG CHEN



WEN CHEN



JACLYN CHILD



TERPSY & SAVVA
CHRISTOU



ANNIE CLARK



EVE COLANTONI



CAROL COLVIN



CINDY COONS



CRAIG & KRISTIN
COTTLE



CRYSTY COVINO



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DIDERICKSEN



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FOWLER



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MARCIA FRIACA



JENNIFER FRINK



NATHAN & KRISTEN
FUCHS



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KACEY GREEN



ROSIE GREMMERT



CARY GRIFFIN



DREW & LACEY GRIM



FOUNDER EU
PINGHUA GU



TIM & AUDREY HAMILTON



WENDY & CURTIS HANSEN



ARIANA M HARLEY



DAVID & JOLENE HARRIS



TRACY HARRIS



ALICIA HASHEM



MARK & ALICIA HAUGSTAD



LORI HAYES



ALLISON HAYS



FOUNDER CAN
MARISSA HEISEL



SARAH HENDERSON



EUGENE & DIANA HENKEL



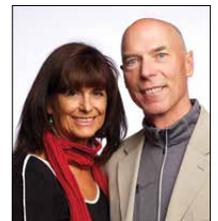
JASON & STEPHANIE HILL



MAGGIE HILL



HOLLY HIRT



MARK & TRICIA HOFFMAN



DENA HOLMES



JENI HOUSTON



CORY HUGHES



SU JU HUNG



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MICHAEL & NANCY HUTCHINSON



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CYNTHIA INCZE



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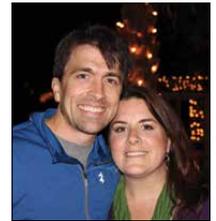
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NANCY JOHNSON



GORDON LAWSON & RENEE JONES-LAWSON



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STACY JONES



NOELLE JOYE



CHIAO EN JUAN



SPENCER & CYNDE KAMAUOHA



YOKO KAMIYA



RUZNA KAMOOR



LEAH KARRATTI



REBECCA KASELOW



MASAMI KAWAI



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CAROL KING



TARA KINSER



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KROPF



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LAFFERTY



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SOFIA LOPEZ DE
LARA



MARGIE LASH



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LAWSON



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LAYTON



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TERESA MILLER



BETTINA MOENCH



CYNTHIA MOODY



KIMBERLY MOORE



ANDREW & TIFFANY MOOSMAN



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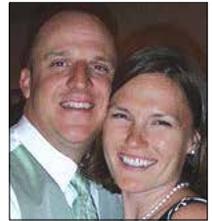
LISA NEEDHAM



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JIM & DINA PACE



TERRI PACE



TRAVIS & SARA PALMER



BRADY & HILLARY PARKIN



COURTNEY PARKINSON



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CHRISTINA PETERS



MIKE PETERS



JESSICA PRESTON



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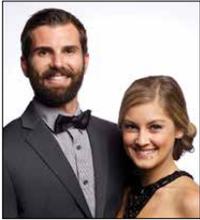
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KUAN FANG SU



FOUNDER TWN

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JIM & TOBY SWANGER



MARA TABARES



TOMOKO TAKENAMI



WILLIE & AMY TAULA



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MARTINA THIAGESAN



DR. LYNN THOMPSON

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ELIZABETH THOMPSON



KERI THOMPSON



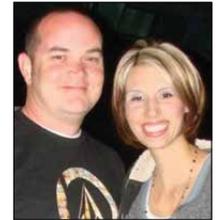
BRADY THURGOOD



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JUSTIN & TRACY TIRET



CHAD & SARAH TOWE



MATT & ALICIA TRIPLETT



JASON & ALLISON TRIPP



VICTOR TSAI



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MICHELLE WALLACE



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JAIME WALSH



LANA WARNER



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GOLDS



ROGER WEBB



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WHITE



NICOLE WHITE



CHARLES & AMY
WIDMER



DEREK & SUZANNE
WILLIAMS



FELICIA WILLIAMS



LORI WILLIAMS



NORMA & GEORGE
WILLOCK



JENNI WILSON



VICKI L. WILSON



WAYNE & TONYA
WILSON



DALE & LILLIAN
WINKLER



SCOTT & SUSAN
WOOLEY



LANCE & CHRISTINE
WRIGHT



MARLENE WRIGHT



TUNG HAN WU



KEIKO YOSHIDA



YASUNORI
YOSHIMURA



ATSUKO YOSHITOMI



SANG MOK YUN



TOMOKO YUTAKA



AMANDA ZUCCATO

GOLDS NOT PICTURED:

DON & LYNDA ASHCRAFT
LIZETH BALDEMAR DE ARRAS
KAYELYNN BASTIAN
SANDRA BENJOSEPH
CONCETTA BIBENS
JANICE BITTNER
KATHERINE BOGGS
PATRICK & MICHELE BOTWRIGHT
BIANCA BOVA
JENNIFER BRADY
MARK & MALINDA BRAMWELL
JARED BRANDT
ROGER & LORI CALL
MATTHEW & NOELLE CARROLL
WAYNE & MARIDEE CASH
LUO WEN CHANG
HUNG WAI CHOI
JOSEPH & MELISSA COOK
STEVE & GINNA CROSS
YUN MEI CUI

RUI CUI
PENNY CURB
DANIELLE DANIEL
EMILY DAVIS
KENDRA DAVY
DAWN HUTCHISON
MAO DU
SUSAN DYESS
EDWARD FILA
JASON FILA
HONG GAO
ARLENE GIBBONS
SUSAN GROBYER
TASHA HAKEEM
ELIZABETH HALAUFIA
JANUARY & BRANDON HARSHE
LORI HAUKAAS (FOUNDER CAN)
HEIDI HIGGINS
GAYLE HODGES
BRIANNA HOLBROOK
ZANN HORLACHER

KAREN HUDSON
COCO YU HING HUI
AZMI IBADUR
CHAE MYUNG IM
REHANA ISMAIL
SARAH JENSEN
EUNHEE JUNG & HAE GEUN LEE
CHANGHO KIM
MENGWEI KUO
JON & DUQUESA LAMERS
IN GYEONG LEE
BETTY MAGILL
CHRISTINE MCCUE
DANA MOORE
JU HA NAM & JUNG SOO LIM
CANDI NEWTON
KWON NOH
SHERI NORTON
FRANK ODDENS
FRANCISCO OLMOS

HEIDI OLSEN
PAUL BERGMAN
TYALEE PENDLETON
DAVID & ALLYSON PHILLIPS
CHAD & MARLENE PLOCHER
CYNTHIA PORTER
JANKA PORUBANOVA
KELLEN & KRISTIN PURLES
KEVIN & CINDY RAINEY
BRIAN & AMY RANCK
JUAN & CANDACE ROMERO
DEBORAH ROSE
KARLI JO ROSZELL (FOUNDER CAN)
MELISSA SANDERS
HUNG-LAN SANG
MARISSA SCHULTZ
LAUREL SCHUMAKER
KESHIA SHEETS
MARY SHORT
RENE SPALEK
DAMON & PRISCILLA STEWART

STEVEN & CAROLANN STREAM
JAMES PAUL & TAUNYA DAY
STRUHS
JIAN JI SUN
CHIEKO TAKEKAWA
GERRIE TAYLOR
KELLY TAYLOR
JASON & MICHELLE TOLBERT
TELL & TIEFFANY TOMBAUGH
DEBRA TUTTLE
BEVERLEY WAGNER
JUSTIN & TARA WAGNER
HAIYAN WANG
TOSHIMASA WATANABE
NATHAN & KAROL WATKINS
KAREN WELCH
DENA WOULFE
YONG TONG XU
STRAWBERRI YOUNG
WEN-HUANG LIN

Recognition is based on the highest rank reached two times in the previous six months. Recognition is current as of June 2014.

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