

LEADERSHIP



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Diamonds - 4**

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NEW PRESIDENTIAL DIAMONDS
Wes & Hayley Hobson



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Congratulations on Reaching Presidential Diamond

Wes & Hayley Hobson

BOULDER, COLORADO, USA



You reached Presidential Diamond in just a little over a year. How did you do it?

HAYLEY: I never stop thinking about dōTERRA and the ways I can share with others on a daily basis. When I started my dōTERRA business, I sat down and decided that if I was going to do this, I wanted to reach a vast number of people. So, I got savvy on social media, webinars, and newsletters really fast. I created a lot of different websites and blogs online that have become very popular and given me a lot of visibility. I'm constantly educating people. Through word of mouth and the connections that I've made with other likeminded, health-inspired entrepreneurs, I'm now at the point where people come to me asking how they can get involved.

Also, I think there is so much truth to the saying, "The fortune is in the follow-up." I have never let any lead slide by me. I probably get over 200 emails a day now, but I make sure to sift through them and find those who are interested in dōTERRA and follow up with them. I have had unbelievable pay-off by never believing that no means no. People have literally said no to me over and over again, and then three to six months or even a year down the line they've signed up with an Every Oil Kit.

What challenges have you run into at this rank, and how have you overcome them?

HAYLEY: I learned that I let people rely on me too much. Now, I'm trying to teach independence and leadership. In the beginning, I was always making sure that everyone had everything, and so I became the go-to person. I finally figured out that even though I had given so much, I hadn't created real leadership. I realized that in order to run a successful business, I have to teach people how to do things themselves.

There's an upside to getting to this rank as fast as I have, and that is that people want to be on my team and learn from me, but the downside is people think they can't do what I'm doing. They think I'm an anomaly, but I believe that everybody can do this. The only reason I've been able to get to this rank this fast is because I'm doing what other people are not willing to do. I spend an enormous amount of time on dōTERRA. Most people are not willing to do that; they don't want to. I love it.

I think it's fun. It's become my life. The people in my upline, downline, crossline, and the executive team have become my friends and family. I love everything about this company, so for me, devoting my life to this business is fun. My challenge has been teaching people that all I'm doing is the basic stuff. If you actually do the basics, they actually work. It's just a matter of being willing to be trained and put in the time. I do believe this is a business that anybody can do if they love the oils and take the time to share them.

How do you work together as a team?

WES: I was not involved for the first six to eight months. I saw Hayley's success and I was happy for her, but it wasn't until she dragged me to convention, then the Tulum incentive trip, and then the Presidential Diamond trip to Haiti and the Dominican Republic that I was able to get to know the founders and the other Wellness Advocates and understand what they saw in dōTERRA. I saw the owners' true intentions to improve people's health and help those who help grow our products as well. In the last three months, I've become much more involved using my connections to spread the word, share the oils, and get people interested in joining our team. I've been in real estate for 10 years, so I have a network there that has become an avenue for sharing dōTERRA.

Hayley and I have two different personalities. Hayley is more of a go-getter, whereas I'm more of a listener. It's happened before where Hayley was on the phone with someone that she can't get through to, and then when I talk to them and explain it in a different way, they sign up. We have different personalities, but the same goal in mind and we feed off each

other well. Without the personality Hayley has, she would've never gotten this far this fast, and I think a lot of people are attracted to that. Now, I can add in my personality to enhance other aspects of the business that might help other people.

What advice would you give to someone who wanted to reach Presidential Diamond?

WES: Building a successful dōTERRA business can be like running a marathon, but you have to take it mile by mile. You can't just look at the whole 26 miles at once; you have to break it down into small steps so it won't seem as daunting. Also, it's OK to be uncomfortable. This business is tough when you're just getting started. You have to expand your environment and get out of the little environment you've been in for so long. It can be hard to enter someone's personal space and tell them about the oils, but what I'm learning is that people are willing to listen to information that they know will benefit them. You have to be willing to go out there and share.

HAYLEY: I would say go for it. If you want it, you can have it. I felt like every rank that I saw above me, I thought, "Wow, look at those people. How could I ever get there?" But, I let that thought pass out of my mind and I told myself, "I'm going to do it." I just went for it and believed in myself. If you know you're going to do it, you're going to do it. If you want something to happen, write it down, stare at it, and make it a reality. I believe that with the power of manifestation we can all make anything happen. If we want it bad enough, that message is going to get out there. The universe is going to conspire with us and it's going to make it happen for us. When we feel stuck, isolated, or like we are a victim, that's when we can't move on. When we feel empowered, we can make anything happen.



How to Support and Empower Your Team

Stay connected on a regular basis. "I fully believe that when we keep our team close to our hearts and stay connected with them on a daily basis, it makes such a difference. I've created structures and protocols within my team so that we are always connected, whether it's through Facebook, text messages, or phone calls. I know where my team is all the time."

Be aware of your leaders' teams and personal lives. "I'm talking to the leaders of my qualifying legs twice a week minimum. I always know who is on their team, who is enrolling whom, who is getting married, who has to take the month off, who has a family emergency going on, etc. I always have an idea of what is going on in every leg so I know when I have to fill in the gaps."

Mentor them in every aspect of their lives. "If people on my team are going through something difficult in their personal lives, my phone calls to them are not going to be about dōTERRA. They're going to be about helping them get through what's going on in their lives so it won't hold them back and they will be able to do continue doing dōTERRA long term."

Teach them how to be leaders. "You want to hold your leaders' hands in terms of support, but you don't want to do things for them. Help them develop the leadership qualities they need. Let them feel like they have support and a mentor, but teach them how to step up and find their own answers and their own independence so they're not totally dependent upon you."



Ken & Wendy Berry

WEST MELBOURNE, FLORIDA, USA

The Power of Example

At first, Wendy and Ken Berry were hesitant to enroll in dōTERRA. They already owned a video production business and had only used dōTERRA essential oils for their health. Wendy says, "Ken and I had no intentions of ever being involved with a network marketing company because of the negative perception that we had of them." Even though they used the oils and knew that they worked, it took meeting the executives to truly change how Wendy and Ken viewed the network marketing industry.

Wendy attended the East Coast Conference, and as she listened to the

executives speak she knew there was something different about dōTERRA. "I could just feel their passion and it was infectious. I wanted to be a part of their mission." She went home and told Ken that this was the business that she wanted to join because, "they're more than a company just selling a product; they're actually making a difference in the community."

As they moved forward, Ken says that patience and perseverance helped them stick with the business, but Wendy is quick to say that the key to their business is their heart. She knows that who people are is a reflection of how they think.

Wendy says, "Most people don't want to be around people who are negative. We as leaders are responsible for encouraging and inspiring others and lifting them up. We need to be positive, kind, compassionate, and loving. We need to have a healthy, positive heart to be successful in this business."

Wendy and Ken strive to be strong, positive examples for their team. Part of how they keep their hearts open and positive is through their foundation of faith, and also through personal development. Ken says, "We're just like everybody else, we have negative stuff in our lives, but we choose, through our

"It was only natural for me to support Wendy in dōTERRA, because she supports me in the video production business. Whenever I need help from her, she's right there." —Ken

faith, to look on the positive side. Life is great, even when it's not."

Wendy shows her team by example the importance of spousal support, even if it's just emotional support. Ken has been there for Wendy in any way he can. She says, "I had his support every step of the way. He's been to all my classes and my business trainings; he's helped with all the webinars and team calls." They feel strongly that the business is just an extension of their relationship; because they love each other, they are willing to support one another.

"In past jobs, I've only been able to do what was listed on the job description. The beauty of building dōTERRA is that you can be yourself and express your creativity with no limitation. dōTERRA has brought my creative gifts and talents to life and I'm thankful for that."—Wendy



BECOMING A LEADER



RESEARCH AND LEARN FOR YOURSELF.

"Wendy is a regular person who knew nothing about this business two and a half years ago and just took it upon herself to learn it." —Ken



LEAVE YOUR COMFORT ZONE.

"This business takes many of us outside of our comfort zone, which in turn grows us and strengthens us as individuals and as leaders." —Wendy



SHARE YOUR WEAKNESSES.

"I like to share my weaknesses with my leaders so they can see me grow too. It makes me relatable to them. If I can overcome my weaknesses, so can they." —Wendy



Thad & Kathy Chandler

NAMPA, IDAHO, USA

EXPAND YOUR Abilities



“We can serve so many more people globally with dōTERRA.” *-Kathy*

As a chiropractor, Thad Chandler was introduced to a lot of different natural remedies at his office. It was one of his patients that introduced him to essential oils and told him about their therapeutic benefits. He says, “I didn’t believe it. I considered essential oils something you might find at Bath and Body Works.” Then when his son was in need and nothing else was working, Thad decided to give the oils a try. He says they had a profound effect, and that got him curious. He started experimenting with everything he could think of and soon found that the oils were a lot more effective than anything else he would normally use.

As he tried the oils on his patients, people wanted to buy them. That led to he and his wife, Kathy, looking into the business opportunity with dōTERRA. Thad called his upline, Seth Risenmay, and asked for his help in understanding the compensation plan and setting realistic goals. They walked through the numbers, and Thad decided he wanted to go Diamond. They were able to do so in less than a year and a half.

The Chandlers had always had big dreams of time and financial freedom for their family. Thad had decided to run his own business as a chiropractor in the hopes of fulfilling that dream, but found that his opportunities were limited by the amount of patients he could see a day. When dōTERRA came along, they quickly saw that it was the vehicle they had always been looking for. Thad says, “We’re no longer limited by the space or time constraints

“If you want to attract more abundance in your life, sometimes you have to make room for it. It’s not only a matter of opening your heart and your mind, but also making space in your life so you can grow and serve.” *-Thad*

THE THREE-DOOR METHOD



“We first invite people to learn more about essential oils or natural ways of caring for your family’s health. When they say yes to that, we teach them either in a class or a one-on-one presentation.”



“Once they’ve experienced the oils, we ask them if they are open to using them in their home. We ask if we can help them get a membership, get started using and enjoying the benefits of the oils, and find answers for themselves.”



“Along the way, we invite them to explore the financial opportunity that dōTERRA offers. This way, you take it one step at a time—it’s a non-threatening way for anyone to introduce someone to the business opportunity.”

of a chiropractic office. Through dōTERRA, we can make a much bigger impact on the whole world. It’s liberating.”

They know the secret to achieving their goals is choosing to align their daily actions with that goal. Thad says, “It really comes down to a decision. Nothing changes and nothing happens until you act.

Make the choice, then don’t allow anything to get in your way.” Kathy agrees that you have to make dōTERRA a priority in your life. She says, “You need to put as much priority into building your dōTERRA business as you would working for someone else—then you will reach your goals. If you’ve made the decision, then you need to prioritize it.”

Because the Chandlers prioritized dōTERRA, it has become the resource they were looking for. Kathy says, “We have created another resource not just for us, but for opportunities to serve others. dōTERRA has expanded our ability to help other people. We’ve become a resource for other people because of what dōTERRA has to offer.”





Boo Kyung Im

SEOUL, SOUTH KOREA

Go For It

"MY FAMILY TRUSTS ME, AND THEY TELL ME I CAN DO THIS. THEY ARE ALWAYS THERE FOR ME, AND THEY MAKE ME A BETTER PERSON."

Boo Kyung Im was already familiar with network marketing prior to dōTERRA and enjoyed that she could get results in proportion to the effort she put into it. She was first exposed to the dōTERRA products before she learned about the opportunity and recognized that they were products that could appeal to everyone. She says, "I started doing the business because I felt like I could share these products with the people that I care about."

She finds it easy to recommend the business to others because through it they are able to help people with their health and financial issues. She says, "I tell new builders to use the products and then share them with other people. An experience with the products is stronger than your words." She has found that people are

naturally interested in the business after she has shared the products with them.

Boo Kyung has seen that dōTERRA is different from the other network marketing companies she has experienced because it is something that anyone can do. She likes that the Fast Start and Power of 3 bonuses enable people to structure their team well, and the Loyalty Rewards Program provides a unique way to maintain the retention rate of your team.

She supports her team by encouraging them to study the company, products, and compensation plan thoroughly before jumping into the business. She says, "I tell them that the results in the business will show them how well they have done, and this has motivated them to work hard." She set the example of holding and attending events regularly, duplicating, and following up.

Boo Kyung knows that successful follow up happens by listening. She says, "Follow up is important, because it helps me to communicate with people and let them know that I am here for them."

Her kids have been very supportive of her involvement in dōTERRA. They use the products every day and are already excited to one day join her in the business. She says, "My family is a big part of my life and my business. I am able to do this because I know they believe in me."

Today, she has been able to achieve financial freedom through the rank of Diamond. She made it to where she is by setting specific goals and helping her downline to succeed. She says, "First, you have to find out what you really want. After you make a decision—go for it."

HOW TO

Effectively Communicate with Your Team



Talk with them in person.



Be in contact at least every other day.



Set specific goals and how to achieve them.



Find solutions for their obstacles.

"FIRST, YOU HAVE TO FIND OUT WHAT YOU REALLY WANT. AFTER YOU MAKE A DECISION—GO FOR IT."



TOP 14 THINGS

You May Have Missed FROM CONVENTION

1. New Products (not to scale in relation to each other)



Arborvitae
Essential Oil



Cardamom
Essential Oil



Breathe Essential Oil
Reformulated—Now
with Cardamom



Breathe Respiratory
Drops



On Guard Whitening
Toothpaste Samples



Correct-X



Verage Skin Care



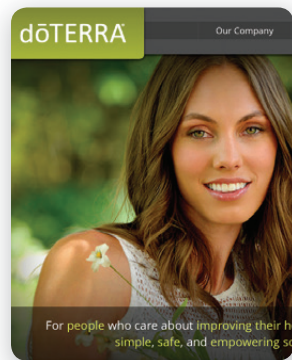
HD Clear Skin Care



Petal Diffuser



Terra Greens



2. Newly Formatted doterra.com

The website was recently re-launched with a brand new, attractive, and user-friendly design. For starters, the landing page rotates to show the mission statements for the three aspects of dōTERRA: the company, the products, and the social outreach (see page 38 for more information).

3. Class in a Box

The Class in a Box kit is an affordable tool to help Wellness Advocates share and teach about dōTERRA essential oils and the business opportunity (see page 26 for more information).



CO-IMPACT SOURCING:

4. Haiti

Healing Hands donations paid for a new water system and a warehouse to store vetiver roots. dōTERRA also helped provide school supplies and a teacher for the local children.



5. Guatemala

With distillation equipment from Europe, farmers who couldn't afford to keep up their cardamom crops are now being paid a premium price for their high quality Cardamom oil.

6. Somalia

By paying our frankincense growers with food and other necessities, dōTERRA is cutting out the middle-man and bringing new opportunity and hope to local people.

7. Italy

Our exclusive partnership with our growers of lemon, bergamot, and mandarin allows harvesters in Sicily to keep their orchards and livelihood despite the struggling economy.



8. Vetiver

It takes the vetiver root 16-18 months to mature.



9. Global Impact

dōTERRA essential oils come from 26 countries, 18 of which are considered developing countries.

10. Total Healings Hands donations at convention:

Approximately \$226,000

11. Peppermint Fact:

110,000 lbs



110,000 lbs. = the weight of Peppermint sold in one year

12. Convention attendance:

- 2013: 12,000 people
- 2014: 18,000 people

13. As of 2014 there are 1,300 employees in 10 offices worldwide.

More than 1,000,000 Wellness Advocates as of 2014.





Richard & Elizabeth Copeland

TOOELE, UTAH, USA

A Beautiful Change

“Whenever there’s an opportunity, I want to share dōTERRA.” –Richard

Elizabeth Copeland was catering at a business conference when she met her future upline, Denise Blaylock. Denise noticed that Elizabeth looked tired, so she offered to let her try some essential oils. All it took was one drop on her hand, and everything changed. She thought, “Here is the answer for me and my family. I’m going to tell everyone about this.”

Only a couple weeks later, she was traveling to Florida to share dōTERRA with her sisters. Elizabeth had never cared much about health before, so her sisters were skeptical, but Elizabeth

was excited to get them involved. She says, “I had decided I wanted to do this business. I wanted to surround myself with people that I loved and trusted, that would share my passion, and that would understand me and how I operate. I knew they would love me warts and all.” Her sisters, Lois Lane and Karol Watkins, became two of her major legs, and eventually some of her children got involved as well.

Though the Copelands were already running a catering business and a restaurant, and though they had already tried their hand at many other direct sales companies, Elizabeth’s husband, Richard, says he knew right away that dōTERRA would be different. He says,

“I could see her passion and how well the essential oils worked in our lives.” Elizabeth says that while catering someone’s wedding makes their day, with dōTERRA she has something that can change people’s lives forever.

Elizabeth’s daughter, Carolyn, immediately loved the products, but for years wouldn’t talk about getting involved in the business. She didn’t want anything to do with selling, so she simply gave product away and sent referrals to her mom. One day, she attended a class during one of Elizabeth’s Spring Tour events and afterward asked her mom, “Is that what you do?” Elizabeth told her, “Yes, this is how I do this. I just share from my heart.” Elizabeth knows



“THIS PRODUCT IS AMAZING. IT CHANGES LIVES. IT CHANGED MINE IN TWO SECONDS, SO I HAVE NO QUALMS SHARING THIS WITH EVERYONE.” –Elizabeth

she doesn’t have to push anyone to buy, because the oils do the heavy lifting for her. It was then that Carolyn realized that sharing the oils was more important than her barriers for selling.

After years of running a fast-paced catering business, the Copelands have found freedom through dōTERRA. Elizabeth says, “We have time now, with the years we have left, to bless other families and give them a different choice than we had. We’ve been given the freedom to travel and see our grandchildren, to control our working hours and our finances, and to share this with others and change the world. Everywhere we go we hear about how dōTERRA has changed people’s lives, and it fuels our passion to continue sharing and empowering others with our beautiful oils.”

LEARNING WITH dōTERRA

SHARE. “We’ve learned that sharing our oils, our experiences, and the stories of people whose lives have been changed through dōTERRA is the most powerful thing we can do.”

BE PATIENT. “We’ve learned to meet people where they are emotionally, physically, and financially. We’ve had people enroll after three years of giving them samples.”

BE GENEROUS. “We’ve learned to generously share our oils and resources with others. We always receive more in return. It may take time, but it will happen.”

CARE. “We learned to genuinely care about people and focus on their needs, not what advances us financially. When we keep the right focus, the financial side falls into place.”

REJOICE. “We’ve learned that contacting a person on our team to rejoice with them over an accomplishment is rewarding for both of us and creates a strong bond.”

BELIEVE. “We’ve learned to believe in someone and their abilities until they believe in themselves. To see them learn to fly on their own is one of our greatest joys.”



■ Scott & Shyanne Hathaway

CEDAR PARK, TEXAS, USA

Trading Dreams for PLANS

“If you struggle, and then you try to help other people, then they’ll just struggle. Help yourself, then you’ll start being able to help other people.” *-Shyanne*

Scott and Shyanne Hathaway began looking into essential oils and dōTERRA when a friend told them to try Frankincense. Shyanne says their response was something along the lines of “Okay, where’s your wise man? We’ll talk to him.” However, having experienced the effectiveness of dōTERRA essential oils for themselves, they knew they had something that worked. Shyanne simply went about sharing them for a couple years so they could afford the oils they needed. Shyanne says, “I wouldn’t say I didn’t have the passion and drive to create a business I just didn’t have the business sense. I was going around sharing with people, but I didn’t know how to tell other people how to do what I was doing.” When Scott was laid off from his job, all excuses were taken away, and they decided to jump into the dōTERRA business.

To cut down on expenses, they moved to a one-room cabin in a tiny town called Burrville, population 20 people. The next nearest town had around 200 people. Scott says, “We shared our room with bedbugs, spiders, and two kids for about four months.” Eventually they began to make enough to pay rent and were able to move somewhere where the kids could have a room of their own. Many times they wanted to quit. Shyanne smiles, “There were a lot of times when we asked each other, ‘All right, are you going to get a job or am I?’” Scott agrees, “The family pressure was insane. I think we were



FOR THOSE JUST STARTING OUT

Never give up.

“When we first started, we didn’t know anything and our upline didn’t know anything. We honestly just kept going; if you want to be successful, you’ve got to keep going.”

Have a strategy.

“You can make your business work where you’re at, but if you want to make it work faster, then be smart about understanding demographics. Think strategically about people who are in certain areas that you have connections with and then connect with them.”

making two grand at dōTERRA at one point when my brother told me to go get a job at Wal-Mart. That was hard, we even considered it.”

Despite these challenges, the Hathaways kept working. Scott says, “We still made it from Premier to Gold in a 20-person town.” Eventually they realized that they needed to travel—a lot. Even though they had planned on being in their small community for

life, they decided if they wanted their business to grow they would need to move to an area where it could truly flourish. Shyanne says, “We looked into places that we felt would be good. That’s how it’s been for us, we weren’t hitting our goals, and we knew we needed to do something different.”

When asked how dōTERRA changed their life, Shyanne is quick to say, “We don’t have dreams anymore,

we have plans.” These plans include homeschooling their kids and taking them to historical sites that they teach them about. They also want to travel the world and become self-sustaining. Scott illustrates, “We want to have greenhouses. We want to have clean, fresh food and water. To help bring that to life, we’re working toward buying land and acquiring the necessary water shares to be able to share that with our community.”

“Deciding is not doing. If you decide you want to be Diamond, you have to do things every day.” *-Scott*





Jack & Traci Kennebeck

WEBSTER GROVES, MISSOURI, USA

GIVE FREELY

Traci Kennebeck likes free things. Once she saw that dōTERRA essential oils actually worked, as opposed to the other brands she'd tried in her doula practice, she enjoyed buying them on a discount and getting a free product of the month. When she helped one of her doula friends enroll, she was surprised when she got a check in the mail. She says, "All I did was help her get the oils she wanted at a discount, and I got a check for that. The light went off in my head."

At first, Traci's only goal was to get her oils for free. Then she got a call from Romi Clark, her upline five levels above her, inviting her to participate in their team's Silver challenge. Traci agreed to give it a try and today is grateful Romi took the time to pay attention to someone so far down her leg. "If it wasn't for her I wouldn't be doing this. She taught me a lesson that has stuck with me, and now I make sure to stay in contact with my entire downline. There are no limits to who I can help, because I know I wouldn't be here if someone hadn't done that for me."

Convention was a big turning point for Traci's business. After watching Romi walk the red carpet, the whole team

"This has become a part of our family's lifestyle, so it only makes sense that we do this business as a family."



“ I LOVE BEING ABLE TO GIVE PEOPLE ON MY TEAM A WAY TO PROVIDE FOR THEIR FAMILIES AND TO GROW AS PEOPLE. dōTERRA HAS UNIMAGINABLY CHANGED ALL OF OUR LIVES. ”

was excited to reach Diamond, and they wanted Traci to do so as well. Traci felt sure it would be years before she reached that point, but she wanted to encourage everyone else. She decided to do Diamond Club for the chance to get reimbursed for visiting her team. She says, "I like free stuff and I like giving people free stuff. With Diamond Club, I could go on free trips to give free oils to people. It was a win-win."

As she prepared for Diamond Club before she was even sure if she would qualify,

Traci found she had to take a leap of faith in turning down doula clients to free up her schedule. Through Diamond Club, she was able to go from Silver to Diamond in less than six months and has more than surpassed the income her doula practice ever brought her.

Far beyond the financial benefits, Traci has been amazed at the positive effect she's been able to have on people's lives through dōTERRA. She had chosen her past professions as a social worker and

a doula because she had wanted to change the world. "After all those years in social services and child birth, I think I've changed more lives in a year and a half with dōTERRA than I ever did before. I've reach more people, and I'm doing more good. I didn't plan on that. I thought I was doing this for free oils, and it turned out to be congruent with my lifelong goals. This was all a total accident, but the happiest accident ever."

SHARE THE POSITIVES: CHILD BIRTH VS. DIAMOND CLUB

Child Birth: "No one ever says, 'I had a baby and it was a wonderful, great experience,' because they don't want to brag. The only stories you hear about child birth are, 'It was awful, and I had this complication,' and so women are terrified to give birth. That's our fault as women. We need to be more open about our good child birth experiences. We're working in the birthing community to get more positive stories out there."

Diamond Club: "With Diamond Club, it's the same thing. The only stories I heard about Diamond Club when I first started dōTERRA were that it's awful, it's super stressful, and it makes you cry. That was my only knowledge about it. So, when someone invited me to do it, I told them I wasn't the type of person to get involved in that kind of a competition. It was hearing about the travel reimbursement that convinced me to give it a try, and obviously I made the right decision."



■ José & Elena Yordán

FRANKLIN LAKES, NEW JERSEY, USA

Unbreakable Thread

“Follow-up is important; it leaves behind an unbreakable thread. You’re building your reputation as a business person and making that thread stronger and stronger between you and your contacts.”



Elena Yordán first met Carrie Donegan through a prayer group. They became good friends and started working together in a different essential oil company. They wrote a book on essential oils together, created their own marketing materials, and grew their business that way for several years. The time came when they were feeling dissatisfied with the other company and were contemplating making the switch to dōTERRA. Elena says, “My husband was actually the one who said, ‘If Carrie goes, you go, and if Carrie stays, you stay.’ That is the bond that Carrie and I have. Both of us are only children, so our bond is more like that of sisters. It was important to not break that bond, regardless of what our final decision was professionally. That bond just couldn’t be broken.”

Carrie and Elena ended up making the switch to dōTERRA on the same day. Elena had begun to feel limited in her growth potential with the other company and is happy to say that with dōTERRA she has quickly been able to see her hard work pay off. With a background in finance, she also appreciated the financially sound way in which the company operates. She says, “The financial stability of the company and the integrity of the owners really send a clear message. I like that when I go to convention, Wellness Advocates are encouraged to put money aside and be fiscally responsible.”

Knowing she was starting almost from scratch, Elena sat down her children

“When you enroll someone, they’re your responsibility. Guide them, help them, be with them, and nurture them to grow and blossom.”

and told them she would be working really hard for the next six months to completely rebuild. She says, “It was a lot of calling, knocking on doors, pulling in shifts, rolling up my sleeves, and putting in my 150 percent. I ate a lot of bad sandwiches and cold salads. I put 140,000 miles on my four-year-old car. I would go to bed thinking, ‘I can’t

believe I have to wake up and do this again tomorrow.”

She knows she made it through with the incredible support of the dōTERRA management team. She says, “I felt like they were really behind me, and they really cared. I didn’t want to let them down.” The day she hit Diamond felt

magical and surreal, and she is grateful that with dōTERRA she has been remunerated for all her hard work. She says, “I really feel like this is a collaborative effort. Having run my own business before, I know exactly what it is to work on your own—this is not working on your own. This is a team effort.”

TIPS FOR FOLLOW-UP

DO IT MORE THAN ONCE.

“I think many people think that follow-up is a one-time thing and then you’re done. It’s important to understand that follow-up is not a one-time activity. You’re building a relationship with the person that will hopefully last a lifetime.”

SEVEN IS THE MAGIC NUMBER.

“It will usually require seven touches before someone feels comfortable enough to buy something from you. Keep good records of how many times you’ve reached out to a person so you know if you need to reach out a little bit more.”

CONTACT WITHIN 2–3 DAYS.

“I do this if I haven’t specified the date that I would follow up with them. If I have specified the date, then I make sure I’m on the phone on that day and not at a later time.”

BE RESPECTFUL OF THEIR TIME.

“If it’s a mom with young kids who can only talk during nap time, call them during nap time. If it’s a business person who travels a lot and can only talk when they’re back in the country, wait until then.”

BE FLEXIBLE.

“Working internationally, you learn to work when it’s best for your team, not necessarily when it’s best for you. I’ve grown very accustomed to handling big conference calls from my car because it’s the only convenient hour for everyone.”

STAND OUT.

“There’s a lot of chatter out there. People get tons of emails and social media messages. Pay attention to how your contacts are showing through all of that. Are you showing kindness, integrity, and the depth of your personality?”





Drew & Courtney Moses

EAGAN, MINNESOTA, USA

ADOPT COMMITMENT

After losing their jobs without notice, Drew and Courtney Moses received a call from the birth mother of a child they had adopted previously. She told them she was pregnant again and asked if they wanted to adopt the child. They sold their home and most of their belongings in order to have the money to do so. Drew took 11 months to find another job, while Courtney was at home with three children under the age of two. She says, "I was a wreck. I started experiencing really bad depression and putting on weight."

Around that time, Courtney's mother started using dōTERRA and offered Courtney a bottle of Balance. It wasn't until a year later that she got a call from her good friend Seth Risenmay asking her to join him in his new dōTERRA business. Courtney immediately agreed. She says, "Seth and I have known each other for a long time. I have seen all his successes and failures in business, but I knew he was determined and he would never stop." She knew she needed the financial healing that dōTERRA had to offer.

Drew agreed that building a dōTERRA business was a good idea, and Courtney admits that he made the greatest sacrifice to make it happen. At

"A lot of people have the desire to reach Diamond, but they need the commitment level to match that desire."



the time, he was waking up every day at one in the morning for work. He saw that dōTERRA was an opportunity to change their circumstances, so he gave up sleep at night to watch the kids while Courtney taught classes. She says, "To say I'm where I'm at because I did this alone would be a huge understatement."

Courtney also knows she would have gotten nowhere without the support of her upline Seth. "He always believed in me more than I believed in myself. There were several times that I was ready to give up, and he was always there to pull me out of the gutter. He showed me that he was committed to me, and that gave me the confidence to know I could be successful." No matter how many balls she juggled, she knew none would ever fall because Seth would be there to catch them.

Seth also helped Courtney find a strong enough why to help her reach success. At first, she was motivated to earn enough money to be able to adopt a little girl. Once she reached that point, she realized that wasn't enough. She decided to set up a nonprofit that would provide financial support for families that were also looking to adopt. She says, "My whole mission is that no one will have to go through what I've gone through. It's no longer about helping me adopt, but helping thousands of people adopt."

Courtney is grateful that dōTERRA has done so much to expand her life. She says, "We've gained a lot financially, but developing into the person I am today has been a far greater gain and will have a longer-lasting effect on me and my family."

"You can have everything in life you want, if you will just help other people get what they want." —Zig Ziglar

3 RELATIONSHIPS OF TRUST

"The purpose of a class is to empower and serve those that are there. If I can walk them through these relationships of trust, then I can make that happen."

Do these people trust me?

"If I'm going to be asking for money from people who don't know me at all, they have to start trusting me. I start building rapport with people from the beginning of my classes. I make it a place where they can open up and talk to me and find things we have in common."

Do they trust the product?

"I make sure I cover how they can trust the product through the class. I ask people what their concerns are that they want support with using the essential oils, and we go through and identify what those are. I make sure they can clearly see how the products would benefit them."

Can they trust themselves?

"Some people have never heard of essential oils before, or it's not a part of their daily regimen. They don't want to make a heavy investment in something they're not going to use. Throughout the class, I help people see that they can trust themselves using the product."





Austin & Amber Nordstrom

LONGVIEW, WASHINGTON, USA

AN AMAZING GIFT

When her family was in need, Amber Nordstrom finally decided to call the “crazy oil lady.” Amber used the essential oils as instructed and was amazed by how quickly they worked. She started researching dōTERRA and experimenting with the oils, and before she knew it she was in love. Amber says, “I’m the type of person where if I like something, I talk about it. The whole world will know.” The business, she says, happened by default.

She started inviting her friends and family to attend the regular dōTERRA classes that took place in her area until she eventually felt ready to hold classes of her own. Even then, she hoped her upline, Jessica Iddings, would teach them for her. Amber says, “She literally taught one class for me then made me teach the rest myself. It actually turned out to be a win-win, because I ended up loving it. It also helped me grow faster, because I could teach whenever I was available.”

Her husband, Austin, was willing to let his wife run her own business, but wasn’t interested himself until he had his own experience with the products. Today, he gets excited that he sometimes knows something his wife doesn’t about essential oils. He’s gotten involved by



“Focus on yourself and all that you can do. Support your team wherever they’re at, and fill in the gaps until they’re ready to rise up to their full potential.” -Amber



“We aspire to train our team so that they can be more successful than we are.” -Austin

helping Amber build a website that she can send people to for answers to their questions. Austin says, “That website has really provided a place where people can go to learn some of the basic things, so we don’t have to spend all our time doing that ourselves. My wife used to be on the phone all day answering questions, and that website has freed her up a ton.”

Amber does, however, encourage her new builders to bother her as much as they want with their questions because she knows that was how she found success. She says, “I think I got to Silver as quickly as I did because I was the girl who would not shut up. I had questions, and I had to know the answers, because I had people to help.” She wants her team to do the same thing. She knows

that as they learn and retain, they’ll soon be off building their businesses on their own—but she wants them to come to her for help first. She says, “That way I can support them in whatever they need so I can help them get the success they want and deserve.”

3 KEYS TO SUCCESS



Enthusiasm.

“I think people are drawn to enthusiasm and sincerity. When I’m passionate about something, people can feel my enthusiasm from rooms away.”



Integrity.

“When you’re a trustworthy person, people really listen to what you have to say. I feel like I’m a person who is authentic, so it gave me a platform to share.”



Excitement.

“Being excited is second nature to me. When you jump on others’ excitement to use or share dōTERRA, it grows and you have consistency in your organization.”

Class in a Box

The Class in a Box kit is an affordable tool to help Wellness Advocates share and teach about dōTERRA essential oils and the business opportunity. A “Suggested Event Agenda” comes with the kit, which can be adjusted to fit the unique needs of each individual.

A Class in a Box kit includes:

- **20 Event Invites:** These professional, ready-made invitations make it easy to invite friends and family to any dōTERRA class.
- **10 dōTERRA Living Magazines:** Full of product ideas and informative articles, the *Living* magazine will help spark interest in learning more about dōTERRA.
- **10 5mL Wild Orange:** Wild Orange is one of our more popular oils that will quickly allow those you’re sharing with to experience the benefits of essential oils.
- **1 Sample Sheet:** Sample tags make an effective way to share oils, teach about them, and leave your contact information at the same time.
 - **10 Living Brochures:** The Living brochure is ideal for explaining what essential oils are, how to use them, and where they are sourced from. It also includes an explanation of how to become a Wellness Advocate.
 - **1 Sharing Brochure:** The Sharing brochure is useful for explaining the basics about holding a class and sharing essential oils.
 - **1 Building Brochure:** The Building brochure is great for tips on how to build a dōTERRA business and better understand the compensation plan.
 - **1 Product Guide:** Our Product Guide is full of quick information about all of the dōTERRA products and how to use them.
 - **1 Class DVD:** Meant to be used in the class setting, the Class DVD is an excellent source of information that can answer product and business questions clearly in a memorable way.

Tear forms are included for those wanting to order product, or for those wanting to sign up as a Wellness Advocate.



Ryan & Janessa Salsbery

BISMARCK, NORTH DAKOTA, USA



Create the Future

As a licensed massage therapist, Janessa Salsbery fell in love with the quality of dōTERRA essential oils and noticed what a difference they made for her clients. However, she and her husband Ryan became the most passionate about the oils when they used them on their son, and saw almost immediate results. Janessa decided she needed to help other people learn about the oils, so she began researching and teaching classes. Between teaching classes and still trying to do massage,

Janessa began feeling frazzled. "Ryan came home one night and said, 'Why don't you quit massaging and just do dōTERRA? That's what you love.' And it was true. I had so much fun doing it, so I decided to do it fulltime."

Fear kept Janessa from mentioning the business aspect of dōTERRA to people, which kept her team from growing. After a while of building the business on her own, she told Peggy Smith that she wasn't attracting any leaders. "I expected

somebody to pop out of the woodwork like I did and just want to do it and help people. I still felt uncomfortable with even mentioning a tidbit about the business." Peggy Smith convinced her that she needed to mention the business and helped her word a phrase that she uses at the end of every class. She says simply, "If you know anyone that would like to get their oils for free, earn a little extra income, or replace their income like me, this is the best job in the whole world. I get to help people

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel." -Maya Angelou

every single day, I'm having the time of my life, and it is very easy to share with people. You don't sell anything here."

From there her team grew, and Janessa and Ryan have had amazing support from their team, especially in times of crisis. When Janessa was 23 weeks pregnant with her third child, her water broke unexpectedly. "We stayed in the hospital for nine and a half weeks before the baby was born, and then the baby was in the NICU for five weeks. I let my dōTERRA team know they could still call me to ask questions and take my mind off things. They did more: they prayed and sent messages and gifts. They really kept us going, along with our family and community. I remember feeling panic because I couldn't work, but we realized what we'd been working so hard for when it all paid off while I was lying in the hospital. Ryan was trying to keep everything alive at home, and we still got paid."

Janessa loves the positive atmosphere of dōTERRA. "I've never gotten off the phone or an email and been irritated with anyone in dōTERRA. I feel like it's just a wonderful community of people that all have the same mission. I would like to thank the owners for creating that environment and for giving us the opportunity to work with it."

"Direct sales products seem to hit the market fast and then fizzle out because they are just one-time purchases. But dōTERRA is not a one-time shot—people experience the benefits of using essential oils and they come back for more." -Ryan

BEAT THE NERVES

For new builders, sometimes the most nerve-racking thing can simply be teaching a class. Janessa advises:

1

GET STARTED.

"Just go for it. You do not need to know everything. If your heart is in the right place, people will know. I help my team get the basic tools that they need and I tell them to keep it simple."

2

BE HONEST.

"It's okay to be vulnerable and admit when you first get started, 'I'm new, I'm kind of nervous, but I want to help people.' Right there you've opened it up and people will be more open to you because of that."

3

FOCUS ON SERVICE.

"I don't care if they buy anything. They can leave the checkbook at home. I just want to teach them and if they choose to purchase, wonderful."





Robert & Sharla Snow

VISTA, CALIFORNIA, USA

The Ultimate Combination

“This business is just repeating simple actions over and over until they become compounded and lead to massive success.”

Interested in learning how to use the essential oils she already had, Sharla Snow agreed to host a dōTERRA class for her friend. When people at the class wanted to enroll, Sharla was faced with a decision. She ultimately decided to enroll so she could receive the Fast Start bonuses, but her intention was to cancel her LRP right after. But, she says, “Then dōTERRA worked its magic on me.”

Sharla had worked in real estate sales for 14 years and was very successful in her career. Her husband, Robert, is a CEO of a group of physical therapy offices. They didn’t need the money a dōTERRA business could provide, nor did they have a lot of time to devote to it. As Sharla began to see the difference that dōTERRA made with her own family, she had a paradigm shift. She says, “I ended up discovering a new purpose for my life.”

After several months, Sharla told Robert that she felt like she needed to do the business and she wanted his support.

She says, “From that moment he just shifted. He became more than just my cheerleader—he’s my partner. He’s an integral part of this business even though he doesn’t work with me fulltime.” Sharla knows that together they are a powerful team, not just in business, but in life. “When our goals are aligned and we work together, we can accomplish great things.”

At first, Sharla decided that she would be happy just reaching Gold. Now she sees that decision as one of the biggest mistakes of her business. She says, “I try to teach my team to shoot for the



“We as leaders have to help our partners believe until they become intrinsically motivated.”



“IT’S NOT THE WEALTH OR FAME THAT GIVES YOU A SENSE OF COMPLETION; IT’S THE EFFECT THAT WE HAVE ON OTHERS THAT IS THE MOST VALUABLE CURRENCY dōTERRA HAS TO OFFER.”

moon. You need to shoot for Diamond, because you will structure your business completely differently than if you set your goals for Premier or Gold.” She looks to her leaders as her business partners and her goal is to inspire in them the belief that they can be successful. “We have to believe, we have to dream, we have to plan, and we have to act. The hardest and most vital part

of that is coming to believe in something so obsessively that it will become fact.” She compares this business to a water hyacinth that will propagate under the surface for weeks until one day the pond is suddenly filled with flowers and greenery. “We can also take positive action day after day that is propelling our business forward, even if it seems

like nothing is happening on the surface. If we keep going, eventually our pond will be covered with flowers.” She sees dōTERRA as an amazing vehicle in her life that has allowed her to manifest her dreams and goals. “In dōTERRA, we can see the fruits of our labors not only in our bonus checks, but in the happiness of those we have helped. It’s the ultimate combination.”

Thoughts
X Action
+ Time =
Outcome

THOUGHTS: “You have to be really careful what you think about. If you’re blaming your team or your upline, thinking constantly about how no one showed up to your classes, or just focusing on negative things, then that becomes the multiplier for your equation.”

ACTION: “Act like the business leader that you want to become. Your actions are the same whether you’re trying to hit Elite or Diamond. It’s simple: find people to share the oils with, give them an experience, teach them how to use the oils, then duplicate that over and over.”

TIME: “This business has two rules: one is to never quit, and two is to never forget number one. The difference between a Diamond and any other rank is just never quitting. We can never give up. It’s going to be hard, but if you give it time, it will all equal to the life you want to create.”

Dallon & Emili Whitney

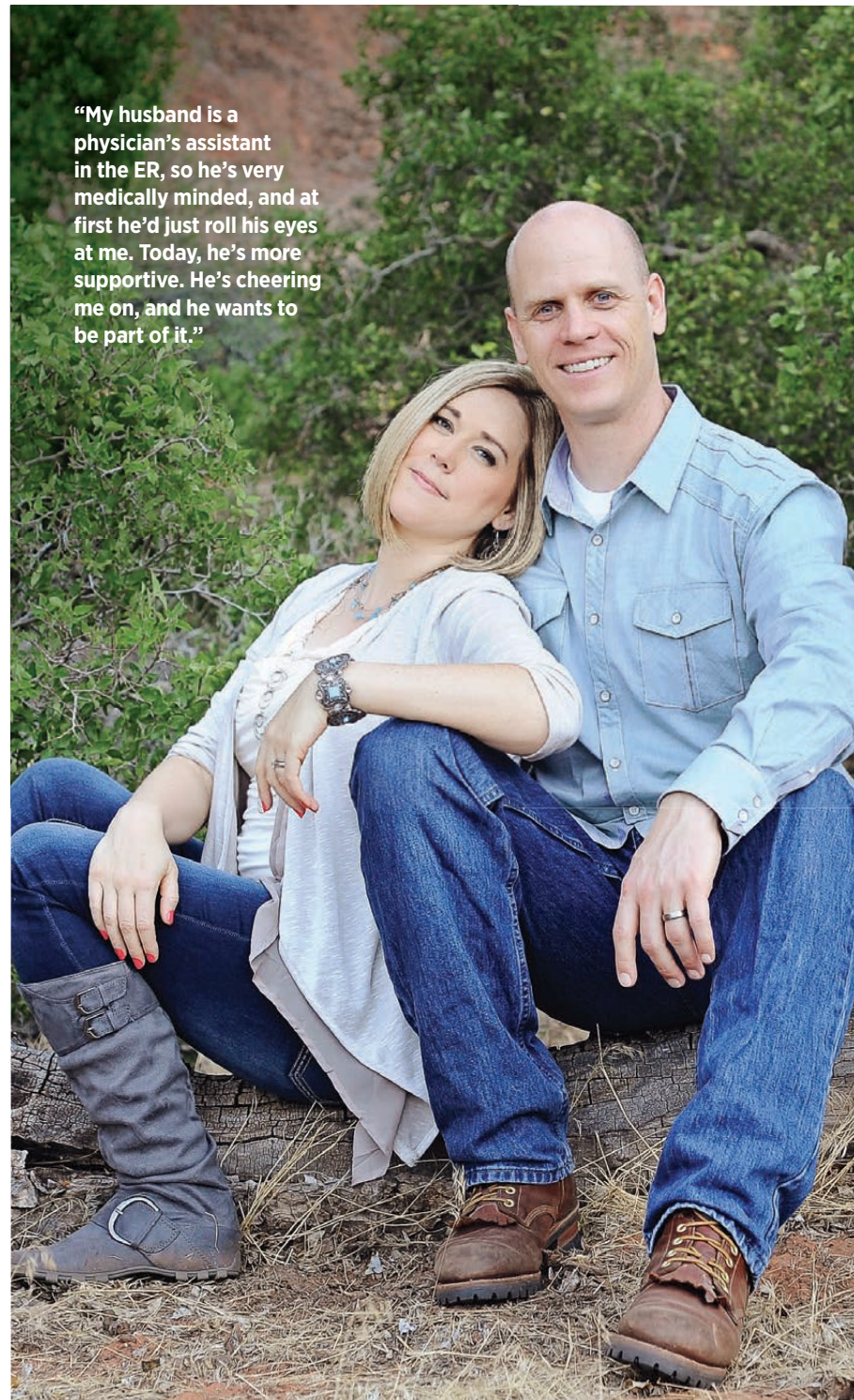
ST. GEORGE, UTAH, USA

SUSTAINABLE Passion

When Kareena Bracken asked Emili Whitney if she had ever heard of essential oils, Emili responded, “Yes, have you?” Emili and her family had been using oils for years, at a time when most people hadn’t heard of them. Emili was already involved in another direct sales company, so she agreed to attend a dōTERRA class if Kareena hosted a party for her as well. At the dōTERRA class, Emili was introduced to Lifelong Vitality. With three kids under the age of three, these supplements ended up being the energy boost she needed.

Even with these positive experiences, Emili was reluctant to sign up and even more reluctant to drop her other direct sales business. She says, “I was scared of having to start over somewhere else from scratch, but my passion had died out for my other business. When I looked at the big picture, I saw that dōTERRA changed people’s lives. The other business just didn’t compare.” After working on commission for too long, Emili was also excited by the prospect of residual income.

As she helped Kareena reach Founder, Emili grew very quickly. She then reached a point where she felt like she was running on a hamster wheel trying to help some of her leaders grow. She learned that you can never stop looking for new leaders, and that she needed to let her leaders build in the way that is best for them. She says, “You don’t want to duplicate yourself, you want to



“My husband is a physician’s assistant in the ER, so he’s very medically minded, and at first he’d just roll his eyes at me. Today, he’s more supportive. He’s cheering me on, and he wants to be part of it.”

“IF YOU CAN EDUCATE PEOPLE ON WHAT TO DO WITH THEIR OILS, THEY’LL LOVE THEM. YOU’LL HAVE HELPED THEM, AND THEY’LL HELP YOU BACK.”

duplicate your passion and your desire. All my leaders do this business differently than I do, and they’re super awesome at it. I wouldn’t want them to be like me— they have such good things going—but I also think I couldn’t do it like they do. We’re just different. Everybody brings something different to the table, and you want everyone to find what their niche is.”

Emili enjoys that through dōTERRA she can squeeze a professional side into her busy life as a stay-at-home mom. “There’s a part of me that loves running my own business, and with dōTERRA I can do that without feeling like I’m sacrificing being a mom to my kids.” On top of that, she has the tools to help her kids stay healthy and freedom from financial worries. “With dōTERRA, as long as you’re doing the work, it comes back to you. What you build today will sustain you tomorrow.”

TRAINING NEW BUILDERS



Teach them how to talk about essential oils. “They need to learn how to have a conversation that’s very open-ended. Rather than being pushy, they need to focus on what other people’s needs are and how they can help them.”



Encourage them to give oils away. “It’s hard when they’re new if they don’t have a lot of money. But, I find that the freer you are with your oils, the more the people you share with will come back for more.”



Emphasize the importance of education. “Make sure they are really educated on the product. They need to start using and believing in them. If they don’t believe in them, it’s harder to stick with it when things get tough.”



Help them find their niche. “You have to light a fire in them while they’re in that super-interested-wanting-to-build stage. Find a place where they already feel comfortable, that place where it clicks, and they will just take off.”



Andy & Missy Garcia

TUSTIN, CALIFORNIA, USA

“If you stay committed and don’t quit, then you’ll be able to achieve your goals.” —Andy



“If I’m going to do anything, I’m going to give it my all.”
—Missy



THE PERFECT fit

Missy Garcia gave birth to her second child while in the middle of Diamond Club. She even taught a class while in labor. It was three weeks before her due date, so she brushed off the labor pains as nothing, even as several of her class attendees insisted she contact her midwife as soon as possible.

Missy knew she was pregnant when she signed up for Diamond Club on the incentive trip that year. She was hesitant to sign up until she knew her husband, Andy, was onboard to help her. Andy was still working fulltime, but after talking with the other successful couples on the cruise, he agreed to join her. Missy taught him how to teach classes, and then they both traveled and taught until the baby was born, at which point Andy took on the traveling alone. Almost every weekend for four months, he would drive directly to the airport on Friday night, fly out to teach classes, fly back Sunday and go back to work on Monday.

Just days after the birth of their son, both the Garcias were back to teaching classes. Missy says, “Those four months were definitely tough, but Diamond Club was the thing that really kick-started our business and gave us some momentum. During Diamond Club, we hit our \$1500 bonus and the rank of Gold, and probably tripled our income.”



Missy originally found dōTERRA while at a crossroads in her life. She was on disability from her nursing job, and dōTERRA brought her not only physical and financial relief, but gave her life new meaning. She says, “I was searching for something, and this opportunity came in front of me. I was trained as a holistic nurse, and this seemed like a perfect fit for my background, my passion, and to help get my family back to where we needed to be.”

Being a nurse has both helped and hindered Missy along the way. When she shares dōTERRA with people, her degree and experience lend her credibility. But, when she needs to find leaders, it can hinder the growth of her business because people don’t think they’re qualified to do what she does. She says, “I’ve learned I need to empower them and show them that I’m sharing my education with them.” She tries to help them feel qualified through

what she teaches them, even if they have no letters after their name.

Though it took some time, the Garcias now feel that they’ve found a place of balance and that ultimately dōTERRA has given them their life back. Andy says, “We’ve been given back our health, we’ve been given the ability to work toward financial freedom, and we’ve been able to help thousands of people along the way.” Missy says, “I’m thankful every day that this has come into my life.”

BALANCE

Make time. “Set a schedule and make time for your family and your hobbies, otherwise you’re just going to run yourself down and get overwhelmed. It just adds to your stress level if you don’t make time for the other important things in your life.”

Take time off. “I have actual business hours now and days off, which I wasn’t doing for years. During those days off I’m focusing on my family and myself, while during my business hours I make myself accessible to my team so they can get hold of me when they need to.”

Wait until you’re comfortable. “If you don’t feel comfortable enough in your business to take time off and you feel like you need to keep pushing, it’s up to you to decide. But, you will need to do it sooner or later. At a certain point, make your decision.”

Be productive. “Some people can work a 10-hour day and some people can work five. It is possible for the ones working five hours to be more productive just by the small little habits they’ve acquired. Being productive in a timely manner is important.”



Allison Huish

MESA, ARIZONA, USA

A GAME-CHANGER

“dōTERRA helps me in all aspects of my life: physically, emotionally, spiritually, and financially.”

It was Allison Huish's mother that introduced her to both essential oils and dōTERRA. When she was 13 years old, her mother used essential oils to save Allison's health. When dōTERRA was founded years later, her mother enrolled and Allison got her oils from her. Eventually, Allison decided to enroll herself and give the business a shot.

At that time, Allison was studying in a dual master's program in Oklahoma to earn her credentials as a dietitian and living in an area where she didn't know anyone. Her school schedule would sometimes go from 6AM to 10PM. She squeezed in her dōTERRA business wherever she could, sometimes staying up to 2AM writing emails. She says, “I tell people, if I can do dōTERRA in those circumstances, anybody can.”

As a dietitian, Allison enjoyed being able to add the power of essential oils to the foundation of a healthy diet. When she enrolls someone on her dōTERRA team, she holds a wellness consultation where she'll often talk with people about their concerns with their diet. She says, “I tell them that essential oils can greatly enhance what they're trying to do. Diet is obviously important, but when they use these products in addition to that, it's a game-changer.”

As Allison's dōTERRA checks got bigger and bigger, she started to realize the opportunity she had in front of her. It took her a long time, but eventually she saw that she had a great team that



“I SINCERELY BELIEVE THAT PEOPLE DESERVE TO HAVE dōTERRA PRODUCTS IN THEIR HOMES.”

needed support, and she decided to quit her job and devote herself fulltime to dōTERRA. “I needed to give it a shot. I told myself, ‘What do you have to lose?’”

She noticed a difference when she fully committed herself to her team. She has seen that her level of commitment trickles down to the rest of her team. She also knows it's important to focus on her new leaders, no matter how many levels down they are. “I think oftentimes we want to focus on our big frontline leaders, and that's important, but to help our teams grow, we need to give our new leaders 110 percent. They're the ones who are excited, have new contacts, and are ready to go. If I can help them get to Elite, they're more committed and confident. Helping the lower level grow just goes on up.”

Through dōTERRA, Allison is able to live the independent lifestyle she loves. She says, “I get to help people, do a job I love, and grow as much as I want. You can never get fired from dōTERRA, you can only fire yourself. I love that empowerment. You can stop doing dōTERRA, but you're the one who's going to give up on yourself. It's totally up to you.”

“Essential oils can make your skin look pretty, they can help you lose weight, and they can do all sorts of fun things, but more than that essential oils saved my life. They are a game-changer.”

SIMPLE AND DUPLICABLE CLASSES

HOW ALLISON USED TO TEACH CLASSES:

- Mentioned her experience as a dietitian
- Used lots of big, scientific words
- Taught with complex PowerPoints and posters

“At the end people would say, ‘Someday, I want to be able to teach a class like you.’ I found that it turned away a lot of potential leaders.”

HOW ALLISON TEACHES CLASSES NOW:

- Keeps them to 45 minutes
- Emphasizes that anyone can do it
- Looks for red flags in people's questions that show that her class wasn't simple or clear enough

“I realized that my classes need to be very simple, so potential leaders in the audience can say, ‘I can totally do what she's doing, this class is so easy.’”



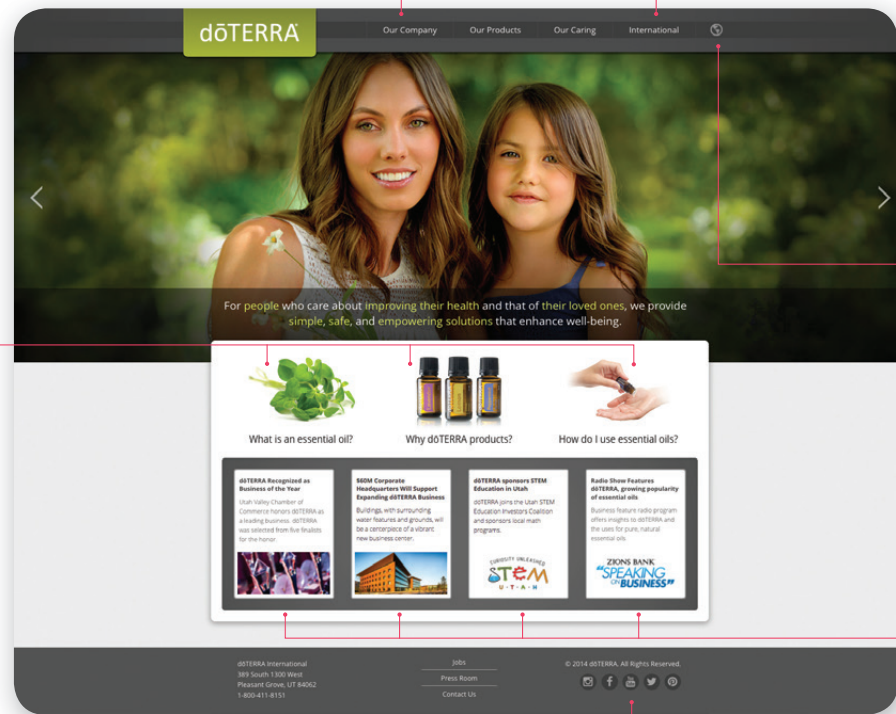
NEW dōTERRA.com

dōTERRA.com just got a makeover. The website recently re-launched with a brand new, attractive, and user-friendly design. Those who are searching to learn more about the empowering message of dōTERRA and the purity and quality of its essential oils now have easy access to the information they need. The new site is a great tool for Wellness Advocates to share the mission of dōTERRA and its life-changing products with others.

The home page banners show mission statements for the three aspects of dōTERRA: the company, the products, and the social outreach.

Click here to learn about how dōTERRA was founded, the executives, the new headquarters, how to become a Wellness Advocate, and more.

These three areas help others find out about what an essential oil is, why dōTERRA is different, and how to use our products.

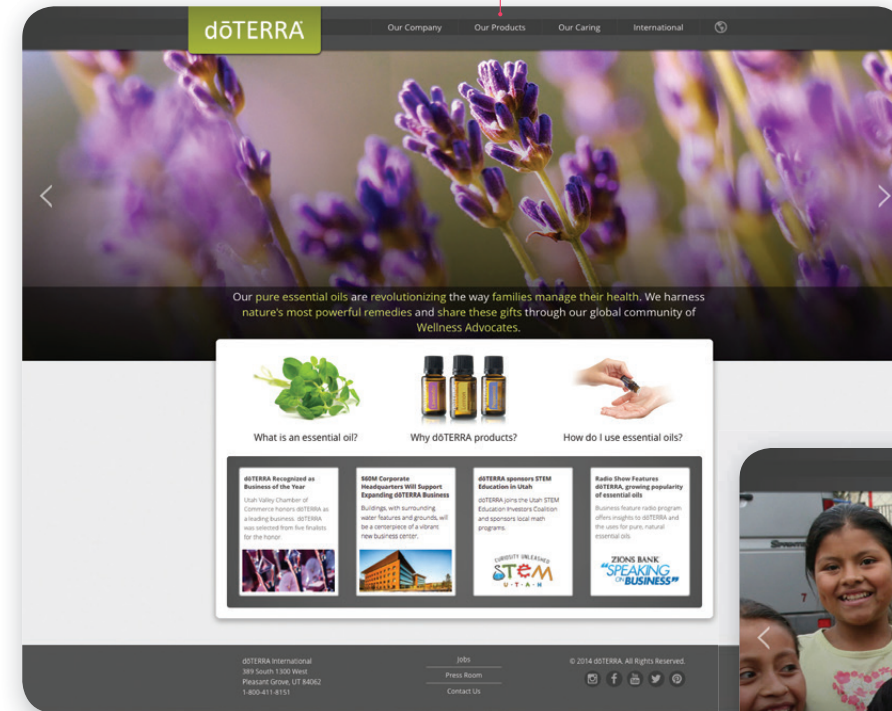


Foreign markets can go here to find information on dōTERRA relative to the region where they live and work.

Click here to view the website in up to eight different languages.

Find out about what's new at dōTERRA here.

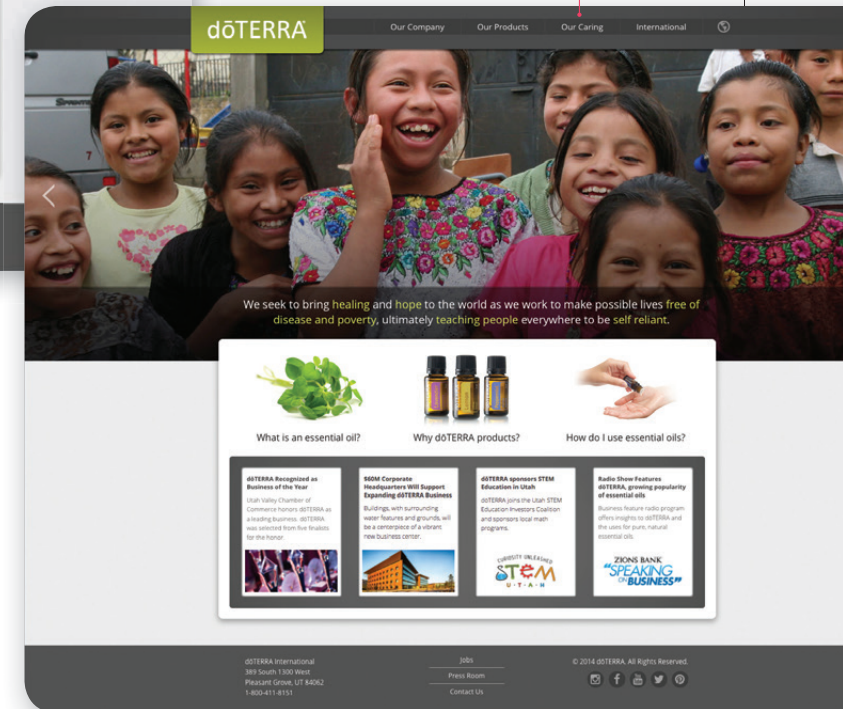
Navigate to any of our social media platforms here.



Select "Our Products" to learn more about our products, sourcing, and quality testing standards.

Here you find more about Healing Hands service projects past, present, and future, and how to donate to the cause.

dōTERRA.com Stats			
	2011-2012	2012-2013	2013-2014
dōTERRA.com Sessions	860,000+	2.3 million	4.2 million
dōTERRA.com Users	340,000+	1 million	1.9 million
% Brand New, Visiting for First Time	29%	37%	41%



Some other helpful dōTERRA websites for Wellness Advocates and others to use:

- mydoterra.com**
 This is where Wellness Advocates can log in to shop and see data about their dōTERRA businesses.
- doterraeveryday.com**
 Wellness Advocates have access to their personal dōTERRA office, events calendar, leadership recognition, monthly newsletters, promotions, and more.
- doterratools.com**
 This site provides business tools, product information, and forms that Wellness Advocates use to help them take advantage of the dōTERRA business opportunity.
- doterrauniversity.com**
 New Wellness Advocates get trained on how to share dōTERRA products with others and build a successful business using this site.
- doterradiamondclub.com**
 Those interested in participating in Diamond Club can set up their own account and learn more about the purpose, qualifications, and prizes of the program.
- doterrablog.com**
 Anyone can go here to find essential oil recipes, DIYs, and educational information as well as digital copies of the *Living and Essential Leadership* magazines.

Michael & Cynthia Patience

PRESCOTT, ARIZONA, USA

“I think what really drove me to reach Diamond, was the thought of wanting to be able to do this for my team, for my family, and for myself.”



“dōTERRA HAS EMPOWERED ME AS A MOM AND AS A WOMAN. I’VE GOT POWER OVER SITUATIONS—I’VE GOT OPTIONS, SELF-RELIANCE.”



GET YOURSELF THERE

Catching up with an old friend, Kristine Hales, in a Costco parking lot, Cynthia Patience learned that Kristine had been sharing essential oils. At the time, Cynthia didn't know much about essential oils, but she told Kristine to call her next time there was a class so she could come and find out what they were about. A few weeks later, Kristine invited Cynthia to a special class that Dr. Hill was teaching. Cynthia went to the class, listened carefully, and was impressed by what essential oils could do, but she left without purchasing anything—wanting to think it over first. The next morning, when two of her kids came to her not feeling well, she called Kristine and said, “Come over, I want to buy the oils.”

Her husband, Michael, was not completely convinced that a dōTERRA business would amount to much. “At first my husband thought dōTERRA would be just another hobby for me. One time I brought home a check and he looked at it and was like, ‘That’s nice. That’s how much I make in one hour in my job in Washington, D.C.’ But, I stuck with it and as the checks started getting bigger he started taking it more seriously. Now he’s an avid oil user and uses them on the kids.” Michael has since been able to quit his job and be at home more for his family and pursue other interests.



Sometimes Cynthia would feel discouraged if things weren't going the way that she planned in her business, and she would begin to lose her drive to keep going. She says, “There were times when I felt like it wasn't worth it. Then I would go to an event and I would get fired up again and remember, ‘Yes, I can do this. I’m not giving up and I’m sticking with it.’” Her ability to stay passionate about her

dōTERRA business has been helpful. She says, “My motto became, ‘Get yourself there’—meaning get yourself to every class, meeting, or retreat you can. If you aren't going to events it's like a coal that's been taken out of the hot fire—it cools with time and loses its passion.”

dōTERRA has changed Cynthia's life as well as her family's in many ways, including financially and physically.

Included in these changes, Cynthia says that being able to change others' lives is one of her greatest joys. “I love being able to see people that I've helped and hear them say dōTERRA has made a difference for them. It's priceless to me to know that I was able to offer something that could be such a blessing to somebody else when they had nowhere else to turn.”

3 TYPES OF BUILDERS

“Be able to adapt to each builder's personality.”

- 1 The Go-Getter.** “I have some leaders who didn't take long at all to get onboard. They are go-getters, and are creative and business-minded. Honestly, I didn't have to do much for them.”
- 2 The Product-User.** “They just want to use the product, but they don't want to bother anybody about buying them. I'm patient with them. I make sure they know about events and meetings. Eventually, something clicks and they realize they aren't being pushy by sharing, they're just helping people.”
- 3 The Self-Doubter.** “Other people have a lot of self-doubt. I teach them some positive affirmations to help them overcome this. I try to keep them motivated and help them see the big picture. As they learn more and as you nudge them outside of their comfort zone, they gain more confidence.”

Will & Marcy Snodgrass

MURRAY, KENTUCKY, USA



A Healthy *Life*

After an open-heart surgery at the age of 23, doctors told Marcy Snodgrass that she would need to be on medication for the rest of her life. She says, "I refused to believe that, so I changed my life. I started eating right, I started doing yoga—it was just a little step at a time." It was a long journey of seven years, but through her lifestyle changes, Marcy was able to take control of her life. Marcy also used essential oils for many years from the company she traveled and trained for as a massage therapist. After a few years of her new

lifestyle, Marcy decided to open a yoga studio and an organic juice bar to help others.

There was only one problem: she needed to quit her job in massage therapy. The essential oils she used were for professional use only—not for retail. Still wanting essential oils to be part of her new business, Marcy decided to look elsewhere. She says, "I tried dōTERRA when a couple of my massage therapist friends told me I would like the products. I was really skeptical at first because I had been such a believer

in the other oils I had used. But, as I started using them, I fell in love with dōTERRA products." It wasn't long before Marcy considered starting a third business with dōTERRA. She says, "As I got into sharing the oils, I realized that it really could be so much more than just a product sitting on my shelf."

Marcy made it to Diamond in a year, having hit Silver in her first month and Gold her second. But, deciding to do Diamond Club was a hard decision for Marcy. She felt that she needed to be home with her family more. With

some advice from the Sediivs and encouragement from her husband, Will, she decided to go for it. She knows that her family has been her greatest support. "My family has really pitched in. During Diamond Club they did all of the cooking, cleaning, and laundry—all that good stuff. My two teenage boys are always sharing the oils; my 18 year old is already a Wellness Advocate. They've been a really great support, but they've also shared the business. That made it much easier for me to become Diamond."

Even though her business grew rapidly, Marcy strongly believes in continuing to live life even while you are striving for the next rank. She says, "One thing I kept hearing a lot of people say was that you have to sacrifice time now to have more time later. There is a grain of truth to that, but I think we might be missing the mark just a bit. It's really important to be able to enjoy your life while you're getting to Diamond. I feel like it's more important to take a little longer to get there, still be in your life, and do the things that you enjoy."

"Even if only one more person uses essential oils after an event, that's one more person. My goal is to have everyone in town using essential oils."



The Whiteboard: How to Organize and Visualize

"My favorite tool is a whiteboard. As soon as I decided to go for Diamond my husband, Will, went to Lowe's and got five huge whiteboards that we put in my home office."

WRITE DOWN EACH LEG OF YOUR TEAM.

"This helped me keep up with what I was doing and figure out where I needed builders. Having that visual every month is so important."

CHANGE YOUR BOARD EVERY DAY.

"If you keep up with your numbers every day, it will keep you focused."

WRITE OUT YOUR PLANS.

"Keep your goals written in front of you so you know where you are and what you still need. That's a big step in moving toward whatever your next rank is."



Wade & Christine Stolworthy

HURRICANE, UTAH, USA

PEACE OF MIND

Christine Stolworthy won her first dōTERRA products at the company's pre-launch event. As a massage therapist, she had tried essential oils before but had not been impressed with their quality. She could tell right away that dōTERRA was different. Christine and her husband, Wade, decided they would use the oils but not sell them. Soon, they were selling them anyway as her massage clients, friends, and neighbors started coming to them for products.

The business gradually grew and grew, until finally at the end of 2012, Christine decided she wanted to take on dōTERRA fulltime. Christine says, "We felt like it would be more financially beneficial for us in the long run. We had a pretty large team, and we knew it would help us reach our goals with dōTERRA if I was fulltime. We didn't decide overnight to do this. Our business had grown enough and, more importantly, was stable enough that we knew we were ready."

They started toying with the idea of having Wade join her fulltime as well. When he was laid off his job several months later, they decided that was as good a time as any. Christine says, "It's been an incredible journey. If someone would've told me a few years ago that this was all we would be doing for our



Wade and Christine with their son Brandon, the youngest of their five children.



"It's been so good to have someone else in this with me fulltime. It's a strength to have Wade here as a support and know that we're in this together." -Christine

income, I would've told them they were up in the night. It's incredible that we're able to do this together and we can both contribute with our different strengths."

Wade contributes by finding leads while he's out in the community, while Christine has felt drawn to increasing their presence online. Whatever the situation may be, they recognize the importance of focusing on the needs of every individual. Wade says, "Every person has a different issue, so you have to focus on the person in front

of you and the questions they have." He brings up essential oils whenever he sees someone with a need, and he always tries to help them have an experience as soon as possible.

Wade and Christine have realized it's important to work with the people who are willing put forth an effort, rather than focusing their energy on people who are not. Wade says, "It's really hard not to want to do CPR on people, because you want them to do well, but they're just not doing it. You've got to

learn to cut it and move on. I think we would be better established if we had figured that out earlier." Christine adds, "I wish there was a magic formula to know when someone is a builder or not. The truth is, it's a numbers game. You just have to keep talking to people."

Christine is grateful for the security and confidence in their future that dōTERRA has brought to their family. She says, "Just knowing that we always have dōTERRA has given us tremendous peace of mind."

DIAMOND TIPS

NEVER GIVE UP

BE CONSISTENT

SET REASONABLE GOALS

BELIEVE IN YOURSELF

IT'S NOT A RACE

KNOW IT WILL BE WORTH IT

BE PREPARED TO GO OUT ON A LIMB

“Get out of your box and change it up.”
-Wade



Brad & Dawna Toews

GUELPH, ONTARIO, CANADA

A Vibrant Opportunity



“What better way than dōTERRA to live passionate, vibrant lives that can touch people in deep and spiritual ways?” *—Brad*

“I’m a great starter and Brad’s a great finisher, so we work very well together.” *—Dawna*

Brad and Dawna Toews first tried essential oils when a naturopath recommended them to help their son. The naturopath’s dietary and other natural health recommendations helped, but the oils the Toews bought at the health food store didn’t seem to have any effect. When Dawna was introduced to dōTERRA more than a year later, she was also introduced to the science behind essential oils. With that information, she was willing to give essential oils another try. She was blown away when, after 15 months of trying so many different things to help her son, dōTERRA made a dramatic difference in just four days.

After that, Dawna started looking into the business. As a health coach, creating a dōTERRA business seemed like a natural progression. Brad had heard negative things about network marketing and was reluctant to get involved, but agreed to give it a few months to see if it covered the cost of the kit they purchased. Within the first month, they tripled their investment. Brad was already working as a professional musician and teacher, but quickly saw that dōTERRA was an opportunity he couldn’t pass up.

Dawna says she knew from day one that they would hit Diamond in a year. She sees now that owning that vision was what made it happen. They were, in fact, the first Canadian distributors to reach the rank of Diamond. Brad says, “What dōTERRA has become for us is a platform to move forward in the things that we were already

STEPS TO GROWING A BUSINESS

WORK HARD. “You have to work hard in the beginning. This is not a get-rich-quick scheme. You’re not going to get that residual income and time freedom in the very first month. You work hard for what you want, and the rewards will meet you.”

DO IT SCARED. “I talk a lot about increasing your rate of failure, because there’s a lot of fear that crops up inside all of us. Feel that fear of rejection or failure—that fear that someone in our family or friends won’t accept what we’re sharing—and do it anyway.”

DISCONNECT FROM THE OUTCOME. “If I’m closely linked to how someone responds and they reject me, I’ll take it personally, and that builds up fear for next time I talk to someone. If I can let go of the outcome, then I can focus on providing education and understanding.”

COMMIT TO EDUCATION. “The idea of selling is deeply embedded in the roots of Western culture, and it’s really hard to get past, but we need to. We need to step out of the little box that was created for us and just educate and help people.”

passionate about. This has allowed us to educate, see positive changes in people’s lives, and empower them in a way we didn’t know how to before.”

The Toews’ business grew so quickly that they found they had nothing but new people all throughout their team. Dawna says, “We didn’t have the luxury of duplicating ourselves right away. We learned that in the beginning you can mentor everyone on your team. You

don’t have to stop at your frontline.” Dawna saw what dōTERRA had to offer right away, so she dropped everything to focus on her business. Because of this, she had the time to be there for anyone on her team who needed it.

While watching the live stream of the 2013 convention, Brad’s curiosity was piqued when he heard David Stirling say that dōTERRA can change your life physically, emotionally, financially, and

even spiritually. At the time, he didn’t really understand what that meant. “Almost a year later, I have a better appreciation for those words. I feel that I am in the process of all of those things changing in my life now, and that is so rewarding. Nothing like dōTERRA has come along that has actually changed so many aspects of my life in ways I would’ve never thought of. It’s blossomed into this beautiful experience that we can now share with others.”





Christian & Jill Winger

CHEYENNE, WYOMING, USA

Homegrown Prosperity

“My husband is really good at looking at the big picture and he gives great advice, so I always run things by him and see what he has to say.”

Jill Winger is a stay-at-home mom with two kids, living on a homestead where she helps take care of the animals and the garden. Four years ago she started a blog to share what she'd learned from her homestead living, and two years ago she was introduced to dōTERRA. At that time, her family had started trying to eat healthier and get rid of the toxins in their home, so essential oils seemed like a natural fit.

Jill says she had no intention of starting a dōTERRA business, but one day out of curiosity placed the link to her dōTERRA page on her blog. When she started getting emails from people wanting to sign up she thought, “Well, now I have to figure out what I'm supposed to do with this.” The more response she got, the more excited she became. She started writing posts about dōTERRA and “it was just an avalanche from there.”

She got so many enrollments coming in from the blog that she hit Elite almost by accident. That got her even more excited, and she started looking into

how her business could grow even more. She soon learned that the only way to really progress in dōTERRA is by pushing through the hard times. She says, “Several times, right before I jumped rank, I had worked through a period of discouragement and questioning first. As I pushed through that and kept going forward, I had a breakthrough on the other side. You can't ever quit during the middle of a discouraging time.”

Because Jill gets most of her enrollments online, her team is spread out all over the place and it's been a learning curve



“I've grown so much through dōTERRA. I've learned how to lead a team and effectively communicate, and that's been a huge learning curve—in a good way.”

for her to figure out how to bring them together as a team. Besides Facebook, phone calls, and newsletters, she's found it effective to assign mentors to new builders that sign up. “That's the number one requirement if someone wants to be in a leadership position, I tell them they need to be willing to mentor. That mentorship really empowers my leaders and shows them that I believe in them and have faith that they are perfectly capable.”

With her busy life, Jill has learned to set aside a separate time when she can focus on her business. “When I'm working on my business, I'm fully present there, and when I'm with my kids, I'm fully present with them. Having that schedule and sticking with it has been the key.” Through dōTERRA, Jill feels empowered to run her own successful business while increasing her capacity to take care of her family and her little farm.

BLOGGING & dōTERRA

WRITE ABOUT THE OILS IN A NATURAL WAY. “Every once in a while I'll do a promotion or an incentive on my blog, but mostly I do a lot of recipes and talk about the oils almost in passing—along with everything else I post. I just share how they work and why we like them.”

HAVE INFORMATION FOR THOSE READY TO LEARN MORE. “I have landing pages that I direct people to if they have questions or if they're ready to sign up. I'll also use the blog to get people interested in webinars that I teach live. I like talking about the oils rather than just typing about them.”

DEVELOP RELATIONSHIPS WITH YOUR READERS. “I try to write in an authentic voice on my blog to create a relationship with people. Even though they live thousands of miles away and I've never met them, we have built that rapport. When they're ready to sign up they come to me, because we have that trust and that connection already established.”

KNOW THAT IT TAKES TIME TO BUILD A FOLLOWING. “It took me four years to build my platform to the size it's become, and not everybody can do that in a short amount of time. Most people who don't have a large blog aren't going to get the exact same results as quickly as I did.”

ENCOURAGE YOUR TEAM TO BE VERSATILE. “I do have some bloggers on my team, but more people on my team aren't bloggers, so I have to make sure that I have a training approach that can fit them as well. I had to develop and work on creating training and tools for my team so they can learn to share the oils in other ways, like classes or booths.”

Your Relationship with Time

BY AMANDA HOPKINS

BEING GOOD STEWARDS OF THE TIME AND THE RESOURCES WE HAVE DEMANDS THAT WE STOP BLAMING TIME AND START RECONSIDERING HOW WE PRIORITIZE OUR HOURS. TIME DOESN'T CHOOSE WHAT FILLS UP YOUR DAY—YOU DO.



As a “mom-preneur,” I feel like time management is one of my largest struggles. A few months ago, I took an online course called “The Balancing Act,” and I was challenged to reconsider my relationship with time. Instead of managing our time, we can build a relationship with it.

What if we regard time as a person and recognize the type of feelings we project on it? I don’t want to manage my daughter; I want to build a healthy relationship with her. What a miserable relationship we would have if all I ever told her was that she was the reason I was so stressed out and never got enough done during the day. All day long we blame time for our inability to get things done. Many of us have boasted: “I’m so busy! I don’t have time for that!” We need to learn to respect time and see it as a resource instead of the reason we didn’t get enough sleep, get the house cleaned, or get our personal development done that day. We are capable of changing how we view time,

and that shift can empower us to actually get more done in our day and feel more successful.

Every single one of us has the same number of hours in our day, but we each have different passions, callings, and responsibilities. Being good stewards of the time and the resources we have demands that we stop blaming time and start reconsidering how we prioritize our hours. Time doesn’t choose what fills up your day—you do.

I challenge you, as I challenge myself every day, to evaluate your priorities and core values and make some time-related changes. When we do, we won’t have to complain about not having any time. It is not easy to change our perception of time, but our families, our businesses, our health, and our relationships will reap abundant blessings when we choose to do so. Let’s stop allowing time to be a barrier to our success and make it a resource instead.

6 VALUES



Name and organize six of your highest values.

What things are the most important to you? What things do you need in your life to feel balanced and fulfilled? It took me a few days to do this because I had to mourn letting go of a few things and be honest with myself. I knew what was most important to me wasn’t what I was devoting time to, and that was why I would get grumpy and stressed out.

Create tomorrow’s list tonight.

If you are like me, you have a three-mile long “to-do” list, and for the most part the things on the list are actually things that really do need to get done. Since there are literally more things to do than we can actually accomplish in a day, we need to prioritize our priorities. In the evening, make space for reflecting on the things you did accomplish that day and then make a list of six to eight things that you must complete tomorrow. Use your core values to select these “must-dos” for tomorrow’s list. When your day is structured this way, you will continually feel like you are effectively using your time.



Simplify daily activities.

There are some tasks that take a lot more time than others. A couple of my core values relate to continuing my education and a task that I love in this category is reading books. We can’t always read a whole book in one day, and thus need to practice a principle from the book *The Slight Edge*, and either read 10 pages or read for 10 minutes every day. This allows us to devote time to each of our core values without throwing off our balance and increasing our stress levels. Developing a training program or cleaning the whole house shouldn’t necessarily be done all in one day. Doing small activities every day is a better time option.



Make one change at a time.

Once we have named our core values and have prioritized them, we must make sure that how we spend our time reflects those values. This type of change can be the most overwhelming process. So please, change one thing at a time. Once you pick one thing, work on adjusting and creating that new habit. Many times we try to fix everything at once, and that can leave us frustrated and ready to give up. When we focus on one thing at a time, we increase our chances of success and thus increase our confidence to tackle our next project.

dōTERRA®
CONSULTANT
Recognition

DOUBLE PRESIDENTIAL DIAMONDS



PATRICK & ALLYSE SEDIVY

Congratulations to Patrick & Allyse Sedivy for being the first to achieve the rank of Double Presidential Diamond!

DOUBLE BLUE DIAMONDS

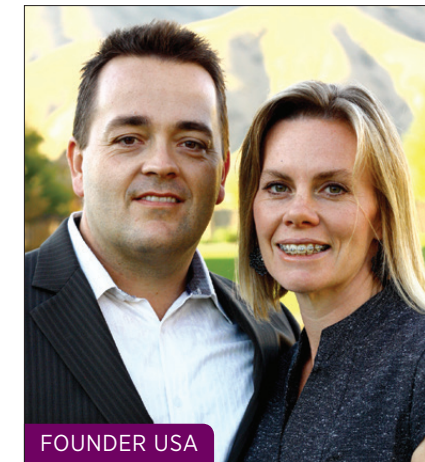


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JUSTIN & KERI HARRISON

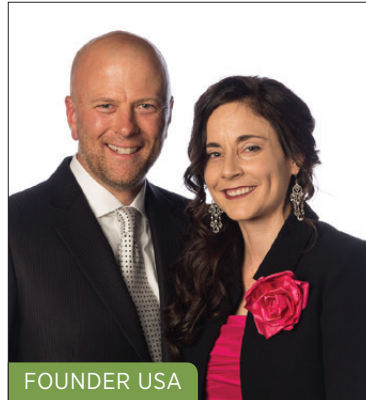


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ERIC & ANDREA LARSEN

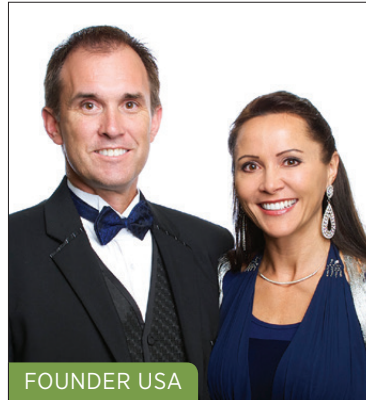
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WES & HAYLEY HOBSON



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JARED & SHEREE WINGER



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KENNY & REBECCA ANDERSON



MATT & KELLY ANDERSON



SPENCER & KARI ARNTSEN



DAVE & ASTI ATKINSON

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ROMAN & CORINNA BARRUS



JEREMY & MICKI BOBERG



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CHRIS & KAREENA BRACKEN



JERRY & BRANDI BURDINE



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WALTER & MELODY COVINO-WATTS



FRED & CARRIE DONEGAN



BRAD & ROSALIE ELLIOT



SCOTT & RHONDA FORD

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JEFF & JEN FREY



AL & MAUREEN GARCIA



MARC & JENN GARRETT



STEVE & KRISTINE HALES



KIRK & JENNIFER HAMILTON



JIM & LARA HICKS



SHANE & REBECCA HINTZE



WADE & LAURA HOLBROOK



BRYAN & ANDREA HUDDLESTON



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JUAN JUI CHANG & TSAI CHIAH HSIU

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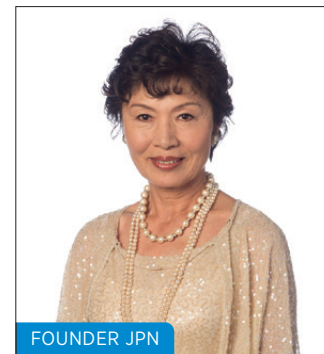
JESSICA & CLAY IDDINGS



BRIAN & RACHEL JONES



LELAND & ROBIN JONES



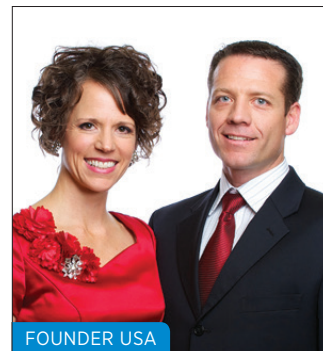
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ASAKO KOBAYASHI



JOE & AMBER KROPF



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JUSTIN & TAHNA LEE



DAVID & HEATHER MADDER



DENA MCCAFFREE



TONY & AIMEE MCCLELLAN



JASON & SHARON
MCDONALD

BLUE DIAMONDS



DAVID & TAMMY MILLER



KC & JESSICA MOULTRIE



FOUNDER JPN
SUMIKO NOBORI



JEFF & CRYSTAL NYMAN



RICHARD & JENNIFER
OLDHAM



KATHY PACE



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SETH & JENNY RISENMAY



GARY & KARINA SAMMONS



JEFF & DIANE SHEPHARD



FOUNDER USA
TERRY & LIL SHEPHERD

BLUE DIAMONDS



FOUNDER AUS
MARK SHEPPERD & RANI SO



FOUNDER USA
DAVE & PEGGY SMITH



RYAN & DANI SMITH



JIM & TAMMY STEPHENS



FOUNDER USA
GINA TRUMAN



KACIE VAUDREY



JOHN & KALLI WILSON



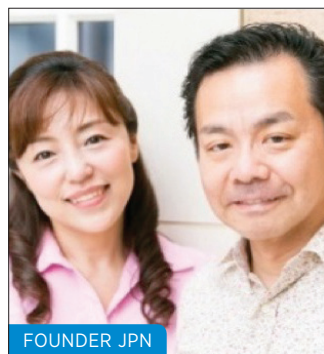
DANIEL & AMY WONG



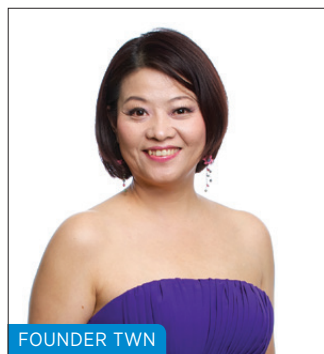
KEVIN & NATALIE WYSOCKI



JOEY & CACHAY WYSON



FOUNDER JPN
TOSHIYA & IZUMI
YANAGIHARA



FOUNDER TWN
PEI-CHI YI

DIAMONDS



JENNIFER
ACCOMANDO



ATANASKA ADAMS



KATIE ADAMS



PAUL & DELMAR
AHLSTROM



NEAL & ERIN
ANDERSON



KAREN ATKINS



MI HYEON BACK



FOUNDER USA
PETER & SUSIE
BAGWELL



PERLA BALDEMAR



RICK & HAYLEY
BAMMESBURGER



ERIC & BECKY BARNEY



JERRY & AIMEE BECK



FOUNDER USA
DANIEL & CHRISTINA
BENITEZ



JOY BERNSTEIN



KEN & WENDY BERRY



SHAWNA BIELMANN



RACHELL
BRINKERHOFF



STEVE & BRENDA
BROWN



ERIKA BUTLER



JON & AMY
CALDWELL



ADABELLE CARSON

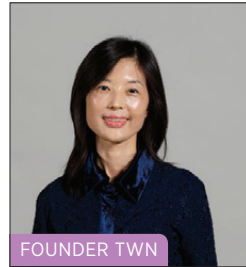


DOUG & RACHELLE
CASTOR

DIAMONDS



THAD & KATHY CHANDLER



FOUNDER TWN
WEI-FANG CHEN



FOUNDER JPN
RICK & ETSUKO CHIDESTER



FOUNDER USA
GREG & MARTI CHRISTENSEN



MARC & ROMI CLARK



NIKKI CLOUD



RICK & ALISSE COIL



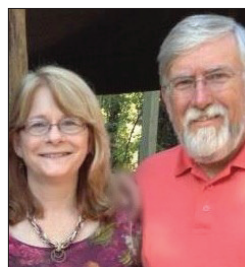
ALICIA COTTAM



BRETT & FARRAH COLLVER



JOAN COON



RICHARD & ELIZABETH COPELAND



JAMES & TANYA COTTERELL



BECKY COX



CHRIS & MARY CRIMMINS



KARLEL CROWLEY



JEFF & JUDY CRUDEN



VICTOR & AMANDA DARQUEA

DIAMONDS



MIKE & LORI DAVIS



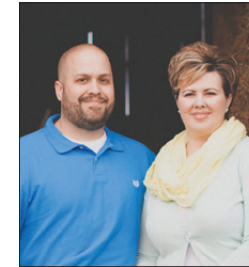
MOLLY DAYTON



FOUNDER AUS
PAULA ECKERT & JOHN OVERBEEK



DAVID & JULIANNE ELLIS



KEITH & SPRING ESTEPPE



DAMIAN & JENNA FANTE



LEONIE FEATHERSTONE



ANDREW & CHRISTY FECHSER



MARK & TIFFANY FLAKE



AARON & WENDY FRAZIER



PAUL & STEPHANIE FRITZ



FOUNDER JPN
KAORI FUJIO



FOUNDER JPN
ASAKAWA KAZUYUKI & AKIYO FUTAKUCHI



ANDY & MISSY GARCIA



VINCE & TERESA GARCIA



FOUNDER AUS
CHERIE GARRETT & MAX TUCKER



DAREN & CRYSTELLE GATES



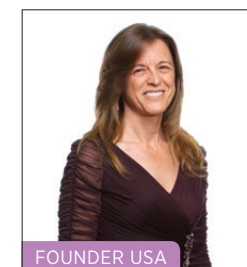
KRISTANN GILLIES



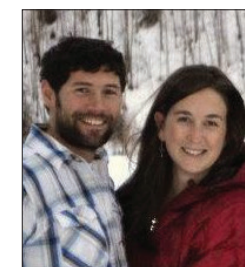
BRIAN & BECKY GILLESPIE



CRAIG & LYNN GINES



FOUNDER USA
VALERIEANN GIOVANNI



BRAD & TOBI GIROUX



JEFF & KATIE GLASGOW

DIAMONDS



THOMAS & AMY
GLENN



CRAIG & SHEILA
GOODSELL



LOUIS FUSILIER &
MONICA GOODSELL



JAY & DEBBIE
GORDON



MICAH & KRISTA
GRANT



CURT & CAROL ANN
GUEST



DR. MATT & ANNA
HALES



CLIFF & PJ HANKS



EMILY HANSON



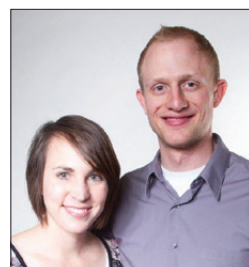
JIM & MARTY HARGER



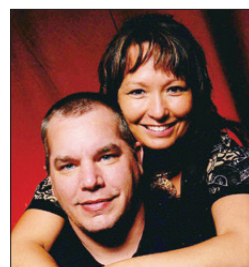
AISHA HARLEY



RYAN & JENYCE
HARRIS



SCOTT & SHYANNE
HATHAWAY



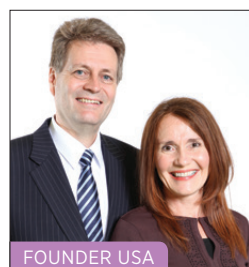
MICHAEL & JENNIFER
HEATH



TERI HELMS



WAYNE & JENNA
HENRIE



FOUNDER USA
GORDON & JULIE
HERBERT



RYAN & MELISSA
HERMAN



BRYANT & BRIANNA
HESS

DIAMONDS



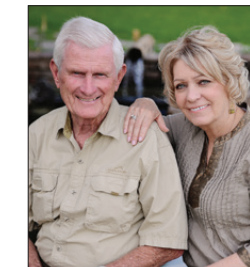
FOUNDER USA
TERRY & MARIA
HEUSER-GASSAWAY



JON & EVE HEWETT



JESSE & NATALIE HILL



ROBERT & TONI
HOLLAND



TANYA HOWELL



BENJAMIN &
STEPHANIE
HOWELLS-SCOVILLE



JEFFERY & MIRANDA
HU



CHIH JUNG HUANG



CHRISTY HUGHES



ALLISON HUISH



JULIE HUNDLEY



RICK & KATHY
HUNSAKER



BOO KYUNG IM



ARIN INGRAHAM



SHANE & JENNIFER
JACKSON



FOUNDER USA
ROB & WENDY JAMES



JARED JARVIS



KURT & LINDSAY
JENSEN



KILEY & NORA
JOHNSON



BILL & KELLI JONES



RICHARD & LISA
JONES



BILL & DEENA JORDAN



JAE HYEON JU



JEREMY & ANNETTE
JUKES



MASAMI KAWAI

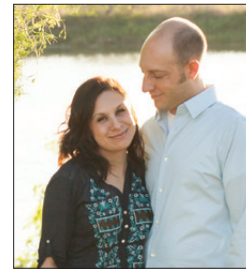
DIAMONDS



TRACI & JACK KENNEBECK



MIKE & KALLI KENNEY



DRU & GINA KIESEL



CADE & DOMINIQUE KING



MELISSA KING



SHAWN & LAURA KING



MIKE & MEGAN KNORPP



MIKI KOJIMA



SPENCER & RETA KUHN



JAUCHING LAI



LAURIE LANGFITT



LOIS LANE



FOUNDER USA

NOLAN & PAT LEAVITT



JOHN & CAROLINE LEE



JUNG HOON LEE



DIANE LEFRANDT & JESSICA SMUIN



DR. DANIEL & KATIE LEVERENZ



JODI LEWIS



FOUNDER TWN

CHIH JEN LIU & MAN TSAI

DIAMONDS



RACHEL LOTH



DWAYNE & TRACY LUCIA



LISA LUKE



TRACY LYMAN



BRETT & BROOKE MAGLEBY



JAMES & CYNTHIA MAGUIRE



JULENE MARTINDALE



TERUMI MATSUSHIMA



FOUNDER JPN

SHOKO MATSUYAMA



FOUNDER JPN

ARITA MAYUMI



AARON & TONYA MCBRIDE



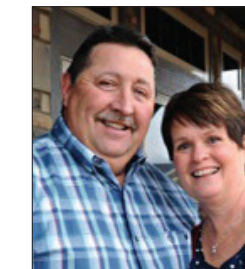
ROGER & CAROL-ANN MENDOZA



JERRY & PRISCILLA MESSMER



JUSTIN & ASHLEE MILLER



SCOTT & ROBYN MITCHELL



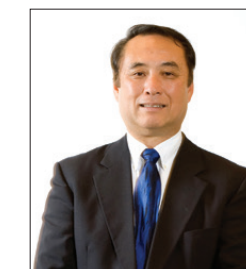
ANGELA MOFFITT



MICHAEL & MELISSA MORGNER



DREW & COURTNEY MOSES



HOWARD NAKATA



JONATHAN & DEANNA NICHOLS



DR. ZIA NIX



FOUNDER JPN

MITSUKO NOMIYA



ERIC & KRISSEY NORDHOFF



AUSTIN & AMBER NORDSTROM

DIAMONDS



KERY & DENISE NORRIS



ADAM & TAMI NUHFER



FOUNDER JPN
KEIJI & EMIKO OKUYAMA



FOUNDER JPN
RIYO OGAWA



ROBERT & HOLLY OLMSTEAD



JOHN & AMANDA L. OLSEN



ERIC & KRISTEN PARDUE



ROBERT & JANELLE PARRINGTON



MICHAEL & CYNTHIA PATIENCE



DICK RAY & STACY PAULSEN



KYLE & KATEE PAYNE



SPENCER & LAURA PETTIT



FRANI PISANO



TRACY PRINCE



BRAD & DARCI RICHARDSON



ROD & JENNIFER RICHARDSON



CASEY & MELISSA ROBERTSON



JAMES & KELLY ROBISON

DIAMONDS



PHIL & WHITNIE ROGERS



FOUNDER LA
FERNANDO & DANIELA ROMAY



RYAN & JANESSA SALSBERY



ERIC & GALE SANDGREN



ADRIAN & ROXY SARAN



ADAM & RIGEL SMITH



WILL & MARCY SNODGRASS



SHARLA SNOW



MINDY SPRADLIN



CHRISTINE & WADE STOLWORTHY



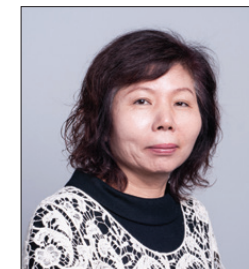
MARIZA SNYDER



SAMUEL & MELISSA TAEU



GERARD & TARITA TEHOTU



LIN HSIU TENG



EVAN & ADRIENNE THOMAS



BILL & ERLEEN TILTON



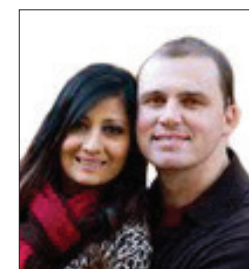
FOUNDER CAN
BRAD & DAWNA TOEWS



ADAM & NIKKI TOPHAM



BETTY TORRES-FORBORD



MATT & ALICIA TRIPLETT



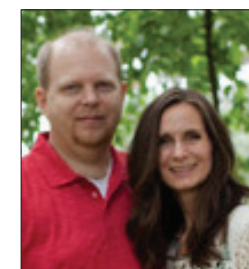
FOUNDER HK
STEPHEN & YVONNE TSAI



YUNG-PEI TSEUNG



MARK & LORI VAAS



SHANE & KRISTIN VAN WEY

DIAMONDS



SARAH & MICHAEL VANSTEENKISTE



CHAD & ESTHER VERMILLION



SONDRA VERVA



DAVE & KATE WAGNER



SUSAN WALBY



FOUNDER TWN
WENDY WANG



MARK & TAMALU WATKINS



JOHN & SHAUNA WETENKAMP



RICHARD & HEIDI WEYLAND



DALLON & EMILI WHITNEY



ROB & MELISSA WILSON



JILL WINGER



SCOTT & SUSAN WOOLEY



HIROKO YAMAZAKI



EDWARD & LINDA YE



ELENA YORDAN



FOUNDER JPN
NISHIDA YOSHIFUSA

DIAMONDS



FUMIKO YOSHIMOTO



FOUNDER JPN
MIHO YOSHIMURA



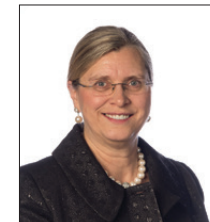
KRISTI ZASTROW

DIAMONDS NOT PICTURED:
LIZETH BALDEMAR DE ARRAS
FU YU CHEN
YOSHI CHIHARA & MARI HIRANO

MAO DU
CHI-HSIANG LIAO
CHUL LEE
JACQUELINE RITZ

MICHAEL & JENNIFER VASICH
HAO HENG TSAI & CHANG HSIN
YUN

PLATINUMS



KELLY ALVIS



JANA E ARANCIBIA



AUTHENTIC HEALTH LLC



FOUNDER LA
ANA LEDA ARIAS BARRANTES & CARLOS GILBERT PANIGUA BLANCO



LISA BEARINGER



FOUNDER CAN
HARLAN & MARIE BERWALD



JAMIE BOAGLIO



CRAIG & CONNIE BOUCHER



EMMANUELLE BOURBON



DR. JAMIE R. & CHRISTINA BOYER



ADAM & CAREY BROWN



FOUNDER EU
MARIO JOLLY & SABINE BUCHNER



ELIZABETH CENICERROS



DARRYL & ANNIE CLARK



BRIAN & MERIDETH COHRS

PLATINUMS



TOM & ANITA COTTAM



STEPHANIE CRANE



ERIC & TIFFANY DAHL



DURELL DARR



ROGER & MARLYN DIDERICKSEN



CURT & TONIA DOUSSETT



DANIEL & MICHELE FENDELL



DAVID & CRYSTAL GARVIN



LEON GREEN



ROSIE GREMMERT



MELISSA GUTHRIE



RYAN & KENDRA HALES



MATTHEW & SEANTAY HALL



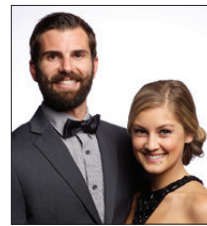
NATALIE HARRIS



JEANNIE HARRISON



JESSICA HERZBERG



KYLE HESS & BRITTANY PIRTLE



WAI KEUNG HO



BRENT & ANNIE HONE



CYNTHIA INCZE



ROSE INGRAHAM



STEVE & SANDIE JENSEN



D'ARTIS & TIFFANI JONES



TZU-YUAN KAO



NICK KILLPACK



CAROL KING



ROMMY KIRBY

PLATINUMS



CHRIS KIRSCHBAUM



DEIDRA MEYER-HAGER



DEBBIE KRAHN



MARY LAGASSE



CYNTHIA LANDES



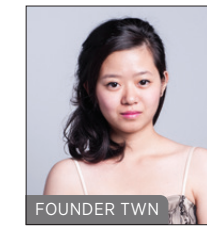
PEGGY LANGENWALTER



ARLA LEINS



DAVID & EMILY LESHER



HSIAO CHUN LIU



SHELLY LOYD



MICHELE MALCHOW



EMILY MARTIN



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



JOHN & PATTI MASON



DAVID & HOLLY MAYS



KERI & KEITH MCCOY



DEIDRA MEYER-HAGER



DAWN OLSEN



KIM OVERPECK



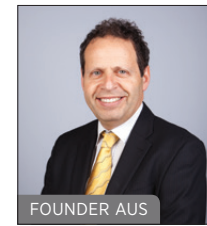
JAMES & CHRISTINE PAYNE



JANET RAMER



BARBARA REMPEL & DAL BRYANT



MICHAEL ROTHSCHILD



IGNACIO SANTOYO & SILVIA MARTINEZ



JIM & SUSIE SCHIERING



JULIE ANN SCOTT



AMY SELLERS



MARK & HELEN SHAW



JOAN SHODAI



TOM & ERIN SMEIGH



KIRK & LANA SMITH



TAMMY STEUBER



DENNIS & JANETTE STEVENS

dōTERRA® CONSULTANT Recognition

PLATINUMS



FOUNDER TWN

WEN-CHANG SU



SHEILA SUMMERHAYS



FOUNDER TWN

CHANG CHAO T'ING



JASON & ALLISON TRIPP



DUANE & CRYSTAL TUCKER



BILL & MARILYN VANDONSEL



EDDIE & ANGELA VILLA



SANDRA WANG



PAUL & DENISE WEBSTER



TRAVIS & STEPHANIE WINGER



MAN DI MANDY YEUNG

PLATINUMS NOT PICTURED:

CONCETTA BIBENS
JONG YUN CHOI
DANIELLE DANIEL
MEGAN DILMORE
JASON FILA
CHRISTINA GARDNER
GAYLE HODGES

YEN CHIH HUANG
HAENG SUK KIM
CHUL LEE
KYOUNG SOON PARK &
CHUNGHEONG LEE
YU YIN LI
CHIH-HSIANG LIAO

WANCHING 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



MARTY & KINDRA ADAIR



JODY AITON



LACEY ALBRECHTSEN



BRAD & KATHY ALLDREDGE



COLEMAN & HILARY ALLEN



EVIE ANDERSON



NICOLE ANDERSON



GREG & CARMEN ANDERSON



MIKE & JESSICA ANDERSON



LEANNA ANDRADE



DEAN & KATHIE ANDRUS



SUE ARAKAWA



JAMES & ANGELA ATKIN



BRENT & KRISTI AVERETT



ROBYN AZIMA



LORI BACON



BENJAMIN & JADE BALDEN



KARLA BANKS



DEAN & CONNIE BARGEN



DEBBIE BASTIAN



TAMARAH & JEFF BARTMESS



ANGELA BARTRAM



FOUNDER EU
MONIKA BATKOVA & MARTINA VALNICKOVA



ALLEN & AMY BAUER



CARLY BAUTISTA



ASHLEY BEANS



BRIAN & HEATHER BECKWITH



SOON BYUNG & DONGCHOL BEH



JENNIFER BEJCEK



JOE & ASHLEY BELL



VICTORIA BENTLEY



SONNA BERGHAIER



BRET & AMY BIGELOW



RONDA BIRCH

GOLDS



VERA BLOUIR



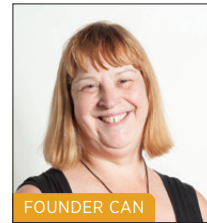
JANE BODILY



JON & KENDRA BODINE

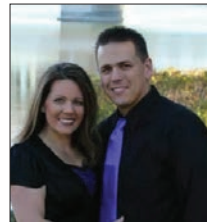


JASON BORUP



FOUNDER CAN

JONI BRADLEY



JEREMY & MELISSA BRANSKE



JASON & KAMILLE BREUER



ALISA & CHRIS BRIDGES



SCOTT & LEESA BRIDGES



CASEY & JAMIE BRODERSEN



DEANNA BROWN



CHARLENE BROWN



KEVIN & LATARRAN BROWN



LISA BROWN



MAUREEN BRUNDAGE



TONI BUNTING



JARED & REBECCA BURT



MATT & DEANA BUSHMAN



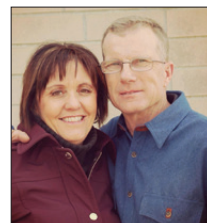
SOON BYUNG & DONGCHOL BEH



CLAUDIA CALDERON



ERICA CAMPANELLA



BILL & DONNA CARD



JOSHUA & MARY CARLISLE



JONATHAN & AMY CARVER



BUCKY & ANNA CASH



LACEY CHALFANT



SHUANG-SHUANG CHANG



DIANE TENNEY CHATTERTON

GOLDS



FOUNDER TWN

CHIU-HSIANG CHEN



WEN CHEN



JACLYN CHILD



TERPSY & SAVVA CHRISTOU



EVE COLANTONI



CAROL COLVIN



CINDY COONS



CRAIG & KRISTIN COTTLE



CRYSTY COVINO



WENDY COX



BRANDI CROSBY



CYNTHIA CROSBY



SPENCER & JAN CROSLAND



JOHN & GERI CUMMINGS



QUINN & RANDY CURTIS



DR. JAMES & KIM DAHLIN



SHELLY DAUGHERTY



JARED & MINDY DEGRAFFENRIED



DIANNE DELREYES



LOGAN & APRIL DENBLEY



MARK & KERRY DODDS



JULIE DRIGGS



JEFF & GINNY EISEMAN



SHANE ENGLAND



MARY & DENNIS ENGLERT



JOEL & FAY EPPS



DR. MELISSA ESGUERRA



HEATHER ESSLINGER



RYANN & MATT ETTER



JULIE EUBANKS



HALEY FACHNER



SALLY FARB



SALLY FARNICK



DANA FELDMEIER

GOLDS



YUWEI FENG



CARA FINES



JAKE & JOANN FOWLER



MEGAN FRASHESKI



JENNIFER FRINK



NATHAN & KRISTEN FUCHS



KEMPTON & CYNDY FULLER



LISA ANNE GAFKJEN



VICKI GALLOWAY



JUDY GANN



JACKIE GARCIA



GINO & AMANDA GARIBAY



JAKE & LINDSEY GARRISON



NATHAN & JOANNA GEIGLEY



MICHELLE GETZ



WENDY GIANNUZZI



RACHELLE GIBSON



LINDSEY GIFFORD



TIM & KAREN GILROY



CHRIS & KRESTA GLASER



CARMEN GOLDSTEIN



LUCY GONZALES-ROMERO



RACHEL GONZALES



DANA & SUMMER GOODAN



LEAH & ADAM GRAHAM



ROSIE GREANEY & ADAM COPP



KACEY GREEN



SHARON GREENE

GOLDS



CARY GRIFFIN



DREW & LACEY GRIM



TIM & AUDREY HAMILTON



WENDY & CURTIS HANSEN



ARIANA M HARLEY



DAVID & JOLENE HARRIS



TRACY HARRIS



SALLY HARVEY



ALICIA HASHEM



MARK & ALICIA HAUGSTAD



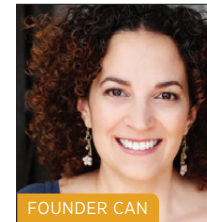
BLUJAY HAWK



LORI HAYES



ALLISON HAYS



MARISSA HEISEL



SARAH HENDERSON



EUGENE & DIANA HENKEL



JASON & STEPHANIE HILL



MAGGIE HILL



HOLLY HIRT



MARK & TRICIA HOFFMAN



DENA HOLMES



JENI HOUSTON



SU JU HUNG



BRIAN & ALLISON HUNT



BJ & MEGAN HUNTER



LINDA HUSSEY



MICHAEL & NANCY HUTCHINSON



NANCY ILLMAN



YUKI ISHIDA



SCOTT & TONI JAEKEL



GORDON & JILL JANKULOVSKI



DR. BARBARA JENNINGS



AARRON & HEIDI JOHANSEN



NANCY JOHNSON

GOLDS



GORDON LAWSON & RENE E JONES-LAWSON



RACHEL JONES



STACY JONES



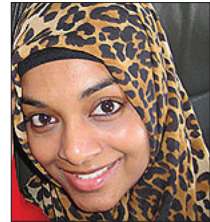
CHIAO EN JUAN



SPENCER & CYNDE KAMAUOHA



YOKO KAMIYA



RUZNA KAMOOR



LEAH KARRATTI



REBECCA KASELOW



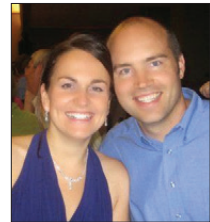
FOUNDER EU
BRIAN KIEL



CHANG HO KIM



TARA KINSER



PAUL & NANCY KNOPP



YASUKO KOBAYASHI



DEAN & TERESA KOERNER



BONNIE KOTTRABA



JENNA KRAHN



JAMES & KRISTEN KROPF



FREDDY & MANDY KUHN



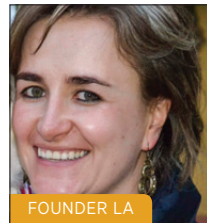
MICHELE KUNTZ



DESIREE LAFEVER



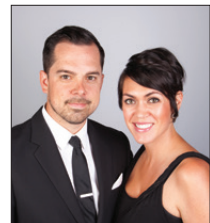
ALLEN & HEIDI LAFFERTY



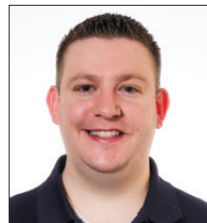
FOUNDER LA
SOFIA LOPEZ DE LARA



MARGIE LASH



JEFF & KATE LASSON



ANDREW LA TERRA



SCOTT & JESSICA LAWSON



JAMES & MICHIE LAYTON

GOLDS



DAVID & SARIAH LEALE



JANYCE LEBARON



MICHELLE LEBARON



RENE & AUSHRA LEDESMA



MARLIES LEE



HONG LEONG



FOUNDER CAN
SUZIE LEROUX



FOUNDER HK
YUEN MING LEUNG



FOUNDER TWN
CHIA LING LI



ME HEE LIM



WEI TING LIN



JOHNATHAN & RACHEL LINCH



NANCY LINDER



FOUNDER CAN
HEATHER LINDHOLM



JESSICA LITSTER



HONEY LOGAN



ANALEAH LOVERE



ANNE LOWENTHAL



CHARLENE LU



CONNIE LU



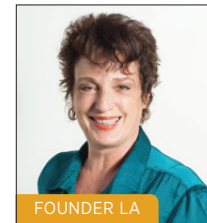
BEN & MARIA LUEBKE



HEIDI LUEKENGA



KYLENE LUND



FOUNDER LA
ADELE LURIE



FOUNDER AUS
TANYA MAIDMENT



ALONTO & DESIREE MANGANDOG



JULIE MARGO



BILL MARKHAM & ULISES BALANZATEGUI



JANET & BERNY MARQUEZ



ANITA MARRIOTT



MIKI MATSUMOTO



JANICE MAYNARD



KELLY MCBRIDE



SEAN & ALICIA MCBRIDE

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GOLDS



JENNIFER MCCLURE



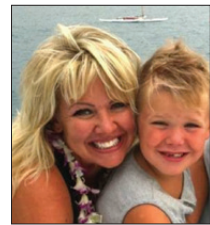
GINA MCCONEGHY



BEBE MCFALL



SUZANNE MCGEE



JEANNE MCMURRY



LISA MECKLE



MONA MERZ



BECKY METHENY



BRANDON & MELISSA MILLER



TERESA MILLER



JUDI MINCKLER



BETTINA MOENCH



CYNTHIA MOODY



KIMBERLY MOORE



ANDREW & TIFFANY MOOSMAN



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AMANDA OLSON

GOLDS



KERY O'NEIL



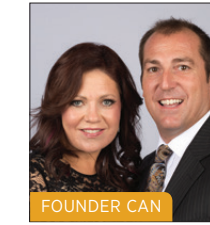
RONNIE & BONNIE OWENS



JIM & DINA PACE



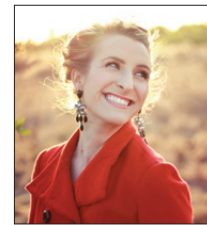
TERRI PACE



FOUNDER CAN
TRAVIS & SARA PALMER



BRADY & HILLARY PARKIN



COURTNEY PARKINSON



LAURA PASTERNAK



SHEEN PERKINS



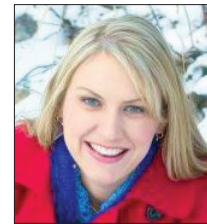
CHRISTINA PETERS



MIKE PETERS



ALLISON PREISS



JESSICA PRESTON



RHONDA & MICHAEL PETERSON



TIM & BRENDA PETRU



JESSIE PINKERTON



CHARLEY & JESSICA PRESTON



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GOLDS



PHIL & LEEANN STORK



MELODY STRAPPELLO



KUAN FANG SU



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CAROL SUNG



MARA TABARES



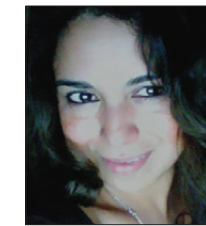
TOMOKO TAKENAMI



WILLIE & AMY TAULA



BROOKE & THOMAS TAZBAZ



MARTINA THIAGESAN



DR. LYNN THOMPSON



ELIZABETH THOMPSON



KERI THOMPSON



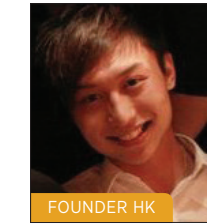
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JUSTIN & TRACY TIRET



CHAD & SARAH TOWE



FOUNDER HK
VICTOR TSAI



JENNIFER UPCHURCH



MEMO & KIM URETA



WAYNETTE VANFLEET



CYNTHIA VELEZ



CAROLINE VINAL



NICOLE VINCENT



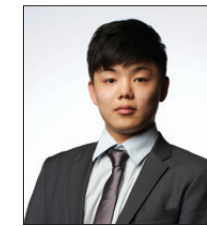
DANA & ZACHARY VINEYARD



BOB & CATHI WAALKES



ALAN & CHERYL WAELBROECK



JUSTIN WAI



JED & PAM WALDRON



KELLY & WARREN WALKER



LORINDA WALKER



MICHELLE WALLACE



BRENT & JENNY WALSH



JAIME WALSH



LANA WARNER

GOLDS



BROOKE WARTELL



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TUNG HAN WU



YASUNORI YOSHIMURA



ATSUKO YOSHITOMI



SANG MOK YUN



TOMOKO YUTAKA



AMANDA ZUCCATO

GOLDS

GOLDS NOT PICTURED:

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ROBIN ARNOLD
DON & LYNDA ASHCRAFT
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JOSH AXE
MUNDI BANKS
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LAURA BEGHEIN
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PATRICK & MICHELE BOTWRIGHT
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SHANNON CLOUGH
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CHRISTINE CREEL
STEVE & GINNA CROSS

KELLI CROSBY
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AREN HUDSON

COCO YU HING HUI
VANESSA HUNT
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KWON NOH
SHERI NORTON
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GAYLE WHITELAW
JUSTEN WONG
DENA WOULFE
LAURA WYNN
YONG TONG XU
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