

LEADERSHIP



**New Presidential
Diamonds - 4**

Jared & Sheree Winger

A Duplicable Cause - 28

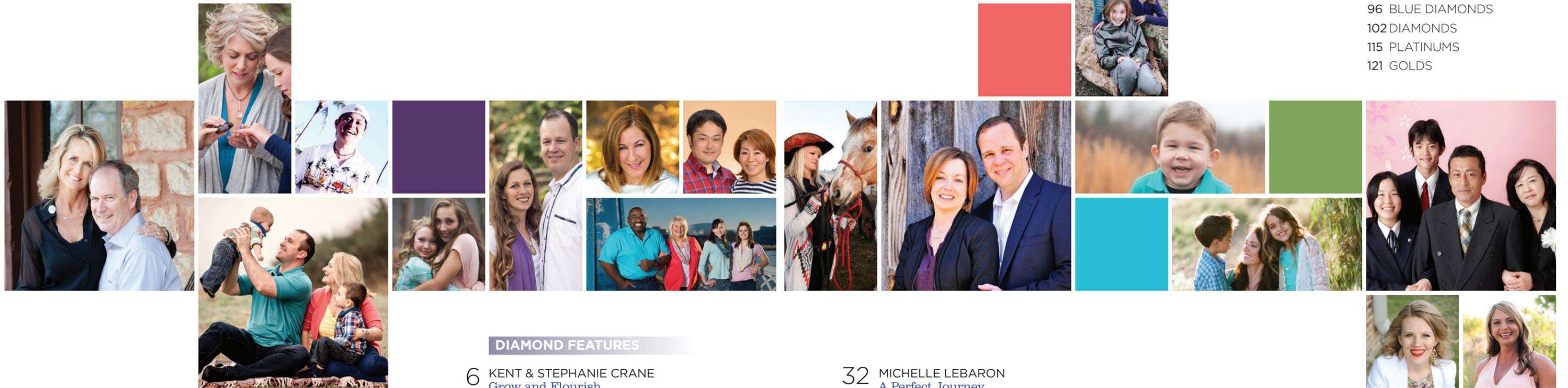
Seth Risenmay

Get Inspired - 90

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NEW PRESIDENTIAL DIAMONDS
Jared & Sheree Winger



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Congratulations on Reaching Presidential Diamond Jared & Sheree Winger

HIGHLAND, UTAH, USA



How have you learned to run this business as a family?

Sheree: We have been really fortunate because we never had the transition that some couples have where one spouse starts growing the business and then brings the other spouse home from their job and they have to figure out how to divide the labor. Jared started doing the business early on and he still does the classes, trainings, and travel.

Jared: Sheree is perfectly capable of teaching any classes; she's seen me do it a million times. But, we want her to remain a full-time stay-at-home mom and it wasn't necessary for her to duplicate what I'm doing. She helps me out and I help her out, but overall we know our responsibilities. I'm mostly in charge of the business and she oversees things with the kids and the household. Also, she's very creative and has great ideas for team events. Our whole team loves her.

What have been the biggest hurdles you have had to overcome on the way to Presidential Diamond?

Sheree: When we were having our last child, I was really excited because Jared was Platinum and he had started working from home. I thought it was going to be great and we were going to have all this time together. Then, Jared did some expos, found some amazing leaders, and the momentum on our team really picked up. Our baby was born, and then he was traveling for the next several months a lot more than he had been before. That was hard on me emotionally. But, I'm really happy now that he did that because we have benefitted so much from it. I'm glad he worked that hard, even though it was a sacrifice. It wasn't the picture I had in my mind of how it was going to be, but we have a lot now because we made those sacrifices early on.

Jared: You have to see the light at the end of the tunnel. You have to realize that it's going to get better. This business can be hard because it takes massive focus and energy to create that momentum, but then it's going to pay itself back a hundredfold.

What are the benefits of this rank? Why should someone want to reach it?

Jared: You can create the kind of lifestyle that you want, not just have enough money to pay bills. You definitely have to be willing to sacrifice and work more for a period of time, but with the big picture in mind of creating that flexibility and time freedom that you want. It actually gets easier the higher rank you go, because you have leaders that are overseeing their teams, taking responsibility, and duplicating.

If your goal is to help other people, you're going to help a lot more people becoming Presidential Diamond than if you set your goals low. It's really hard to give a lot if you don't have anything or if your time is tied to your job. This rank allows you to do so much more good than you ever could.

Sheree: Getting to Presidential Diamond means you're seeing your leaders grow and be successful. We love seeing their success not just financially but in other areas of their lives and what they're able to do because of what dōTERRA has given them.

At this stage, what motivates you to continue building your business?

Jared: We know that we can do so much good through dōTERRA. I feel like if I kept that to myself, it would be selfish. We've been given a gift and we need to show gratitude and pay it forward. Our work is not done. We need to inspire others and help other people achieve the same thing we have, because they can.



Tips for Getting to Presidential Diamond

Do the same things

"Getting to Presidential Diamond is not much different than what it took to get you to any other rank. It's the same skill set, the same activity, it just takes more time."

Treat it like a business

"Sometimes because people aren't getting paid immediately on their efforts, they don't take this seriously. This is a business, and when you treat it like that, you'll see a lot of growth."

Be consistent

"Determine that you're going to be consistent with your efforts. A lot of people are looking for the magic bullet. It's not rocket science: do the other things that other leaders have done to create success."

Teach classes

"It all boils down to doing two classes a week consistently, whether you're hosting them or teaching them for your team. Anyone that does that will be Diamond or beyond."

Improve your skills

"Work on your skill sets. If you're not good at teaching classes or inviting, get good at those skills. Don't just say you're not going to do them. Find out how to improve and that makes your business easier."

Kent & Stephanie Crane

BUFORD, GEORGIA, USA

GROW AND *Flourish*



“I’ve learned that I can change my thought process. It’s completely and totally possible. I’m in such a different place than when I started.”

Stephanie Crane had been interested in natural health for more than 20 years when she was introduced to dōTERRA. Though she found the products to be effective, she was very suspicious of network marketing companies. She says, “I thought that dōTERRA couldn’t be the only company out there with good quality oils.” She researched and bought products from other companies and did side-by-side comparisons. Finally, her husband, Kent, told her she needed to save money and just stick with dōTERRA because they worked the best.

People always come to Stephanie for their natural health questions, so she started to tell them about dōTERRA essential oils. She says, “I remember the first time someone said, ‘Can I buy these from you?’ I just stood there and didn’t know what to say. In my head I was thinking, ‘Am I going to have to sell this stuff? This is crazy. I’m not a salesperson.’” After six months of that happening, Stephanie decided to embrace the business full on.

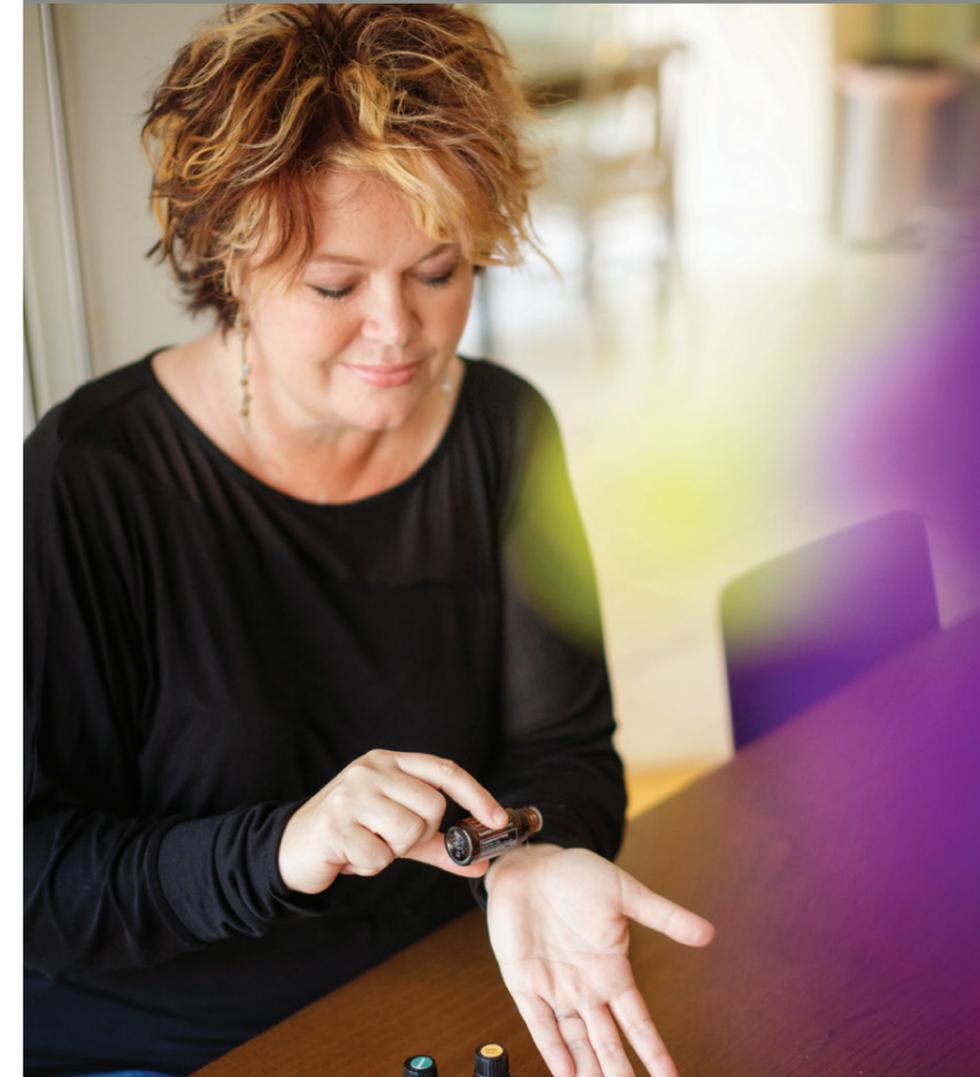
Kent had always thought she would be great at direct sales, so he was very

supportive of her running a dōTERRA business. Stephanie worked part-time as a social worker while homeschooling her kids, while Kent owned his own construction business. Stephanie says, “When I committed to do the business, I wanted to go all the way. I was determined and dedicated, I challenged myself, and I went outside my comfort zone.” She was intentional about sharing the products every day, and that is what brought her to Diamond. Now, her husband was able to sell his business and come home.

Along the way, Stephanie learned the importance of letting her leaders lead. She says, “When you take over everything, you’re doing your leaders a disservice. You’re not allowing them to grow and flourish. When you step back and allow them to lead with the expectation that they’re going to be great, and you fully trust that they’re going to step up and do it—they do. The key is to treat everyone like a leader, and then they become one.”

Stephanie is grateful that she was able to take her husband out of a stressful job, and that she was able to find a career that fulfilled her passion. She says, “I’m so much more confident now. I’ve discovered that I absolutely love servant leadership. I love this business as much as I love the oils. I love being able to serve my team and share in their success.”

“I work with people wherever they are, and very often as they grow they catch a bigger vision. I’m there to help them achieve whatever goal they have.”



PRINCIPLES OF STRUCTURE

Don’t worry.

“My structure is so messed up and I still hit Diamond. So, if you’re structure is not ideal, don’t worry. You can still hit your goals. You don’t have to be perfectly structured in order to succeed.”

Think of your team.

“Sometimes we get too hung up on structure and achieving the next rank. You have to pull back and think about what the people on your team really want. Do they want to earn rank, or income? The two are not necessarily mutually exclusive.”

Delay gratification.

“Don’t get so caught up in getting your \$50 Power of 3 that you give up the prime positions in your organization. If you delay that \$50 for four or six months, in the grand scheme of things the return on investment will be far greater.”

Yasunori Yoshimura

FUKUOKA, JAPAN

STRIVE TO ACHIEVE

Yasunori Yoshimura had always thought that people could make a lot of money in network marketing if they were successful at it, but he never thought it was something that applied to him. He started using dōTERRA products when his sister shared with him, and was interested in the business aspect before he even enrolled. He says, "My sister recommended dōTERRA to me, and now I really like how the owners have a passion for the oils and for serving others."

He always makes sure to let people use the essential oils after he explains their benefits. He tells them that if they like the dōTERRA products and understand the company's values, then the business opportunity will be a great one for them. He says, "They will be able to get incredible bonuses from the compensation plan. dōTERRA is a unique company because

"Have fun while you set up your goals, and be positive while you strive to achieve those goals."



"dōTERRA IS A UNIQUE COMPANY BECAUSE THEIR MISSION IS TO SUPPORT AND SERVE PEOPLE."

GROW YOUR BUSINESS

INVITE WITH A PURPOSE

"It's important to have a clear purpose to your classes and explain that to those you invite."

HOLD REGULAR EVENTS

"I hold events two or three times a month and encourage people to attend whenever I find an opportunity."

FOLLOW UP

"I follow up with people by meeting with them once every two weeks. If that's difficult, I call them once a week."

MENTOR YOUR TEAM

"I email and call my team periodically and do mentor calls with them to help firm their goals in their minds."

their mission is to support and serve people."

Yasunori receives a lot of support from his sister and others in dōTERRA. He says, "My sister supports me by giving me advice on my business, and I get lots of other help both inside and outside of my team." He learns how to build his business by attending other people's educational seminars and reading the books they recommend to him. "They

share experiences that I've never had before, because they want to share their joy with someone else."

He tries to provide that same support for the leaders on his team. He says, "I call them or meet with them to discuss the things they need help with in their dōTERRA business. I let them decide their why and follow up with them to help them be able to achieve the goals they set." He also holds regular

meetings for his team. "I think having these meetings can help keep my team members motivated and confirm their goals in their minds."

To achieve Diamond, he simply needed to learn all he could about the products and share it with as many people as he could. He says, "Have fun while you set your goals, and be positive while you strive to achieve those goals. Never give up."



Mel & Concetta Bibens

SARASOTA, FLORIDA, USA

“WE’RE EXCITED TO HAVE THIS BUSINESS OPPORTUNITY, AND WE’RE NEVER GOING TO ALLOW IT TO NOT BE SUCCESSFUL.” –MEL

Jumping Hurdles

Mel and Concetta Bibens were introduced to dōTERRA when Kyle Kirschbaum invited them to dinner. He had done business with them in the past, and he told them they would be perfect for dōTERRA. The Bibens were already running three other businesses at the time, and they were a little skeptical about the essential oils, but they saw that the dōTERRA opportunity was something they couldn't pass up. Soon after, they saw that the products worked and they were something that everyone needed.

Though they were busy with their other businesses, the Bibens were excited to get involved in something that could connect them to helping others. They had previously run a fitness center and spa that had filled that void, but now that was missing from their lives. Concetta says, “I thought this would be a great way to feel that passion of mine again. I wanted

to get back to helping people.” They had just moved to Florida and didn't have much of a network, so they thought at first they would just build online. “We soon found out that online things can only go so far. This is a hands-on, in-person type of business.” They have since learned how to get creative in building a strong network wherever they go.

Now, they're able to build a team of people that all need their help to grow. Concetta says, “My strength is to sit down with people that say they want to build and pull out their strengths, even when they don't see them. I've always been able to find the good in everyone and help them work with that.” She tries to learn as much as she can about people's personalities and what will best help them thrive. “I also want to know what shuts them down, because I don't

want to do those things. I want to know how I can best mentor them. Then, 45 days later, I revisit that same question, because it changes along the way. I want to keep good relationships with my team members, because then you're working together, appreciating each other, and having fun.”

Though they're not there yet, Concetta and Mel hope to create more time freedom for their lives very soon. In the meantime, they have enjoyed creating new entrepreneurs out of their leaders and hearing about how the products have changed people's lives. Mel says, “It's been a nice dichotomy to have both a business opportunity and an opportunity to help other people out. One way or another, everyone on the planet is impacted by something that we can help them with.”

DIAMOND TIPS

“WHEN MEL AND I WORK TOGETHER, WE’RE UNSTOPPABLE. WE’RE ONES TO JUMP HURDLES.” –CONCETTA

TAKE ACTION

“We're on an even playing field. We all have the same opportunity. The only component that is different is you and the action you take.”

COMMUNICATE

“Communication and appreciation with your upline and downline is key. Listening to them will help your team effectively reach their goals, especially when they reach challenging points.”

JUMP HURDLES

“Any challenge you come across is just a little jump. It's a lesson to learn that's just something we need to get around, and we can do it together.”

BE CONSISTENT

“Doing those daily steps—consistent sharing, follow-up, and classes—is what's going to build your team with a strong foundation.”

EDUCATE

“Open education and knowledge are important for both builders and product users. Regular classes give them somewhere to go and ask questions.”



MEL AND CONCETTA'S TWO DAUGHTERS ARE CURRENTLY ATTENDING COLLEGE AWAY FROM HOME.

Paul & Vanessa Jean Boscarello Ovens

PERTH, AUSTRALIA

Tree of Love

While studying psychology, Vanessa Jean Boscarello Ovens learned different forms of holistic therapies. She was working at her private practice teaching food as medicine and aromatherapy when her friend introduced her to dōTERRA. She says, "The dōTERRA oils made my heart sing, and when I found out I could use them in food, I was sold. In more than 20 years of using essential oils in my practice, I had never come across a more pristine essential oil. They resonated with me and I was able to foresee the positive impact they would have on folks' lives."

Vanessa taught free aromatherapy workshops before, and was excited to start doing that again through dōTERRA. She says, "My previous experience set a beautiful pathway for me to build a successful and thriving dōTERRA business. As they integrated into my everyday life,

so too did they become an integral part of my food alchemy business."

As she began sharing the oils, Vanessa saw lives transform. She started holding weekly classes, which rapidly grew into four to five classes a week. She was supporting her upline who was doing Diamond Club, and incorporating the essential oils into her wholefood and raw food cooking classes. This built a momentum that brought her to Diamond in less than a year. Vanessa says, "My four main leaders wanted to be Silver, so their dreams became mine. The month they achieved that, it didn't even click for me that it meant we were going Diamond. I was so focused on my leaders and their goals and dreams. They all have strong whys that move me and that I believe in. Diamond is the result of many coming together as one."

Though Vanessa says she never did this for the money, she is amazed at how

incredible the business opportunity has been. She says, "As I listened to the calling of my heart, my amazing tree of love—my team—blossomed and grew. Together we wove magic, joy, and love into folks' lives. The income is a gift for serving others. This compensation plan supports working together as a team, and supports service and acts of kindness. This is where everyone can succeed and soar with dōTERRA."

Her whole family loves dōTERRA, and it has become a way of life for them. She says, "Our lives have been so beautifully impacted by dōTERRA. Our health, balance, and joy are shared with everyone. Paul and I love working together, and we hope we can help many other families and individuals find their heart path with dōTERRA. Then they too can experience the multitude of benefits that come with being a part of such an amazing family."

"My intention is to touch lives. I come from my heart and a place of service, and my tree of love has grown. This is the power of dōTERRA."

Sharing the Oils

"The more classes you hold and encourage leaders to hold, the stronger momentum you will build. Be fearless in your sharing."

Workshops.

"Workshops are my favorite medium for sharing. I demonstrate and teach others to experience the effect of essential oils by simply smelling them, eating them in food, and in 'aromatic dressing.'"

Aromatic Dressings.

"An aromatic dressing is a synergistic blend of essential oils that we gently and lovingly massage over our body morning and night, telling our body how wonderful it is and how much we love it. It is a powerful tool, a gift I impart to all, and one that is remembered and used by many."

Classes.

"I follow up by providing lots of classes for everyone to come to. I theme them all differently: food and oils, aromatherapy for moods, emotions and meditation, etc. We have such an enjoyable time at all the follow-up classes."

Follow-ups.

"I make sure those that have opened wholesale accounts are at these follow-ups within two to three weeks of enrolling. That way, they have their kits, have had time to open the bottles, and can now come and learn more."

DIY Projects.

"We make blends in roller bottles and spritzers with their oils. That way they are empowered and confident to go home and make more. We also make body butters, whips, and bath oils that they aromatically dress as I teach."



Adam & Carey Brown

BEND, OREGON, USA

RECEIVE THE *Gift*

“MY HUSBAND SHARES THE OILS ALL THE TIME. HE’S MY BIGGEST NETWORKER, AND HE’S JUST AS PASSIONATE AS I AM.”

When Carey Brown’s husband, Adam, was given a life expectancy of 40, their lives turned into a countdown. They visited specialist after specialist until they finally went back to their primary doctor who asked if they had ever heard of essential oils. That week, a friend invited Carey to a dōTERRA class, and that changed everything.

The Browns were so amazed by how quickly and effectively the essential oils worked that they couldn’t stop themselves from sharing with everyone. After about a year, Carey’s upline, Jessica Iddings, suggested she look into the business. But, for Carey, it’s never been about that. She says,

“We wanted to scream about dōTERRA from the mountaintops. Sharing what these oils could do for people has always been our drive, our passion, and our heart, and the business just naturally happened.”

Carey goes into every class she teaches with the perspective that it is a privilege to be able to educate people on the oils. She says, “I’ve never gone into a class hoping for a certain amount of enrollments. I know everyone has a different journey, and some people need to be exposed once, others multiple times before they’re ready. I just keep the mindset that it’s a gift if people come and want to hear.”

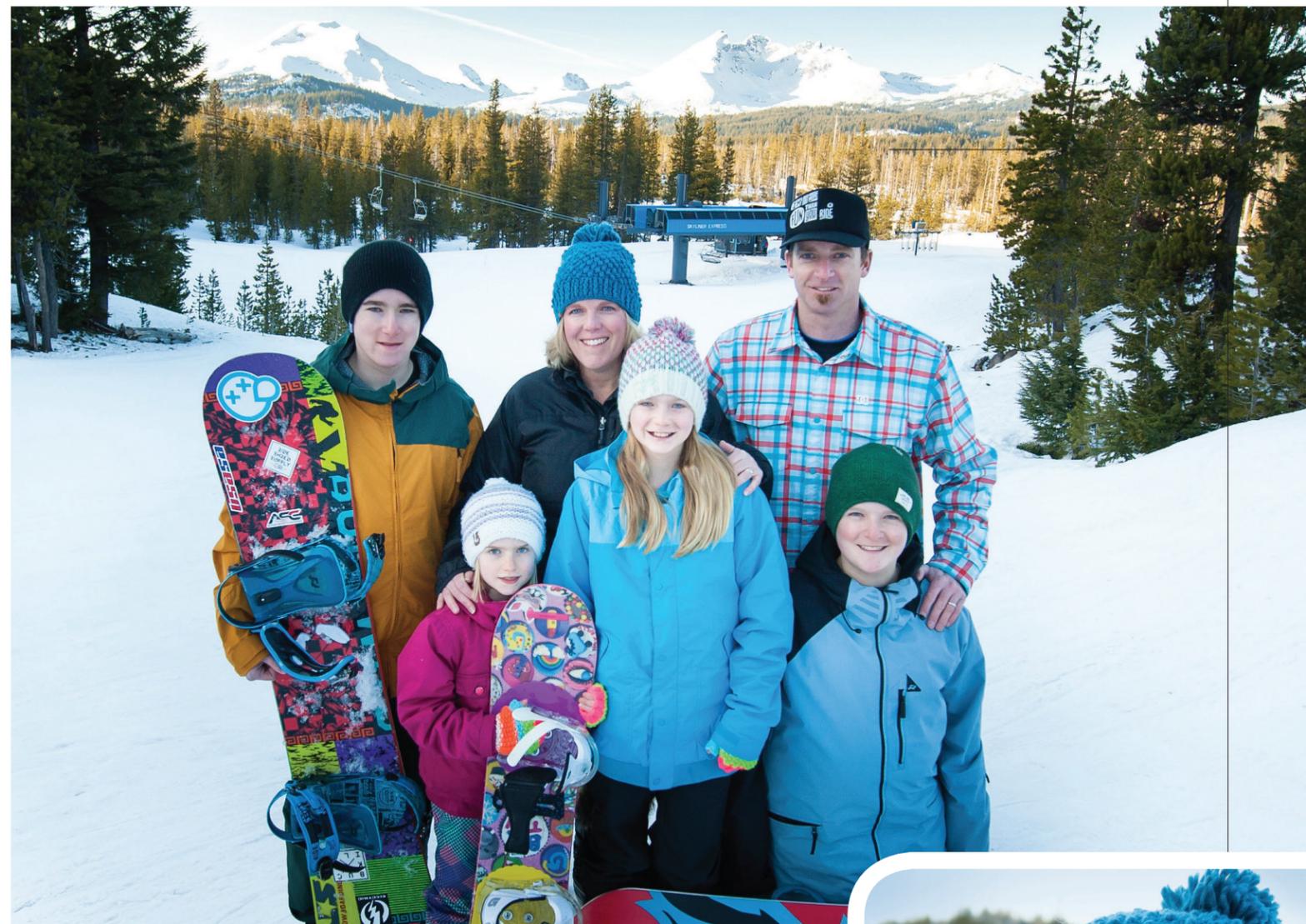
She kept that same mindset of receiving a gift when participating in Diamond Club. She says, “It was a gift of four months during which I had the opportunity to travel and touch other people’s lives. I think that helped my

perspective. I never got down because I just felt so thankful. I tell my team to look at it as a gift in order not to get stressed about it and to remember why they’re doing it.”

Ultimately, she makes sure everything goes back to helping people. She says, “It’s always been first and foremost about the people and the relationships. It’s a person not a sale. These are people’s lives. That’s the way we’ve gone about doing this, and it’s paid off.”

She is grateful that dōTERRA crossed her family’s path and changed the course of their lives. When her husband was sick and the medical bills piled up and they felt like they had lost everything, dōTERRA was there to pick up the pieces. Carey says, “I soon realized that dōTERRA was even more of a gift than what we had initially thought. It has been such a blessing.”

“We’re so thankful that someone shared the oils with us. It changed the course of our family’s life.”



Sharing the Healthy Lifestyle

Simplify

“I’m big on helping people learn how to live simply in all terms of the words—with their food, with their lifestyle, and in their business.”

Duplicate

“I’ve tried to do my business really simply because that’s what is duplicable for people on my team. I think people long for simplicity in so many things.”

Be Available

“I make sure people know that I’m available all the time to help them learn. I want them to ask questions, because I don’t want those oils sitting in a box.”

Educate

“Once they’re educated and have seen success, they share it with their friends and family, and it turns into a snowball effect.”

Unite

“I just feel like we’re gathering this small army of people and if we stay banded together we can start to make changes in our world.”



dōTERRA® LEADERSHIP

RETREAT 2015 RECAP

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



Slim & Sassy
Contrōl Instant Mix



Slim & Sassy Contrōl Bars



Daily Nutrient Pack
xEO Mega (updated)
Microplex MVP (updated)



Deep Blue
Polyphenol Complex



Mito2Max
(updated formula)



Peppermint Beadlets
(new packaging)



On Guard Beadlets
(new packaging)

2



New Back Office Mobile App for Android and iOS makes it easier to access your back office on the go.

3



4,000 Attendees make for our biggest Leadership Retreat yet.

4



20 Food Trucks = one amazing party

5



Approximately \$20,000 donated to Healing Hands.

6



Our 2016 Incentive Trip will be in the Dominican Republic.

7



Approximately 4,000 Sample Kits with tester deodorant and shampoo samples given to attendees.

8



The event was translated into Chinese, Spanish, and ASL.

9



Advocate Wellness—a Learning Management System site funded and developed by Blue & Presidential Diamonds, announced.

10



SLC Convention 2015 Theme = Alive

11



Social Security is no longer required at enrollment beginning May 1. New enrollee may earn commissions up to \$400 per year. Commissions in excess of \$400 will be accrued in an account for them and released once their social security number has been added.

12



New "Welcome to dōTERRA" brochure makes it easier to introduce someone to dōTERRA.

13



Share Program is updated to include a 250 credit redemption option along with extending the program period time to 120 days.

Steve & Ginna Cross

KENOSHA, WISCONSIN, USA

For the birth of her second child, Ginna Cross had a doula who introduced her to dōTERRA essential oils. Ginna and her husband, Steve, were intrigued and that next week went to a class and bought a kit. Their doula wasn't involved in the business, so it wasn't until a few months later when they went to a business class held by another upline that they decided to go for it with dōTERRA. Ginna says, "I had always had negative perceptions of network marketing, but we really liked the oils right off the bat. I think if someone would've sat us down and presented the opportunity to us, we would've been all for it from the get-go."

At the time, Ginna was working full-time as a nurse and Steve was trying to get his financial advisory business off the ground so that Ginna could quit her

job to be a stay-at-home mom. A few months into their dōTERRA business, they hit Elite and decided it was time for Steve to quit his job to come home and take care of the family full time. Ginna says, "We just saw so much more potential with what I was doing with dōTERRA—and I was loving it. When we made the big leap for Steve to come home, that was when it really got serious for us."

As their business has grown, they've found freedom from the stress of money. Ginna says, "When money is a stress, it hangs over everything—your marriage, your day-to-day life. It's always just looming. To be free from that is such a blessing, and it's something we want our friends and our team members to be able to experience." Steve adds, "Just to have more breathing room so that we're not scraping by paycheck to paycheck

"I'm thankful that Ginna has found something that she really loves." —Steve

has taken a weight off of us. It has allowed us to operate in other areas of our life more effectively."

Ginna has now been able to quit her nursing job, and admits she doesn't miss it. She says, "dōTERRA fulfills my passion and I can utilize my strengths so much more. I'm helping people get healthy and that's why I wanted to be a nurse anyway. Along the way, I'm helping people achieve financial freedom as well." Now, she is able to spend more time at home and Steve has been able to get involved in the business. Together, they recently hit Blue Diamond. "It's fun to be figuring out how to do it together and share responsibilities with business and family. We feel a lot more balanced and settled now, and I love that. Our kids won't even remember a time when mom and dad weren't doing everything together, and that's a huge blessing."

COMMIT TO...

THE PROCESS. "If you want to succeed in this, you can, you just need to commit to it. Don't be wishy-washy, just commit to the process that works over and over again. It can work for you, too."

EXCELLENCE. "Commit to doing this with excellence, and you'll succeed. If you're going to do it, do it really well. Practice and practice so you can be the best that you can be."

RELATIONSHIPS. "Get to know your team members on a deeper level. Understand what makes them tick and what their goals and dreams are, then get behind them and help them achieve it."

"Ultimately, the thing I love about dōTERRA is it doesn't feel like work at all. I wake up and I'm excited about what we're doing. It's a part of our life. We love what we do." —Ginna



Brian & Jeannie Harrison
CHATTANOOGA, TENNESSEE, USA

“I want to help others financially as well as physically, because I see what this has done for my family.”

Full Potential

At her job as the vice president of a mortgage lending bank, Jeannie Harrison often ended up talking on the phone to another bank worker in a different state. She says, “We became friends over the years, and I would always complain about my job and my back pain. Then one day he asked me, ‘Do you know anything about essential oils?’” Jeannie decided to buy some dōTERRA oils, and found them to be effective. Then her friend brought up the business side of dōTERRA.

Jeannie had never heard of network marketing, but she decided to give it a try. She enjoyed the part-time income she received until she got laid off from her job. She felt that with the economy and her years of service at a high level in the corporate world, she would struggle to find employment. So, she and her husband, Brian, decided they would give dōTERRA a try. Jeannie participated in

Diamond Club, hit Silver, and realized the dōTERRA business really could work. She says, “It could not have worked out any better. If I had not been laid off, I would probably still be at my old job, doing dōTERRA part-time, and never realizing my full potential. It’s easy to get comfortable, but if you go out there and take a chance, those risks really pay off.”

As Jeannie’s business grew, she learned she had to commit to the long-term and never compare herself to others. She says, “Comparison is one of the biggest sources of unhappiness. I might have been a little slower to get there, but that consistency over time has built a wonderful foundation underneath me.” She knows she made a lot of mistakes in the beginning, but in the long-run it has all worked out.

One of Jeannie’s long-term goals is to set up a charitable organization that helps children that are displaced due to drug

abuse or some type of addiction in their family. She is grateful that dōTERRA has given her the freedom to do what she is passionate about in her life. She says, “My calendar is full, but it’s full of something I enjoy doing, so it doesn’t feel like work. It’s fun. God has a great plan for our lives and He wants us to dream big.”



3 QUESTIONS TO ASK BEFORE STARTING THE BUSINESS

1

Does it work? In other words, do we have a good product and is the company successful?

2

Can I do it? Emotionally, are you able to talk to people? Can you share the oils and do the simple tasks required?

3

Is it worth it? If I commit to this, will it be worth it for me in the long run?

“My job is to be a confidence builder. I tell my team, ‘You can do this,’ ‘You have what it takes,’ and ‘I believe in you.’”



Mark & Alicia Haugstad

EAGLE RIVER, ALASKA, USA

Relationship Focused

After years of trying to find a solution to her health problems, Alicia Haugstad was introduced to dōTERRA by a coworker who wasn't even a Wellness Advocate. Having never tried essential oils, Alicia did her research online, found a friend on Facebook she could enroll under, and ended up buying a Premium Essentials Kit. She says, "It was a huge leap of faith, but I was so convinced and so desperate that I wasn't going to just dabble in them. I was in." She was amazed at how well they worked, and from there couldn't keep her mouth shut about them. She had to get the oils into everyone's hands.

As Alicia began sharing and giving oils away, her husband, Mark, was skeptical of whether they could afford such generosity. Then Alicia started helping people get their own accounts, happy to help them get the same discount

she had. Soon she was able to make enough money to cover the cost of her oils, and within a year was able to quit her full-time job.

Alicia never made it a point to hit Diamond, but rather focused on relationships and educating her team. Diamond had seemed like a far off dream to her, and she was surprised at how quickly she achieved it. She says, "I kept it in the back of my mind and then just helped people reach their goals and it happened. My team just flourished. I think that makes it easier to get there than when you're constantly pushing."

Alicia's team is so relationship-focused that they don't always just talk about the business, but they are involved in each other's lives. After years of trying to have a child, Alicia found out she was pregnant the day she hit Diamond.

She says, "My whole team was more excited that I was pregnant than that I hit Diamond. They knew how much I wanted to be a mom, so they forgot about the rank. That's what it's all about—caring about people instead of status."

She is amazed at how everything has seemed to work out in the perfect timing. Her husband went from working 700 miles away in the oil fields for two weeks a month to working in town, and she will now be able to work from home as a new mother with a residual income that is sustainable on its own. She says, "It's amazing that after two years of working so hard and giving to other people, now I can take a step back and be a mom. This has changed my life in so many ways. I couldn't say that one is bigger than the other."

"As long as you are holding classes and getting oils into people's hands, you are doing the basics of the business. Just go out there and share your little heart out."

AREAS OF FOCUS

RELATIONSHIPS. "This is a relationship business, and those that value relationships with other people and serving others will get much farther and get more out of the business than they would if they focused only on the business."

EDUCATION. "It's super important to educate people on how to use the oils and incorporate them into their lives. I definitely value teaching product classes far more than I value business classes, because the oils are life-changing and learning the business just comes with being in dōTERRA."

SUSTAINABILITY. "When structuring, I always take relationships into account before business decisions. I keep families and friends together, and I've found that in the long run that ends up being far more sustainable. If you can't build a sustainable organization, then you're going to be constantly working harder than you need to."



Joe & Lori Hayes

LOGANVILLE, GEORGIA, USA

A THRIVING BUSINESS

“Having a team that you can depend on is such a big part of this business. We all want to feel like we are part of a loving, caring, and positive community—and that is exactly what we have.”

When Lori Hayes lost both her parents to cancer at relatively young ages, she decided that she wanted to pursue a business in natural health to help create a better future for her and her kids. She had been involved with another direct sales business for 12 years when the company closed, and Lori then began searching for a company that sold health-related products. During her research, she found dōTERRA and before long decided it was the company and product that she could get behind.

As she grew her dōTERRA business, Lori discovered it was a very different from her previous direct sales experience. She says, “With my last company I sold home

décor and I never had someone call me up and say, ‘Thank you so much for selling me this bowl.’ With dōTERRA, I don’t sell, I share and educate—and people come to me. I didn’t expect the satisfaction I would feel when I helped someone feel better. People are always thanking me for sharing the oils, and I’ve come to realize how much I love helping them.”

Her husband, Joe, has always supported her in whatever she’s done, and trusted her when she told him she was going to get involved with dōTERRA. Lori says, “He sees how much of a role the husband can play if the wife is building the business. It’s so much more difficult to build a business when your husband is not at your side. He’s been a great voice to speak to other husbands about the role they can play and how they can be supportive.”

Because she had already learned a lot about network marketing and being a leader in her previous company,

Lori knew to train her team on the importance of simplicity and consistency from the very beginning. She says, “I think people try to overcomplicate things, and I don’t. Building a thriving business boils down to duplicating what you do with everyone else on your team. Focus on the basics and train your team to do the same.”

Lori feels like her dōTERRA business has been nothing but a great gift. She says, “Between the products and my customers who love using them, and my team who is filled with wonderful, positive, uplifting people, this has been a huge blessing to our lives. After a year and a half, I now make more than double my highest month ever with my previous company. It’s hard to remember life before. It’s so joyful to be able to help people. It blows me away that I can actually make this much and be so filled at the same time.”

“Communicate with your leader on a regular basis. So often, people are afraid to ‘bother’ their upline. We want to answer your questions. We want you to be educated and empowered.”



CREATING AN EFFECTIVE EVENT

SHARE SMART SAMPLES

“I train my team to be smart about what samples they offer. Don’t give them something they will need a lot of to see and feel a difference. Give samples that they will see results with.”

FOCUS ON KITS

“It’s important to show the value of a kit. If you talk in your class about a lot of oils that do not come in the basic kits, then, when it comes time for people to choose what they want, they will see no value in the kits.”

HOLD 2-3 EVENTS A WEEK

“Between live events, one-on-ones, and online events, you should be holding two to three events a week. You can do this in whatever way works with your life. It’s your choice—all of these options will work.”

BE CONSISTENT

“It’s important for your social connections to see that you are dedicated to your business. On-again, off-again screams that you aren’t serious. Be consistent in holding events to set the example for your team. The speed of the leader is the speed of the team.”



Rose Ingraham

ASHLAND, OREGON, USA

HEART BASED

Though Rose Ingraham had raised her daughter, Arin, on essential oils, when Arin became an adult she moved away and rebelled against everything her mom had taught her. Seven years ago, she showed up on Rose's doorstep and introduced her to dōTERRA. Both mother and daughter found incredible healing through the dōTERRA essential oils. Today, Arin is a Blue Diamond, and now Rose is right there with her.

When dōTERRA came into her life, Rose had lost her job due to a serious injury that kept her from working. In her early sixties at the time, Rose hadn't been planning on retirement yet, but knew it would be difficult to find a new job at her age. Because of the healing dōTERRA had given her, Rose was passionate about sharing the oils, and it didn't take her long to become involved in the business side. She says, "The self-growth that presents itself in this business is phenomenal. At every level you come to, you're addressing the next obstacle that keeps you from becoming everything you could possibly be. It's been such an exciting and challenging process for me to have to grow and expand myself." Though she was comfortable at Platinum for a long time, she pushed herself to Diamond because she saw that she had so much more to give.

Rose knows that a key to success is getting back in touch with your heart.

"I love the modality of AromaTouch. It's such a powerful tool. The experience speaks for itself. Once you've given someone an AromaTouch, they experience the oils in an intimate, positive way."

She says, "I went through a phase where I was really consumed with rank. By doing that, I made it so much more difficult than it ever needed to be. When I got back to my heart, so many barriers came down and so many people showed up who needed these products in their lives. Organization, focus, and education on the compensation plan are important, but none of that has any meaning without your heart."

Rose is grateful to dōTERRA for not only bringing her physical and emotional healing, but for bringing her closer to her daughter. She says, "I raised her as a single mother, so we've always been close, but we've come back together in such a powerful, bonded way. We consider each other business partners. She's been my mentor and my greatest support. As a mother, to have your child grow and be happy, empowered, and successful in her life is the greatest thing you could pray for or dream of."

They have plans to soon open a sanctuary ranch for rescued horses that can also bring emotional healing to the people who visit them. This is part of what is motivating Rose to continue building. She says, "Something inside me is always telling me that there are so many others that need these oils and I have to share what I know. I need to give back and make others' lives greater, because dōTERRA has helped make my life amazing."

"This is a heart-based company. It's not about selling a product, but finding out what's happening in someone's life and offering to help."



FOCUS ON USERS

Users are the base.

"One day, I began to realize that one of the greatest bases of our business is the users—the people who are using the oils as a culture on a daily basis and changing their lives."

Don't only focus on builders.

"It's not all about the big builders that you go and look for to draw into your organization that make you go Diamond. It was when I shifted away from that attitude that I went Diamond."

Teach that to your leaders.

"Now I'm sharing that philosophy with my leaders and it's taken a huge pressure off of their shoulders. They don't have to focus on finding builders, but just on helping families."

Organically offer financial freedom.

"I'm very excited to shift this focus. Now, I want everyone to use and we're offering financial freedom as it organically slips into the experience of using the dōTERRA products."

A Duplicable Cause

BY SETH RISENMAY

Simplicity accelerates duplication and complexity kills it. If you get too complex it will slow down duplication.

Once I had a meeting with someone who, to show her commitment, had turned her living room into a dōTERRA product showcase. She was also enrolling in a school to become a licensed aromatherapist. I asked her, “If someone is under the impression that to do a dōTERRA business they need to turn their house into a product showcase and become a licensed aromatherapist, do you think they will be more or less confident that they could do this?” She responded that it would probably make them less confident. I think she’s right—it’s not bad to be educated, but it makes your overall message more about you. You want your message to be about the oils and a cause others can engage in. You want others to feel that it is possible to duplicate your example and create their own success.

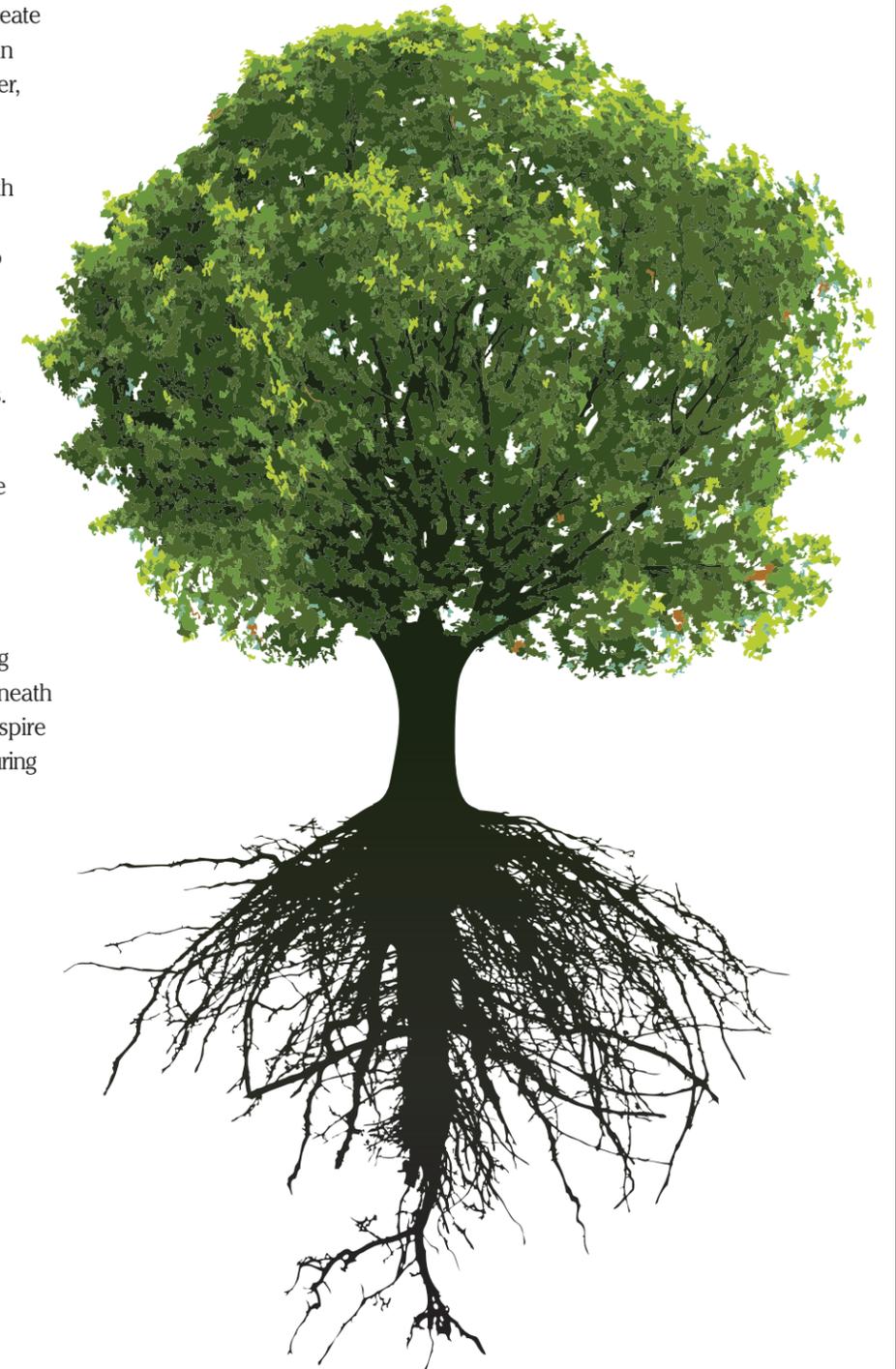
Duplication works because a lot of different people can plug into a duplicable system. If you’re trying to stand out, then your team is going to be all about what you want to do, and it limits how much your team can grow. If your business is a cause, then the cause will grow and so will your team. The chance to be an individual is in how you set yourself apart with your passion, your individuality, your love, and your leadership. Your individual nature can accelerate or hinder your growth. Just become the best version of yourself and that’s enough. Make your business about the cause.

Use a system. Start duplication by putting a system in place. I look at the word “system” like an acronym: Saves You Stress, Time, Energy, and Money. If you don’t know where to start, look at what is already out there. There are proven systems that work. It’s like a mathematical equation: you do X, and you’ll get Y. When I started dōTERRA there were no duplication systems, so Rod Richardson and I created our own system to accelerate duplication. The key to an effective system is that it’s impressive enough to be successful, while simple enough that anyone can do it. Simplicity accelerates duplication and complexity kills it. If you get too complex it will slow down duplication.

Taprooting. This is a strategy to help you create duplication throughout your team. You begin to taproot by starting to work with one leader, helping them to enroll a bunch of people. Of the people that they enroll, you choose one that is committed and start working with them. You help them enroll a bunch of people until you find the next leader, and so on. If you taproot down one team, you are personally developing the leaders at each level, and you are ensuring the duplication of the right systems, methods, and strategies.

No pressure. When you taproot you never have to put pressure on one person because you’re developing so much volume that it inspires everyone to move. You can put pressure on someone to do something, but that pressure can hold them down. If you build underneath them, and start developing leaders and depth and create a lot of fire beneath them, that will get them moving. You will inspire people to act instead of forcing them or pressuring them to. 🌱

You want your message to be about the oils and a cause others can engage in. You want others to feel that it is possible to duplicate your example and create their own success.



Paul & Nancy Knopp

FORT MILL, SOUTH CAROLINA, USA

PEACE IN YOUR HEART

“Faith and belief are the key foundations to your success.”

After working as a nurse for five years, Nancy Knopp was introduced to natural health solutions. From there, she decided to build her own business seeing clients in her home as a certified natural health practitioner. It was then that she was introduced to dōTERRA. She and her husband, Paul, tried the essential oils and could immediately tell the difference. Before long, Nancy was holding her own classes and sharing dōTERRA with her clients, family, and friends. She says, “The main reason I wanted to do dōTERRA was to see that my friends and family could create an income through sharing natural health solutions like I was already doing. I wanted thousands of people to have the alternative to use natural health solutions, and I saw dōTERRA as a way to do that.”

From the beginning, Nancy knew she wanted to be Diamond and she worked to find her top builders as quickly as possible. When identifying builders, she looks for their passion, their influence, and how they communicate with others. She says, “You don’t always know at first who’s going to be a builder. You have to keep giving and having your hands open. You have to say, ‘Whatever comes my way, I’ll put action where there’s action.’”

Nancy emphasizes to her team that in the end it only takes four successful leaders

to get to Diamond. It’s hard to know when someone is going to be that successful leader, but she has learned to go with her gut when placing people on her frontline. She says, “I look at what traits they have as a successful leader and what I have peace about in my heart.”

When she has people tell her they are going to build a business and they don’t follow through, Nancy knows that sometimes that means they have a mental block that’s holding them back. She says, “True leadership comes with the ability to see themselves for who they are. I always ask them what they think and believe about themselves, and then we discover what the lie is and get rid of it. Sometimes all they need is to know is that I believe in them to keep moving forward.”

Today, dōTERRA has opened up Nancy and Paul’s minds to dream bigger than they ever have before. Nancy says, “It’s amazing to have the top passions of your life be incorporated into your business, to be financially free, and to create the dreams that you want to live. I know now that I can reach for even bigger dreams. I’ve realized that there’s so much more that we can do in life.”

“dōTERRA has allowed my husband and I to work together as a team, which has been an amazing experience.”



HELPING NEW BUILDERS

Believe

“When I invite someone to do the business, I tell them, ‘You can do this. I believe in you.’ And I really do. I then ask why they can do this and tell them what it’s been like for me.”

Train

“I sit down with them for several hours and teach them about the business and the compensation plan. I walk them through why they’re doing this and what their dreams are.”

Teach

“In the following weeks we set up some classes, and at those classes I sit down with them and show them how to sign people up in their back office.”

Duplicate

“Once they’re ready to start doing their own classes, I tell them that everything I’ve done with them they need to do with the people they sign up as builders.”

Individualize

“I meet them where they are. If they need more help, I give them more help. I set goals with them and the action steps they need to take to meet those goals.”

Michelle LeBaron

EAGLE MOUNTAIN, UTAH, USA

A Perfect Journey

“BECAUSE I LOVE THE PRODUCT, IT’S SO NATURAL TO ASK SOMEONE ELSE WHO LOVES IT IF THEY CAN SEE THEMSELVES SHARING. THIS BUSINESS JUST FLOWS WHEN IT BECOMES WHO YOU ARE.”

While picking up Jen Garrett’s kids for a school carpool, Michelle LeBaron noticed her dōTERRA essential oils. Michelle had used essential oils from a different company for 10 years, and immediately could tell that the dōTERRA oils had a cleaner, crisper smell. Jen noticed Michelle’s interest and started asking her what she knew about them. Michelle enrolled with a Premium Kit on the spot, and then Jen asked her a question that wound up being life-changing: “Can you see yourself sharing these oils with others?” Michelle says, “Had she said, ‘Can you see yourself doing this as a business?’ I would’ve said no, but that question won me over. I told her, ‘You bet.’”

From there, Michelle began to feel strongly that getting involved with the business was something she was supposed to do. She got her start doing

booths and found many of her builders that way. About a year and a half into it, she had built to a solid Gold and \$1500 Power of 3 bonus when her husband got very sick and had to retire from his job in the military. The income that Michelle had built with dōTERRA was able to replace her husband’s income. In fact, her dōTERRA income was so stable that she took a year off to take care of her husband and it remained steady. She says, “That income stayed and supported my family through a time when my husband and I both couldn’t work. That was such a huge blessing and a confirmation that this was what I was supposed to do. I’m so thankful that I was provided with this opportunity.”

Because she took that year off, Michelle took longer to reach Diamond, but she knows that everyone’s personal journey is perfect for them. She says, “Be patient

with your journey. Know that it doesn’t have to look just like everyone else’s. I haven’t met anyone yet who’s done this exactly the same way. Embrace what your strengths are, build on those, keep moving forward, and you’ll get there.” She knows she learned so much in her own journey that has made her happy with who she is today.

Through her dōTERRA journey, Michelle’s husband has the freedom to follow his dreams, and she has seen their marriage relationship grow incredibly. She’s also gained more confidence and an expanded family through the relationships she’s developed with the people on her team. Now, she wants to spread the freedom she has found to everyone. “I just want people to experience freedom so they can progress with their missions and lives, just like I have.”

STRUCTURING FOR NEWBIES

START WITH SHARERS.

“When you’re first starting out, if you find someone who is willing to be a sharer, go ahead and start building under them. Just structure to your \$250 Power of 3 bonus so you can get some income that you can turn around and reinvest in your team.”

DON’T WAIT FOR BUILDERS.

“It’s OK if you don’t have builders on your frontline when you’re at the stage where you aren’t quite committed yourself. Why cut yourself off at the knees and not get bonuses or ranks because you haven’t had this rock star show up?”

GROW TO ATTRACT LEADERS.

“You’re never going to have that rock star show up until you’ve gone through the process of becoming a builder. Once you’re Silver, that rank gives you a huge boost of confidence. You become a different person in the process and start to attract real builders.”

UNDERSTAND THE DIFFERENCE.

“Get clear on what a sharer is versus a builder. Then, as those real builders start coming in, you can recognize them for who they are and realize they are who you ultimately want on your frontline.”



Elizabeth Mara

BEND, OREGON, USA

A Sense of *Belonging*

“It’s so important to strengthen your own belief. It conveys so much to other people. Your body language changes, your voice, how you carry yourself—everything is different when you believe 100 percent in what you’re doing.”

Though Elizabeth Mara was interested in the essential oils classes her friend Aisha Harley kept inviting her to, she was busy with her two kids and the timing never seemed to work out. Finally, Aisha simply came over to Elizabeth’s house and said, “You have to take a look at these.” As soon as Elizabeth started experiencing the dōTERRA oils, she could feel them working in her body. As a massage therapist, she had always been interested in natural health care and was excited to bring the oils into her practice and daily life.

Then Aisha told her about the business opportunity, and Elizabeth got even more excited. She says, “There’s a term in Zen Buddhism called ‘right livelihood.’ It’s basically about being in the world in a way that feels meaningful to you, where you’re serving others and also

supporting yourself. The more I found out about how the business opportunity worked, the more I knew that was what I wanted to do.” Elizabeth knows that she is different from most people in that she wanted to get involved in both the product and the business opportunity at the same time.

Elizabeth has always seen Diamond as a goal on the way to her ultimate goal of Presidential Diamond. She says, “I really see this as a vehicle for me to secure my family’s future and be able to have some extra income that I could use to make a positive change in the world.” She’s so passionate about what she does, that her biggest challenge has been making sure she stops working sometimes. She says, “I’ve learned to

set aside personal time as well as work time so I know when my work day is over. There’s always something to do, and I adore supporting my team, but I do think it’s helpful for them to see me set boundaries and office hours so that they do that themselves. Though this is amazing, wonderful work, you still need down time.”

Through dōTERRA, Elizabeth has found more joy and stability in her life. “I’m enjoying my life more and I just feel better all the time. It’s so great to know that I actually have a stable income that’s growing for the first time in my life. Even more than that, I have this feeling of support in belonging to this big team that’s all working toward the same goal. That has had an amazing effect on my feeling of wellbeing in the world.”

Supporting New Leaders

“Step in with both feet. Decide you’re going to do this and that it’s not an option to fail.”

Find emerging leaders

“I often reach down a few levels and contact people. If I can see that they’re engaged and beginning to build, I’ll check in with them to make sure they have the correct information that they need about placements and anything else.”

Mentor them

“I like to be really accessible to my downline—not at midnight, but on a schedule that I set. I often post on Facebook: ‘Who would like a mentoring session? Let me know.’ Even if they aren’t directly under me, that keeps efficient business-building going on everywhere.”

Be generous

“I remember first hitting Silver and realizing that the money is not huge. At that point, you’re reaching out to people a lot. One of your expenses is the oils that you’re sharing, so I try to support people by giving them oils that they can sample out.”

Remember what it’s like

“It gives them that little extra boost that helps financially, but also psychologically. It gives people support so they don’t feel like they are doing it all on their own. I really try to remember what it feels like to be at those different ranks.”



Jeanne McMurry

CORTLAND, NEBRASKA, USA

Molded for the Better

While working at the Bellagio spa, Jeanne McMurry was introduced to dōTERRA for the first time. She was impressed that they were pure enough to be taken internally and didn't cause any adverse reactions for her clients like the essential oils she'd used before. When she later moved to Hawaii, she decided to start her own events business, and worked to include all the top quality products she had used at the spa, including dōTERRA. She signed up for a wholesale account and started sharing the essential oils with friends and family in Hawaii.

Jeanne was resistant to getting involved in the business side of dōTERRA, though she signed up many people on LRP. It wasn't until she got a divorce and needed a way to support her son that she decided to really give the business a

try. She started out not making enough to cover the cost of food in Hawaii, then within six months was making nearly ten times as much. She decided to move to Nebraska, where she had grown up, to help her parents grow a business as well. The next month she hit Diamond.

Because she didn't start out with a business mindset, Jeanne had a lot of cleaning up to do in her structure. She has since learned the importance of listening to her upline. She says, "They would tell me, 'You've got to structure so you can make more money and help more people.' When I finally listened, I had to go through and ask who wanted to do this as a business and who didn't, and go from there." She has shared so much that her volume is already double what it needs to be to be a Presidential Diamond. She says, "I better be

Presidential Diamond someday soon—I have to catch up with my volume."

Jeanne knows it's important to help her leaders find what their talents are. She says, "I'm so glad I was a cheerleader in high school, because as a leader you have to bring life back into the members of your team and remind them of who they really are. It's so neat to see them shine. Anyone can do this whether they're shy or outgoing. You just have to find what their talent is and help bring it out."

With dōTERRA, Jeanne has been able to build a stable income not only for herself but for her family and friends who need it. She says, "I wake up every day and thank God for giving us dōTERRA. I'm able to be a better person because it's molding me every day and giving me the opportunity to help other people. I'm just so thankful."

Molded by dōTERRA

Let yourself be molded. "My upline always told me that dōTERRA will mold you. I used to think, 'What does that mean? I like who I am.' But it's true. You have to constantly grow and want to learn."

Be willing to learn. "In the beginning, I was not a computer person and I didn't like public speaking. I had to learn how to do those things to set the example for the people on my team."

Work on your weaknesses. "dōTERRA will teach you where your weaknesses and strengths are, but it's up to you to work on them daily. This business is what you make it."

Take ownership. "Everyone needs to take ownership of their own business and not blame their upline for their failures. Ask yourself what you want your upline to do that you're not willing to do yourself."

"With dōTERRA I have the opportunity to help people, give hope and encouragement, and remind people of their talents—and I get paid to do it. It's the best job ever."

"My son has seen so many miracles with dōTERRA. Now he wants to heal the world wherever he goes. This is helping him have such an amazing heart."

Nate & Dana Moore

RACINE, WISCONSIN, USA

Unlock YOUR DREAMS

“This business has opened the door to so many different options of how we can invest and give to others, and that’s been fantastic.” –Nate

Nate and Dana Moore had been buying essential oils from a different network marketing company for years, always at retail prices. Dana says, “We’d never been given a wholesale opportunity. We didn’t even know it existed, so we were paying a lot of money for oils. At the same time, we didn’t get any education on how to use them, so we were never in love with them before we found dōTERRA.” A friend invited Dana to a dōTERRA class and showed her the wholesale price for a kit, and Dana was blown away by how affordable it was compared to what she had been paying at retail with the other company.

Along with better prices, Dana was able to get more education with dōTERRA. Though she was adamant that she would not get involved with the business, she immediately began sharing and teaching classes so other people could have the knowledge she did. She says, “I feel like I wasted years buying oils and

never knew what to do with them, so I got really passionate about education. I didn’t want other people to be wasting time or money like I did. Because of that, we started to grow a business without even trying.”

Almost a year later, Nate saw a check in the mail that could basically cover their mortgage payment, and they didn’t even know where the money had come from. From there, they started to seriously look into the business. They’ve made sure to make helping others the focus of their business. Dana says, “I think people can see through you. They can tell if you really care about people or if you’re just trying to make money. If you’re genuine and you build your team on relationships, then you will really go far.”

Nate has seen the business bring out a new side in his wife. He says, “She’s always stayed at home with the kids and loved it, but the opportunity to grow in a professional way has been a huge release for her. I’ve seen something come alive inside her. She is doing something that she loves and that she’s good at, seeing great results, and having so much fun while she’s doing it. It’s been cool to see that in her eyes.”



dōTERRA has opened up the possibilities for their whole family. Dana says, “The income from dōTERRA has unlocked dreams and made them a reality in our life. Before they were just distant, and now they’re coming true.”

“My favorite part of the business is developing and pouring into leaders. I want my leaders to feel successful, cared for, and a part of something important.” –Dana

DEVELOPING A SOLID TEAM

EMPHASIZE PLATINUM.

“We teach to build to Platinum. You can make a fantastic income as a Platinum, and it’s a lot more manageable than being a Diamond.”

WAIT UNTIL GOLD.

“If you want to be a Diamond, then once you hit Gold and have a steady income, that’s a great time to think about a fourth leg.”

BUILD THREE LEGS.

“Until that point, build three solid legs. You’re working for your Power of 3, you’re helping those people advance, and there’s not a fourth leg getting forgotten.”

SOLID TEAM.

“Our team is so solid. They’re not wavering and weak—they hit their ranks hard. It’s great to see, because we know our system is working.”

SHARE PROGRAM

UPDATES



Recently, we made some enhancements to the Share Program to further benefit new Wellness Advocates in their first few months of sharing dōTERRA with their friends and family. The changes are as follows:

- 1 The program is now extended from 60 days to 120 days.
- 2 Three additional gift options have been added: a 100-credit level and two options at the 250-credit level.
- 3 The redeem time to use all the credits in your balance at the end of your 120 days has been extended to 60 days.
- 4 Credits are earned only on enrollment orders.

To participate in the Share Program you must still opt in as you will not automatically be placed in the program. If you did not opt in when you enrolled, you can opt in at any time before your 120 days are up by going to <http://www.mydoterra.com/share>.

As before, one PV point is equal to one Share Credit. You can still opt out of the Share Program at any time during the program. While in the Share Program, you earn a 15 percent Fast Start bonus on enrollment orders only (if you are in the Loyalty Rewards Program), as well as the Share Credits you can redeem for free product. If you opt out of the

Share Program, you will immediately begin to receive a 20 percent Fast Start bonus on all future orders, if you are enrolled in LRP. Your redemption time limit of 60 days will also begin on the day you opt out.

The Share Program home page can be accessed through your back office and is an excellent resource to see your Share Credit balance, how many days you have left to earn Share Credits, as well as the credits you have earned from those you have enrolled. That is also where you will redeem your Share Credits.

For more information on all the new updates, please visit the Share Program home page at:

<http://www.mydoterra.com/share> or

<https://www.doterratools.com/documents/shareprogramdetails.pdf>



Kerry & Denise Norris

NORTH OGDEN, UTAH, USA



“People let the little things in life distract them. You’ve got to be focused and self-motivated. The time will pass anyway.” –Denise

FOUR YEARS TO FREEDOM

After receiving a sample of Breathe, Denise Norris quickly became an avid dōTERRA product user. When it came time for her son to go on a two-year LDS mission, she decided she wanted to help pay for it. She started to hold dōTERRA classes, hoping to earn at least \$400 a month. By the time her son left on his mission, she was already Silver. She says, “It went way beyond my expectations.” Her husband, Kerry, calls it a forest fire.

From there, Denise reached Gold and found herself stuck there for two years. She says, “I had tons of underlying fears. I had never done anything like this by myself before. I had to dig deep into affirmations, be consistent, and stay focused. It was a tremendous boost.” Before she knew it, one of her team members suddenly decided to build and pushed her to Diamond.

“That was a miracle. There was no accident there.”

Denise ran into many other challenges on her journey to Diamond. On the first day of Diamond Club, a close family member died and her time was suddenly consumed with closing the estate. There was also a major extended family vacation that had been planned a year in advance, her son crushed his collarbone while hiking in the mountains, and another son had baseball tournaments out of state. “The four months could not have been crazier,” Denise says. “I had all these responsibilities on me and I just didn’t want to quit Diamond Club. I remember getting a check at the end of that month and being amazed that even with all that, I still got paid.” Kerry adds, “The residual income that comes with this business provides

you with so much freedom. It’s empowering.”

Their dōTERRA income has also allowed Denise and Kerry to be generous with others. After enrolling an old friend from the Philippines, Denise was able to pay to fly out the entire family to attend her friend’s daughter’s wedding. On top of that, this friend is now building a dōTERRA team in the Philippines. Denise says, “I never dreamed in a million years that I would ever see this friend again, let alone be working with her. It’s all because of dōTERRA.”

Kerry worked for 20 years to build his insurance business, and he’s amazed that his wife’s dōTERRA business has passed him up in just four years. Denise says, “The future feels brighter. I think that if I can accomplish this with my team in four years, how about the next four?”

TEAM SUPPORT

Serve selflessly

“If you serve your team and show gratitude, then that comes back to you in a huge way. If you make it all about you, that’s not going to get you very far.” –Denise

Promote events

“We’re super big on promoting the big corporate events. We push that hard. I don’t think people can see the big picture until they go.” –Denise

Teach commitment

“I tell people to make this a four-year career. Pretend you’re in college for four years. You’re building four leaders and a huge, long-term organization—it takes time.” –Denise

Encourage consistency

“There are no limits to this business. But, most people just need to be steady. If you consistently work at this over time, you’re going to get where you want to be.” –Kerry

Build a foundation

“Between them and their organization, we try to get people to bring in one new person a day. That gives that little team a foundation that will do amazing things.” –Kerry

Show concern

“Seventy percent of our team orders regularly. It’s because we’ve educated them and shown a genuine concern for everyone on the team.” –Kerry

“Just keep working, loving, and sharing, and it just mushrooms. I’ve never seen anything like it.” –Kerry

Julie Ann Scott

CENTRAL, SOUTH CAROLINA, USA

The Crowning Jewel



Julie Ann Scott had been an herbalist for 20 years when she was introduced to essential oils. She was impressed by how much more powerful essential oils could be than herbs, and soon became an essential oils enthusiast. She ended up going through six companies that sold essential oils before she finally arrived at dōTERRA. She says, "By that point, I had lost all hope of ever having

an essential oil that proved to be pure. They simply didn't work like they should." Emily Wright flew out to South Carolina to meet with Julie Ann and there was an instant bond.

After working as a distributor at so many different oil companies, Julie Ann had sold many people essential oils that she had thought were the best, and now she needed to prove to them that dōTERRA

was the real thing. She started using her "FAST" test, where she allowed people to Feel And Smell, then Taste the dōTERRA product and discover for themselves that it was superior to anything else they had used. She says, "I am so grateful that I now have a company that is the standard bearer for purity."

Julie Ann managed to bring over 40 people to dōTERRA that had worked

"I feel that the leaders on my team are the best in this industry and I thank God for all of them."

with her in her previous company, and so she immediately rank advanced from nothing to Gold. She then found herself stuck at Gold for three years. She says, "I was so frustrated. I did everything. I enrolled new leaders, I built new lines, and, heaven help me, I don't know what happened. The interest waned. I had leaders die, I had leaders quit, I had leaders move, and then I was left with a shell." Finally, she made up her mind that she was not going to another convention as a Gold. She made an attainable goal of when she would hit Platinum, wrote it down, and achieved it.

From there, she was able to go for Diamond and she is grateful for everything she has been able to achieve. She says, "It has taken a long time to get to where I am and I'm happy with that. I feel like I have not only momentum, but astonishing strength." After putting 400,000 miles on her car and wearing out her 86-year-old mother, who has supported her the whole way, Julie Ann has been able to put a stop to her massive amounts of traveling to watch her team flourish. She says, "I've got them all up and running and they're tearing up the potato patch." She believes in supporting her team until they're the ones who say they don't need her anymore, and she is ready and willing to support any new leaders that may come along.

For Julie Ann, dōTERRA has been a lifesaver. She says, "In my opinion, essential oils are the crowning jewel of the health industry and enough can't be said about dōTERRA. They're fabulous."

5 Questions to Ask When Sharing dōTERRA

- 1 **Are you interested in natural health?** Build from this point. If they're not interested in natural health, they're not going to be interested in dōTERRA.
- 2 **Would you love to get your essential oils for free?** Hammer the word "free." Make sure they know that means no money out of their pocket.
- 3 **What do you think of getting paid for something you love to do?** There are way too many people out there working jobs they hate just to get the paycheck. Show people they can make money and absolutely love with a passion what they're doing.
- 4 **If I could show you a way to get everything you want and financial freedom too, would you be interested?** Sometimes that's the hook that will bring them in and show them what dōTERRA can do.
- 5 **Are you willing to give this opportunity everything in your power that you can possibly give it?** I tell them it will take three to five years to reap the benefits of a lifetime, something most of the world only dreams about.

"Don't put dōTERRA in front of God or your family, or even in front of yourself. If you honor all those things, others will honor you, respect you, and follow your lead."



Kirk & Lana Smith

CLIFTON, TENNESSEE, USA

CONSISTENCY IS THE KEY

“Don’t give up. Just keep going. It doesn’t matter how long it takes you. You will get there as long as you don’t stop.”

Lana Smith had been raised on natural medicine by her mother, but she had never used essential oils in that way until she was introduced to dōTERRA by her good friend, Gale Sandgren. Lana’s husband, Kirk, had recently lost his business, and their family of eight children was going through a myriad of health problems. Lana, who had been a stay-at-home mom for 25 years, was intrigued by both the essential oils and the business opportunity. She bought a kit, tried it on her family, and saw incredible results.

She decided to build to a \$1500 Power of 3 Bonus to help with her family’s financial situation. She says, “I felt like I needed to do something with this and so I decided that I would commit everything I could until the end of the year, and then I would see if it was worth continuing or not.” Lana hit her \$1500

bonus within a few months, and has maintained it ever since. The business has continued to be worth it, and she’s kept going. She quickly discovered the importance of consistency. She says, “The only way I’ve been able to do it is through consistent effort. I try to be prepared to do something every day.” It was that consistency that eventually brought her to Diamond.

For a long time, Lana thought that she had to get her husband to work with her in the business in order to be successful. She says, “I thought he had to do it even though it wasn’t a good fit for him. It was hard on our marriage because he always felt like a failure and I was always pushing him.” Finally, one of Lana’s mentors corrected her misunderstanding, and informed her that she was completely capable of doing the business on her own. “It helped me believe in myself again and know that I could do it even if I wasn’t doing it with my husband.” Though he doesn’t work with her, Kirk has always been completely supportive of Lana’s business.

“My job is to help enlighten and inspire my team to see what the possibilities are until they want this business for themselves.”

Through dōTERRA, Lana’s whole family has become healthier and happier. She says, “Now we’re able to, one class at a time, help other people on that same journey. People that are healthy have all kinds of wishes. People that are sick only have one—to be healthy. dōTERRA has given us a way to reach out and bless the lives of others in a powerful and profound way so that they can enjoy what we’ve enjoyed.”



Consistency— Things you can do every day:

“Consistency is the key. Every day I ask myself, ‘What is the next thing I can do today to help take me one step closer to my goal?’ You have to do something every single day.”

USE THE OILS

“If you’re not consistent, you’re not going to get the desired outcome. If you want to have change in your health, one oil application isn’t going to do it.”

CARRY SAMPLES

“I always have samples with me, because as you meet people, you never know who is going to need what.”

CHECK ON ORDERS

“Watch for people that haven’t ordered for six months and call them. Let them know what the promotions are or invite them to a class.”

HELP NEW PEOPLE

“Reach out to new people and encourage them to try the products they’ve bought or get educated on how to use them.”

Hidemitsu & Yoko Takeda
 FUKUOKA, JAPAN

Great Love and Gratitude

“I didn’t start doing the business together with my husband, but I also didn’t have to persuade him to do it at all.”



Yoko Takeda got involved in her dōTERRA business because she saw the high quality of the products and knew there would be a high demand to match it. She says, “I shared the same values and vision with dōTERRA, which is to make social contributions and help bring about world peace. I was amazed by the sincerity of the executive team.” She was nervous at first about the network marketing aspect, because she knew a lot of people misunderstand this kind of business, but she was also excited about the possibilities it would offer. “It’s so much fun for me to be able to work in a field where people can be happy and I can personalize how I do my business.”

Now, she has a team of people who all help one another to do their best. She says, “The common strength that all my leaders have is great love and gratitude that generates energy to do this

business. We all have a strong why and a common goal and direction to bring fulfillment to our lives. Rather than one person being helped by someone else, we’re all supporting and encouraging one another.”

The difference Yoko has seen between dōTERRA and other network marketing companies is dōTERRA is full of product-focused people. Rather than just listening to someone lecture on why their company is the best, people can experience the goodness of the products and the company for themselves. Yoko likes to focus on the product when sharing dōTERRA, because that helps create a stable organization of devoted product-lovers.

She always makes sure to follow up with new enrollments within a month. She says, “It takes time to educate members on the products, company

values, rewards, marketing strategies, etc. I want them to understand and live the wellness lifestyle. These things will lead to a stable organization, so follow-ups are crucial.”

Yoko supports her team by reminding them about all the gifts and possibilities they can achieve through their dōTERRA business. She wants it to be something they enjoy doing. She tries to understand their needs and timing, and to also be honest, sincere, and positive. She says, “I respect them, I have fun with them, and I’m generous with them. I try to be a selfless leader and give my team lots of love and energy.”

To reach Diamond, she made the decision, and then set a goal with a date. She says, “It’s important to have confidence in the products, the company, network marketing, and yourself. Enjoy yourself and have gratitude.”

Leader Tips



SHARE THE PRODUCTS

“Introduce the products that people most need and let them try it out right then. Emphasize that the products really work.”



SHARE THE BUSINESS.

“I start sharing the business by explaining that there is a way to get the products for free. Then I explain each of the different bonuses.”



HOLD EVENTS

“At events, I focus on talking about my experiences with great joy, so people will have a positive image about dōTERRA.”



MEET WITH YOUR TEAM

“It’s important to meet with your team members regularly in order to really understand their unique situations.”

Kelly & Paul Taylor

PORTLAND, PENNSYLVANIA, USA

Sharing Hope



When one of her sons was diagnosed with a very rare disease, Kelly Taylor and her husband, Paul, decided to sell their ice cream business so that Kelly could stay home full time. The Taylors had also decided to start living a healthier lifestyle, and that same year Kelly started attending school to be a health coach. It was then that Kelly was introduced to dōTERRA essential oils and began to incorporate them into her life.

Kelly and Paul have always been self-employed, and Paul still runs their successful HVAC business. dōTERRA became a way that Kelly could run her own business while staying at home. After she saw the benefits of the oils in her family, she started sharing her experiences with people who were looking for those same benefits in their lives. She says, "Before our son was diagnosed, I didn't realize that people left the doctor's office without hope. Now, I'm able to share these oils with people who are looking for hope as well. I went about this from a heart-centered perspective. I lead with my heart, follow with my heart, and help people from my heart. I just truly work with people to help them, and that's the way I ended up building my business."

Coming from a career of self-employment, Kelly has always had a strong, self-motivated work ethic. She says, "Compared to any other business I've done, this has been relatively the easiest business I've ever built, and very enjoyable. Trust me,

"WHEN PEOPLE CALL ME AND SAY, 'YOU'RE SUCH AN INSPIRATION TO ME,' OR 'YOU HELP ME SO MUCH'—THAT'S THE STUFF THAT I LOVE."

there are days that are really stressful and hard, but I think I do make it look easy most of the time. It's not that it is easy, but because I'm doing what I love, success comes."

Now, Kelly enjoys having the freedom to run her business on her own terms. She

says, "I can do my business wherever I am and I have the time freedom to be able to do the things that I want to do, when I want to do them." The biggest difference dōTERRA has made in Kelly's life was bringing her into a close-knit dōTERRA family when she needed it most. She says, "There's a huge

connection and sense of support within our team and crossline. I have felt an incredible sense of belonging and purpose that I really needed for my healing—and I was able to create a business out of it. It's all worked out so perfectly."

GROWING AT YOUR OWN PACE

1

BE CONSISTENT

"It doesn't matter whether your steps are big or small, just as long they're consistent. You just have to consistently enroll, train, teach, and duplicate that process for your team to grow."

2

DON'T OVERWHELM YOURSELF

"If you get overwhelmed with two calls and follow-ups a day and one class a week, then you're not going to get anywhere. You have to make sure that your work load is doable for you."

3

BE PATIENT

"I don't want people burning out. I know this can work for anyone, but if it doesn't work in 30 days, don't feel like you have to give up. It may have to take longer depending on your circumstances."

4

DO WHAT WORKS FOR YOU

"If you can go fast and take big steps, then that's great. If your path is smaller steps and that's what fits into your family and your lifestyle, that's fine too. Just be consistent however that looks for you."



"My husband is very supportive of everything I do. He's my strongest believer that I can do anything."

Advocate Wellness SITE

Imagine spending a day learning how to grow your business from Blue and Presidential Diamonds. Not only would you come away with some great information, you would have some great ideas of your own. From there you would be able to combine your expertise with theirs and then train your team more effectively. Thanks to a new site called AdvocateWellness.com, you now can do exactly that.

Our Blue and Presidential Diamonds have come together to create a site focused on benefiting every Wellness Advocate. These leaders know that part of the key to growing your business is being able to provide your team with the tools and education they need. Many leaders feel they need help to educate and teach their builders how to effectively grow their business. AdvocateWellness.com provides leaders with a powerful way to effectively expand every Wellness Advocate's influence and disseminate essential knowledge to their teams while providing a simple way for Wellness Advocates to learn and grow.

Users can easily register for a new account on **AdvocateWellness.com**—all they need to start is a Wellness Advocate ID. Each new user is automatically connected to the closest Blue Diamond in their upline and they can instantly see suggested classes and subjects provided to the group. Finding learning material is simple and intuitive. Once a class opens for viewing, users can immediately watch videos of the class, read articles, download documents, review charts or other graphics, and learn at the pace they prefer.

Some Key Points

- Content creators can add a quiz to the end of the class. This can help ensure learners understand and retain the information presented.
- Once a user completes a class, their progress is saved. The next time the user logs in, simply clicking a link on the dashboard will link them back to where they left off.
- Blue and Presidential Diamonds have full control over the content provided to their groups. They may even choose to include content from other Blue and Presidential Diamonds through the powerful sharing tools available.
- Leaders can see and manage user accounts for their groups. This makes it simple to maintain an environment of fostered learning.
- Leaders are also given insightful reports. These reports show the most pertinent data about usage and class effectiveness.

“By publishing video training, downloadable documents, and answers to common questions in a simple and accessible format on AdvocateWellness.com, our team gets a hands-on, guided tutoring that’s not possible in any other way.” —Patrick & Allyse Sedivy



Matthew & Nicole Vincent

KINGWOOD, TEXAS, USA

Powerful Womanhood

“dōTERRA has completely enhanced every good thing that I already had.”

Before dōTERRA, Nicole Vincent would describe herself as being as non-naturally-minded as you could be. When her friend invited her to a dōTERRA class, Nicole thought that essential oils were weird hippy stuff. She went to the class just to see her friend. She left with a *Modern Essentials* book, thinking maybe these oils could be an emergency backup to traditional health care. For some reason, she couldn't get it out of her head that this was something she needed to do.

When the essential oils were effective for her, Nicole decided people should know about them and started casually sharing and teaching classes. She still didn't want to be one of those people running a direct sales business out of her home. She says, “I love to teach and be in front of people. I'm very outgoing and extroverted, but I did not want to do

the business.” Then, when someone she signed up started getting more involved in the business, Nicole got more excited. “After I saw what can happen when I have someone on my team who is as passionate as I am, I really started kicking it into gear.”

When Nicole hit Silver for the first time, she wasn't able to maintain it. She got discouraged, thinking maybe her success was just a fluke. She attended an Elite retreat put on by her upline, and was able to connect with people who were Diamond and above. She says, “I saw that there wasn't anything spectacular or abnormal about them. They were normal people just like I was.” She realized she could do what they had done. She joined Diamond Club and was amazed at the momentum it created on her team that really pushed her toward reaching Diamond.

Nicole had been a stay-at-home mom for more than 10 years before dōTERRA. She says, “I love being a mom, but for 10 years I was just going through the motions. I didn't have any passion or drive. dōTERRA has lit me on fire and helped me evolve into this powerful woman who knows who she is and inspires people. I've become someone my daughters can look up to and see what motherhood and womanhood can be. I'm very proud of that.”

Her journey was difficult, but she is still grateful for it. “Doing this business has completely inspired me on so many levels. It's what I needed to become who I was meant to be. I don't feel like I've reached my pinnacle, but I'm definitely on the right road. I was in a very negative place when I started on this journey, and it has brought a 180 degree change in me.”

How to Succeed

Put in the work

“Success comes when you put in the work. It might not come in the timing you're hoping for, but it comes. I really believe that the only people that are not successful in this are those that quit.”

Improve yourself

“Don't just work hard by doing things that grow your business, but work hard on improving yourself. Really learn how to magnify your strengths and minimize your weaknesses so that you can become a better and stronger person that's able to do more.”

Inspire others

“As you progress, you have to be able to inspire others. If you haven't changed and morphed on this journey, then you're going to be lacking.”

Be humble

“You can't be successful if you don't seek help from others. If what you're doing isn't working, ask what you can change. You need to be humble and teachable and seek for that guidance and be willing to change.”

“My husband has always been supportive of me, and he is excited to see me find my passion, progress, and succeed.”



Atsuko Yoshitomi

TOKYO, JAPAN

AN ABUNDANT *Life*

“I share dōTERRA products because I know that they will enhance people’s lives.”

Before dōTERRA, Atsuko had a negative idea about network marketing companies. She says, “Now, I understand the goodness of it. We have systems that allow us to purchase products cheaper and we can also grow ourselves through this business.” When she joined dōTERRA, she wanted to do the business right away. “I wanted to have an abundant life and I found out that abundance can bring others happiness as well. I share dōTERRA products because I know that they will enhance people’s lives. I want us all to be able to become better people.”

Atsuko likes to teach others about the wonderful dōTERRA products and the compensation plan. She lets people try the products right away. When they make a purchase, she follows up right after they receive it in the mail. That way, she can teach them how to use the products, share her own experiences, and help them get on the Loyalty Rewards Program. Once they’ve earned enough to get their oils for free, she encourages them to turn around and share those oils with others. She says, “The compensation plan is set up so that people who just want to make money cannot succeed.”

She feels a great support from her upline, especially when they point out weak spots



“The members of my family use the products together and experience their goodness.”



she needs to fix in order to better grow her organization. She says, “My uplines support me with love and are able to see the areas that I can improve. They support me because I have strong goals and try very hard to succeed in this business.”

Atsuko in turn supports her team through education. She says, “I encourage them to use the products daily and have great experiences with them. I want them to be grateful for the fact that they were introduced to such great products.” She communicates with her downline every day that they need her. She says, “We discuss business activities, our goals and plans, and the future support they will need.”

She knows that the way to succeed in this business is to have a clearly defined why. She achieved Diamond by duplicating through her downline all the important activities she does. She says, “I’m so grateful I had the special chance to be Diamond. I like myself more now because of how much I grew. Everyone has a chance to be Diamond. Please try it.”

Guidelines for a Successful Event

PORTRAY THE CULTURE

“It’s important to give your presentation so that your attendees will be able to understand the company’s values and culture.”

HOLD THEM FREQUENTLY

“I hold a small event almost every day. I also go to the Japan office two or three times a month for seminars with lots of people.”

REMEMBER THEIR IMPORTANCE

“Meetings are important to refresh your thoughts and get great ideas. They also help people realize how much we need the dōTERRA products and business.”

FOLLOW UP WITH ENROLLMENTS

“Follow up with people after the event to help them use the products correctly and to build good relationships and trust with them.”

Russ & Char Brown

COLORADO SPRINGS, COLORADO, USA



“Something we love about dōTERRA is being able to see people grow and improve their health and finances. It’s like that excitement you feel when you watch your kids open their presents on Christmas morning.”

—Russ

“The sky is the limit with dōTERRA. There is no boundary to the potential.” – Char

Hope & Change

While at a barbeque in California, Char Brown ran into her old friend, Rosalie Elliott. Char had just dropped her son off at college and told Rosalie about how she was stressed out and not sleeping well. Rosalie asked her if she wanted something all-natural to help, and gave her a dōTERRA essential oil. When Rosalie called her a few weeks later, Char still hadn't tried it. Rosalie convinced her to give it a try, and Char slept so well that night that soon she was begging for more.

Char and Rosalie had pulled each other into several network marketing companies in the past. In one of them, Char and her husband, Russ, had lost everything when their business went downhill. So, Char was insistent that she would never get involved in the business aspect of dōTERRA, until Rosalie invited her to a training event in Utah. Char says, “I went, and it was a life-changing, momentous event for me.” She had lunch with Emily Wright, and was impressed with her passion and how much she cared about others. “I knew this was where I needed to be, because it’s important to me to be involved with a company that cares about people. I knew right then that I was a Diamond, I just didn’t have enough people yet.”

Once Russ understood how different the dōTERRA compensation plan was, he started

to get involved with Char in the business. He was first to quit his job to do dōTERRA full time. Then, after they hit Gold, Char lost her job. She says, “I had the choice to go look for another job, but I was insistent that we could do this with dōTERRA. So, we dug in our heels, made a commitment to each other, and just focused on growing the business.”

The Browns succeeded in hitting Diamond, and they are grateful for

the transformation that came with the journey. Char says, “I used to think I was this corporate person who was not very nice, nurturing, or giving. This journey with dōTERRA has helped me understand that I really am those things, and that God designed me to help other people grow. This journey has taught me how to become who I really am, and everything else is just icing on the cake.”

After so many bad experiences with corporate jobs and other network marketing companies, the Browns are now excited to wake up and go to work every day. Char says, “We are the most grateful, appreciative couple that you will ever see. If you had told me three years ago that this would be my life, I would not have believed you. This company has helped us understand that there is hope, there is change, and there are good things in the world.”

DIAMOND TIPS

FOCUS ON STRENGTHS.

“We’ve figured out that when we butt heads, it’s because we aren’t working at our strong points. We decided to work together by focusing on each other’s strengths to make up for the other person’s weaknesses. By doing that, we’re creating a synergy and a momentum that is unstoppable.” –Russ

BE CONSISTENT.

“Persistency and consistency are the keys. It’s a matter of doing. You have to share, follow up, teach classes, and enroll. If you do those things routinely, over and over again and don’t quit, it will happen.” –Char

FIND THE BELIEF.

“There’s a belief level that you have to reach that a lot of people don’t have. You have to get to that level of belief and faith in the products. You have to believe that if you do those simple steps, it will happen. That’s the magic.” –Char

NEVER QUIT.

“In order to be Diamond, you have to have the focus and dedication to never say die—never quit. If it’s the twenty-eighth of the month, it’s 8 PM, and I need one more enrollment to qualify for rank that month, I’m going to do it. No matter what.” –Char



“dōTERRA has helped me learn how to be comfortable being me, and how to help other people do the same. I’ve learned to be vulnerable and let people see the real me, and that vulnerability is what draws people in.”

—Char

Life Happens for Us

“When it’s excruciating, just know you are blossoming.”

Nikki Cloud had been battling serious health problems for five years when her sister-in-law introduced her to dōTERRA. Nikki was resistant at first, but eventually decided to give it a try. She says, “If it wasn’t for her persistence and her research into dōTERRA, who knows where I would be today.” After years of feeling hopeless, dōTERRA finally made the difference. “For many years, I had lost my smile and my identity. It wasn’t until dōTERRA that I felt beautiful again.”

Nikki got involved in the business opportunity right away—though she saw it as so much more than that. She says, “I looked at it as an opportunity to give hope to people like me who had lost it. I didn’t realize I was building a business until it had already happened. I knew the moment I tried these oils that I was a part of something larger than myself. I knew that if I didn’t empower others to try them, I would be held accountable.”

Nikki eventually decided to join Diamond Club to help her growing team. She was out of state teaching with two weeks left in the month when life happened. The

opposition she faced during that time, rather than discouraging her, actually drove her to hit Diamond. She says, “It’s that old saying: ‘Build your success from the bricks that people throw at you.’” She skipped Platinum and went straight to Diamond in the last two weeks of that month.

For Nikki, it’s important that people know she faced the same opposition they might be facing. She says, “Whether it may be zero experience in network marketing, health challenges, a failing marriage, or little to no upline support, I want to empower people to fight through it. To those that have little to no support in the business—you are not alone. Most of us Diamonds did it on our own. To those that struggle with letting others get them down, please remember, this is a people business and everyone has a different personality. If everyone can just love each other despite their different beliefs in building, at the core we all have the same goal, and that’s to help people.”

She feels motivated to continue forward for all the people she hasn’t met yet. She says, “I wake up and do this every day for the people who are on their knees praying, hoping for answers.”

It’s no coincidence that each time I thought about throwing in the towel, one of those people was put in my path. It’s been humbling to watch these people who used to suffer be able to find health and happiness.”

Doing this business has changed her more than she would’ve ever imagined. “Life happens for us, not to us. I didn’t go through my journey with my health issues just so I could suffer. I went through that to be able to share with other people what helped me.”

NEW dōTERRA DIAMOND

Nikki Cloud
PISMO, CALIFORNIA, USA

“There’s nothing more powerful than seeing the happiness, joy, and healing that dōTERRA brings to the people on your team. You get to see their dreams come true.”



Diamond Tips

KNOW YOU’LL BE SUCCESSFUL.

The biggest misconception I see people make is in their thinking and their beliefs about being successful. Most people believe they will never achieve success because of limitations, lack of education, or money. I look around and the majority of us that are Diamonds walked through those limitations because we believed in the product more.”

WORK ON PERSONAL DEVELOPMENT.

“I think it would be difficult, if not impossible, to climb the ranks in any company if we are not growing and developing ourselves first. You invest in your business, and you need to start investing in you. Your business is a reflection of you at times. The higher you grow, the taller your business will stand.”

BE PATIENT WITH THE TIMING.

“Give yourself all the time in the world to achieve success in dōTERRA. Do not judge your beginning to someone else’s middle or end. If you are working at it every day, just know that in time it will all pay off. It took me two years before I was able to say, ‘OK, this is really happening.’”

FOCUS ON HELPING OTHERS.

“For me, this business is more about helping people than it is about a monthly paycheck, so building my business has always come down to relationships. I have found success building this way.”

HELP YOUR TEAM EARN THEIR WAY.

“No matter what someone’s intention is in doing dōTERRA, I want them to get their oils paid for. If I do my job right, they’re going to have experiences, share, and get money for it.”

“Be you. Don’t try to be someone else. People need to hear your words and experiences.”

Carol Colvin

PUYALLUP, WASHINGTON, USA



Carol Colvin was studying to be a life coach and an energy healer when she was introduced to dōTERRA essential oils by a friend. She says, "My whole passion was to help people remove the negative from their lives and replace it with the positive so that they could live on a higher level in all areas of life. Once I saw that the oils were doing that, I thought, 'I really want to do this business.'" Carol had been involved in party-plan companies for several years and had always been an entrepreneur, but she realized that dōTERRA had more to offer her long-term. She says, "dōTERRA is different because it changes people's lives on a fundamental level."

Carol's husband, Gary, had always been the breadwinner in their family and Carol

had been the stay-at-home mom who would occasionally earn "extra" money on the side. She says, "I never imagined that something I did would turn into a career or make enough to support a family." Carol enjoyed the recognition that came with achieving ranks, and as she reached each goal, she started to see that Diamond was possible.

"The main thing is to believe that you can," Carol says about reaching Diamond. "If you have the mindset that you can do anything that you set your mind to, you can do it. Have the goal to help other people; serve and share what you have that's been so beneficial to you. You can be very successful in dōTERRA if you serve and believe." She knows that a lot of people have a negative view of network marketing, so you

can't approach them as a salesperson. "People will be drawn to you if they sense that you care about them and want to help them."

The success of Carol's business has given her the finances to do what she enjoys, and has given her family security no matter what happens to her husband's career. On top of that, she feels like she has a brand new family. "dōTERRA has given me access to a whole new group of friends, a huge network of people. Our energies are drawn to each other and we all grow and improve our lives by association. We're all engaged in a common passion. This is why I was attracted to dōTERRA—it fit in with my passion for living on a higher positive plane."



"This has allowed me to do what I'm passionate about, which is to help people make transformations in their lives emotionally, physically, and spiritually."

STRUCTURE ADVICE

Focus on all your legs

"I have always tried to focus on all my legs at the same time. I work with and encourage all of my leaders equally to help them build and be successful. That's helped them to all grow at the same balanced rate."

Place for similarities

"I put people together who have common interests or health goals. I have to be pretty discerning about personality types and make sure people will work well together. Something has to click before I'll put somebody in a particular place."

Wait for leaders

"It's important to be patient and wait for leaders to come. Don't push someone to be a leader that isn't ready. I got my frontline quickly, I think because I put out the energy that I wanted some great people and they were drawn to me."

Look ahead

"Don't just concentrate on building three legs, look ahead to what you need to do to become Presidential Diamond. Always keep your eyes open and be aware of who could be your next frontline leader, because that way you'll attract them."

Live on a Higher Level

"It's so natural for me to teach something that I believe in and have a passion for."

business blog spotlight

time management

It is a lifelong challenge for most of us to find enough hours in the day. Whether you're contemplating starting a dōTERRA business or you're already at Silver, the sheer amount of things to do on your plate can seem overwhelming. Time management becomes increasingly important as your business grows. It's your insurance policy against burning out, and it will help you make sure you're taking care of yourself in the meantime. As you are able to better organize your time, you will create more opportunities to meet others and be able to continue to expand your business.



See this article on our business blog (doterrabusinessblog.com) to find pdfs of both a daily and monthly printable planner page.

<http://doterrabusinessblog.com/time-management/>

Here are some simple tips:

- **Start out managing your time by figuring out what you're doing with your time now.** Keep a notebook handy and record your thoughts, conversations, and events for one week. Once the week is over, sit down and examine where you used your time poorly and make goals for how you can do better next week.
- **To make sure you are meeting your long-term goals, use a monthly planner.** Start here to ensure that your daily schedule will add up to you achieving your goals for the month.
- **Take up to half an hour to plan each day either the night before or the morning of.** You could use a daily planner to help you organize and write down goals, appointments, and anything else you need to remember.
- **As you plan, first assign times to everything that is important for your success.** Avoid long to-do lists that will just over-complicate your day, and instead plan items of lower importance around the necessary tasks.
- **Schedule time for interruptions. This allows for flexibility.** No matter how well you plan, things will never go accordingly. It will help to plan a little breathing room in advance for the unexpected.

■ Ema Hirzel

TOPANGA, CALIFORNIA, USA

SHINE IN WHO YOU ARE



“One of the beautiful things about our organization is we’re very community-based and everyone supports each other.”

“Our business may not always be perfect, but there’s perfection in there somewhere.”



“I believe in these oils, and I believe that they are here to help so many other people.”

Ema Hirzel had long been searching for the best essential oils on the planet. She had even considered starting her own company, because she wasn't finding the quality she wanted anywhere. She attended a dōTERRA class in her community and knew right away that she had found what she was looking for. She says, “When I first smelled the oils, I knew that there was an accuracy, potency, and purity in them that I could trust. It almost didn't matter what was told to me about the CPTG standard—though it helped. Intuitively and instinctively, I knew that these oils were going to be with me for the rest of my life.”

She enrolled right away, and started sharing with her friends and family, but got a lot of rejection. She says, “I didn't

understand how to explain the business opportunity or why the essential oils were so important that you would need them every month.” She got discouraged about building a business, so for two and half years she just gave the oils away freely, not even realizing that she was planting seeds for the future.

Because of her consistency, Ema began to get a lot of support and encouragement from her upline, and she started to feel drawn to the business. She says, “My mindset opened up to where I felt it was OK to be vulnerable and courageous and to put myself out there, to commit my time, energy, and efforts to starting to build this organization.”

With the support of her team and upline, she was able to hit Diamond

much faster than she ever anticipated. She has loved building her business so much that her only challenge is remembering to take an occasional break. She says, “I get really excited about building my business and I need to remember to create balance in my life, so that the whole picture of health and happiness is complete for me. I feel like I've been really blessed in my dōTERRA journey.”

Today, Ema feels like she's living a dream. “I love what I do. I feel so honored to stand behind and work with these beautiful essential oils and this company. I feel a sense of freedom and joy in being able to truly be myself in my everyday life and shine in who I am. I'm heading into the next chapter of my life, with dōTERRA as a strong part of my foundation.”

FOUR KEYS TO SUCCESS



CONNECTION

“Connect to your purpose, your intention, your network, your team, and to who you are. Stay balanced in the process.”



CONSISTENCY

“Pick one thing if nothing else, and do it consistently. That plays an important role in building a strong organization.”



COMMITMENT

“Stay committed to your goal, visions, dreams, and the tasks at hand each day. Don't be afraid to commit to something and stay focused.”



PRESENCE

“Be present in your daily tasks—with other people, and with yourself. Be in a place where you can offer your presence to anyone that comes along your path.”

David & Crystal Garvin

KERNERSVILLE, NORTH CAROLINA, USA

A Leap of Faith

After seeing her childhood best friend post about dōTERRA on Facebook, Crystal Garvin was intrigued and eventually decided to contact her friend and purchase a few oils, mostly just to show her support. The more Crystal learned about dōTERRA, the more excited she got about the essential oils. She had always been interested in natural health, but she soon saw dōTERRA to be more effective than anything else she used before.

Crystal soon began to share the products with others but was reluctant to get involved with the business. She already had a different network marketing business that had taken her eight years to build, and she would have to give it up to take advantage of the dōTERRA opportunity. Over time, she began to feel responsible to share the oils and support the people who had joined her team. She says, "It was definitely a risk and a leap of faith to put

aside my other business, but I became so passionate about the oils that I didn't care if it was a loss financially. I was so excited about dōTERRA."

Her husband, David, was supportive of Crystal the whole way. She says, "He's always believed I can do anything I set my mind to. He encouraged me even when it meant walking away from my other business. I was afraid to quit, and he helped me see that I could be more

successful in dōTERRA because of my passion for it. I don't know that I could've made the decision to switch without his support."

David was working 60 to 70 hours a week when Crystal switched to doing a dōTERRA business, but she decided she could hire babysitters so that she could teach one class a week. In her past business, that would have only given her a slow amount of growth, but in dōTERRA that amount of activity propelled her to Platinum within six

months. At that point, she realized if she sacrificed and did two classes a week, she could reach Diamond and replace her husband's income. By the end of that year, she was Diamond, and her husband was able to quit his job and be at home with the family.

Now, the Garvins are traveling the country in their new RV, supporting their dōTERRA team and educating their three boys at the same time. Crystal says, "My life is completely different from what it was two years ago. It has

been so enriched by the amazing people who've chosen to be on this journey with me. So much has taken place because I wanted to use these oils and took that leap of faith to commit to this business."



"Don't be afraid to reach out to others, because you may be the answer to their prayers. You might help them more than you could've ever imagined."

An Excuse or a Why

"One person's excuse will be another person's why. We all can find excuses, but we can also choose to turn our obstacles into opportunities."

Excuse:

One person might say, 'I don't have enough time or money to do this business,' so they'll just walk away from it.

Why:

Another person might say, 'I don't have enough time to enjoy my life and I don't have enough money to pay my bills, so that's why I need this business.'

As a leader, I try to help people see that their excuses could actually be the reason that they need to jump in and do this."

"Even if you're new with a team of one or two people, you are a leader. You can start to be the Diamond for your team well before you've actually reached the rank."

Matt & Sara Janssen

BOULDER, COLORADO, USA

Oil Gypsies



Sara Janssen used dōTERRA regularly for about 15 months before she decided to really jump into the business. She and her husband, Matt, had just bought a house and they were looking for some extra income. She says, "I realized we were sitting on a gold mine with dōTERRA. Why wouldn't we pursue it as a business?"

The Janssens had previously travelled on the road full time for four years and loved the gypsy lifestyle. Sara says, "Once you do it, it's always in your blood and you never get it out. We wanted to combine our love of travel with what we were doing with dōTERRA." So, they decided to hit the road. Matt got someone to help run his property

maintenance business while they were gone and they rented out their house. Then, they packed their three girls into an RV and taught dōTERRA classes all over the Midwest that summer.

Sara held her first class in June 2014 and by November was Diamond. She says, "We would have never moved as fast as we did if we would not have enrolled

leaders who also had the same vision and pace as we did. We don't ever feel like we're dragging people along on our team. We're all on the same page." The Janssens placed such an emphasis on traveling to teach people in-person because they think it helps create a strong culture in their team. "We want a culture that is passionate, positive, and full of momentum. We want people to feel like they're a part of something, because then they won't go anywhere. They will want to stay even on the hard days, because they know they have a team to fall back on."

The Janssens are excited to share what they've found with others. Sara says, "As we've begun to see the freedom that dōTERRA has brought our family, we never forget to mention to people that this could also be their future. This could be the freedom they are so desperately looking for. Once we realized that was what we were sharing, it wasn't hard to find people who were interested."

When Sara was first starting to build the business, Matt was working 60 to 70 hours a week and she says their house "looked like monkeys lived in it." Now Matt is in the process of selling his business and they are both working dōTERRA full time together. But, Sara knows that the journey isn't perfect, and life will always be messy. She says, "When you're self-employed and your life, business, and family are all rolled up into one beautiful ball, it tends to get messy.

It's still real life, but we try to look at how blessed we are and how amazing it is that we have this life."

"We're still traveling in our RV, making it work with our crazy gypsy lifestyle."

Navigating Placements

TEACH THE BASICS. "People don't quite understand even the basic principles of structuring in the beginning, which leads them to make some mistakes early on that can hurt them down the road. So, I try to teach at least the very basics as soon as I can."

THINK AHEAD. "I try to get my leaders thinking several ranks ahead of where they are. If they are Elite, they are not planning on Premier. They're actually structuring their team for Silver so that it's all set up once they're ready."

FIND BUILDERS. "Focus on finding business partners as quickly as possible. But, don't rush them, because you don't want to have the wrong people on your frontline. Learn how to talk about the business in a way that you will attract leaders to your team, not just users."

IT WILL WORK OUT. "Even if you think you have made a structuring mistake and you want to go through the effort to move someone, know that it always works out in the end whether you move them or not. Sometimes it works out more perfectly when you don't."



Colin & Jen Kelly

SPARKS, NEVADA, USA

Given Much

Colin and Jen Kelly didn't have a chance of not being introduced to essential oils when they moved into the same neighborhood as Dave Stirling and Greg Cook. They were there when dōTERRA first started and soon became regular users of the product. Jen started

sharing the oils with her friends and decided it would be fun to get involved in the business side.

Around that time, Colin and Jen were going through bankruptcy as Colin transitioned between jobs. It looked like a financial risk to get involved with

dōTERRA. Colin says, "Our first initial order was a huge stretch for us, but we felt like it was the right thing. We knew the integrity of the owners personally, so that made the belief in the opportunity easier." He made a deal with Jen that if she managed to make over a certain

amount a month with dōTERRA, he would quit his job to join her. In a little more than two years, that was exactly what happened.

Figuring out how best to work together was quite the journey for Colin and Jen. They were used to Jen homeschooling the kids while Colin worked to provide for the family. As those roles started to shift, they struggled to find out how to make it work. Jen says, "It was a slow transition, but what has ended up working out best is for Colin to do most of the dōTERRA business while I'm more of the support role now. I love that. I like to have a lot of focus time with the kids."

Over time, they've learned to respect and support each other's talents rather than compete or criticize.

As the enrollers of Double Diamonds Natalie and Andy Goddard, Colin and Jen have an interesting position in dōTERRA. Colin says, "For a long time, we felt like we could never equal up to them. We had all kinds of negative thoughts going through our minds." They had created an upper limit for their success, until finally they decided to commit to reaching Diamond. "We made that intention solid in our minds. It wasn't easy, but we pushed forward and it worked."

Through the financial and time freedom they've found in dōTERRA, Colin and Jen have been able to move their family to Guatemala for several months of the year to run their nonprofit organization. Colin says, "We have learned from the Guatemalans that money is not what makes you happy, but dōTERRA has made these international experiences possible." Jen adds, "dōTERRA has given us the opportunity to be of greater service to people. That's what's fun. dōTERRA is the best thing ever because it's all about helping."

"We constantly want to give back because we've been given so much." -Jen

"Find those that want to do this and link arms with them. It doesn't matter where they are on your team—just work with them." -Colin



Mayan Treasure: A Nonprofit in Guatemala

■ We've taught women how to make jewelry out of macramé stone. Then, we sell the jewelry in the United States and give the women their earnings.

■ We call it "micro earning." Instead of giving a person the money to put toward a business, we give them an opportunity to make the money.

■ We have hired a mentor for these women who teaches them how to save their money and put it toward things like buying chickens to sell eggs or attending a computer class.

■ These are humble, little business goals, but it's still something more than what they had before. We have a big vision for providing more education and health care for the Mayan people.

David & Lois Lane

LAND O' LAKES, FLORIDA, USA

Dignity and Healing

"I'm grateful that my husband let me take off and do this. He's been a great advocate and a great support. He shares the products and, despite being busy with his work and ministry, he has been able to be more involved recently."



"dōTERRA is a family affair. I wanted to bring my family along with me so I helped my three kids get started. Now, they love using dōTERRA and have thriving businesses."

Lois Lane joined dōTERRA when her sister Elizabeth Copeland flew out to Florida just to introduce it to her and her other two sisters. Soon, all four sisters had enrolled under their dad in order to help him during his retirement years. Lois says, "I saw this as a way to do what I love, with a product I love, and I could help other people while possibly making a little money." Before long, it grew into a full-fledged business.

She hit Gold and decided to join Diamond Club. Though family life kept her busy, she stuck through it and was on track to hit Diamond by the end of that year. Then, a tragic death struck her family. Lois's health started failing as a result, and dōTERRA got put almost on

hold for nine months. Lois says, "I just wasn't present. I had slipped on doing all the things I had told everyone else to do for years. I was out of the game physically, emotionally, and mentally for a while. I couldn't focus and the passion was gone."

As she healed over time, Lois started to get back into her routine and return to fully participating in her dōTERRA business. It was then that she was able to hit Diamond. She says, "The excitement and passion were gone for a while, but now it's back and it's getting fun again. God changed my timing a little bit, but I still hit my goal."

For Lois, her business has always been about bringing wellness to as many people as she can. She says, "This is a wellness company, which should encompass every aspect of our lives. This is a culture that is giving dignity and respect to everyone we come in contact

with. It's about giving to others and not expecting anything back. Sometimes we get so focused on business or rank that we forget that we're here to serve others."

She also knows that she could never have done it without her team. She says, "I'm thankful for my team members. They're all important whether they're the little fish or the whale sharks. That means it doesn't matter to me whether they're taking the fast track or taking their time to build organically. I'm thankful for both."

Through dōTERRA, Lois has been able to get out of her comfort zone and connect with others. It's given her the freedom to see her family members that live all over the country whenever she wants. She says, "I didn't go into this seeking big financial gain, but anyone that consistently shares and duplicates is going to reap those rewards."

HOW TO EMPOWER YOUR TEAM

INVEST IN YOUR TEAM.

"I love giving incentives and gifts. I've learned that to succeed, you have to invest most of your earnings back into your business the first two years. If you do that, you will be successful and will have more money to continue investing in strategic ways."

LET THEM FIND THEIR WAY.

"If someone wants to do this business they will find a way. We give them the foundation and the basics, let them know we are there to encourage and help, and let them run with it. They are their own first circle."

GIVE THEM THE BATON.

"I had to step back and encourage my leaders to take the baton and begin investing more of their time and money in their teams. If we don't let the urgencies of others become our to-do list, we free our minds to get back to what made us passionate and successful to begin with."

STRUCTURE PROPERLY.

"It's fun to help our teams build, but we can't load up their frontlines. By doing that, we create expectations and we aren't teaching them to enroll and duplicate. I've learned from experience to go vertical when helping build someone's business."

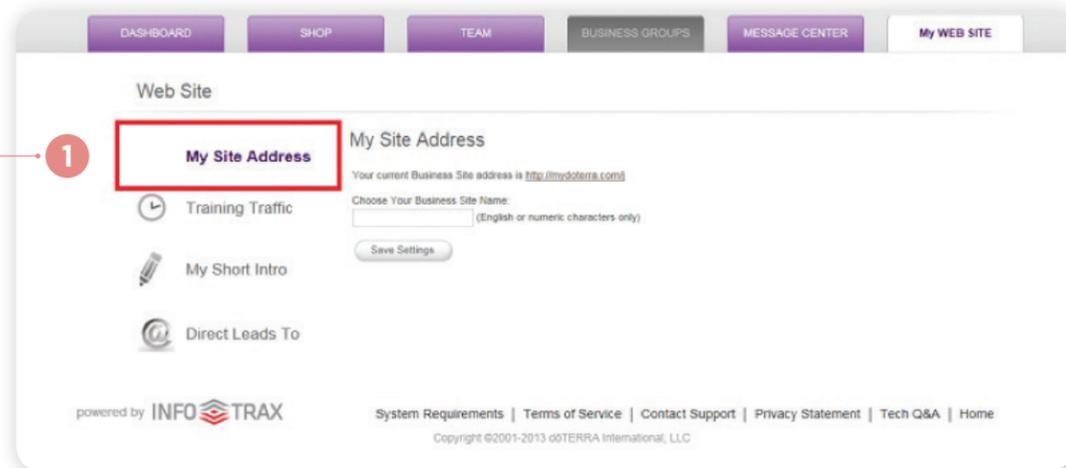
"There's more to this than just building a business—it's about people, relationships, and healing."

Updated Replicated Websites

When you first enroll as a Wellness Advocate, you also receive a website for your personal business use. The new dōTERRA replicated websites are easy to use and customize. Already loaded with videos, recipes, DIYs, and healthy living tips from the blog, your new site is the perfect place to send someone to find out more. Your website is a great tool for helping people enroll and provides a "Shop" tab that will link people to purchase from you. See below for tips on how to customize your site.

1. Changing your site's address.

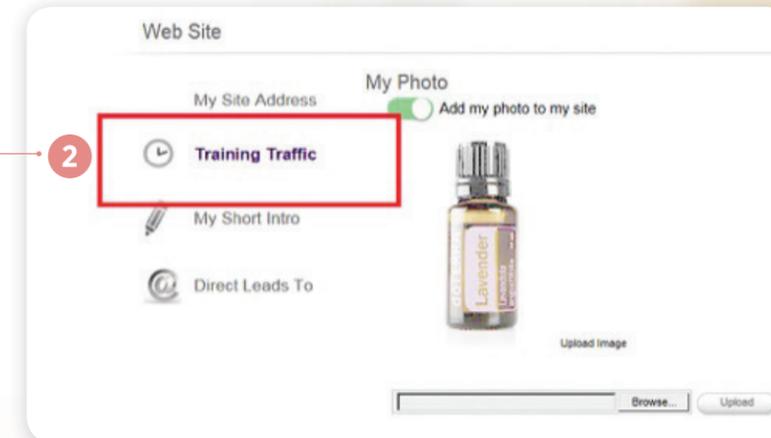
Go to the "My Web Site" tab on the far right of your back office. To the left you will find a separate menu. The "My Site Address" tab should already be open. To change the end of your web address, click in the box and type in what you would like—keep it simple and easy to remember. If you would prefer not to keep the web address with your Wellness Advocate number, check the box below where you just typed your site name.



2. Adding a photo.

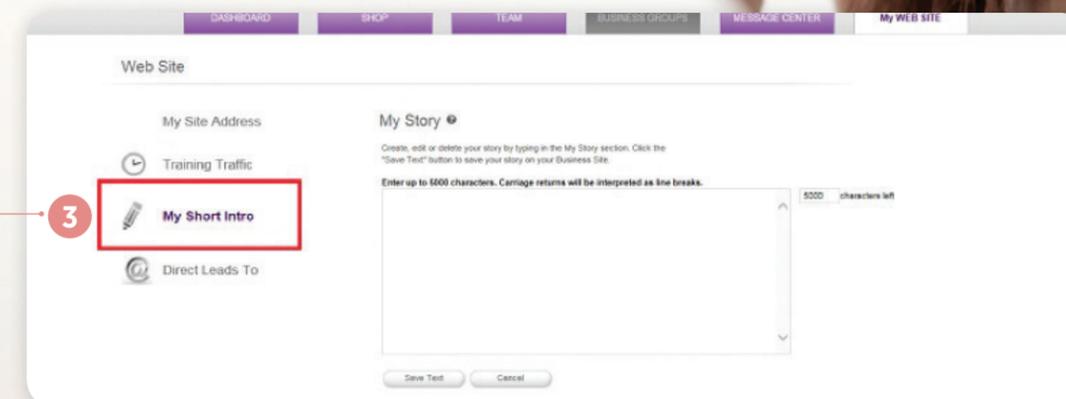
In that same left side menu, click "Training Traffic." You now have the option to upload a photo from your computer. (Keep in mind that you can only upload .gif or .jpg files.) Click the "Browse" button to choose a photo you have on file and select it. The photo name should appear in the box next to the

browse button. Click upload. Once your photo is uploaded, there will be an option to add your photo to the site above the picture. Slide the button to the right. Your photo will now appear online.



3. Adding a small introduction.

To further personalize your website you may add an introduction under your photo. You have about 5000 characters, so it must be brief; remember to use compliant language. To upload a story see the "My Short Intro" tab to the left. Once you have typed in your message, click "Save Text" to upload it to your site.



Josh Jelineo & Bebe McFall

KELSO, WASHINGTON, USA



“Everyone can totally do this. It’s so easy. You just share what you already love.”

Building a Strong Business

1

Empower your team members. “Before, I was helping everyone on my team with every little question instead of empowering them to find answers, research, and call customer service. I was their go-to and it was exhausting. Be a model and mentor for your team, but make sure you duplicate.”

2

Build under builders. “I used to try and build under everyone, even those that didn’t want to do the business. Make sure you duplicate yourself with those who want it, who are showing up to classes, business trainings, and corporate events. That is what is going to take you to Diamond.”

3

Focus on one team at a time. “I started out with six teams, because I didn’t know what I was doing. Now, I teach my downline to work with one or two teams and get them going before they look for their third. Once they are hitting Gold or Platinum, then they can look for their fourth leg.”

showed her that law enforcement would not be a safe career for her to continue in. After going on maternity leave for the birth of her second child, she decided that she would not be going back. She says, “I could not leave another baby at home, and I knew that it was completely possible for me to support a family doing this.” A month later, she hit Diamond.

“I completely believe that everyone needs these oils in their home, because I’ve seen what they’ve done for me,” Bebe says. “I’ve never been happier with a job that I’ve had.” She became a police officer in order to help people change, but she found that many of those she worked with were not interested in changing. When she went into people’s homes she was often spit on, cursed at, and assaulted. Now, she gets to work with people whom she can trust and who are happy to receive her. “It’s a complete switch. I absolutely love doing this and I truly get to help people wherever I go.”

A Complete Switch

While attending the police academy, Bebe McFall injured herself and was told that she was going to be in pain for the rest of her life. Years later, she was in massage therapy for that pain when her therapist, Jessica Iddings, offered her a dōTERRA essential oil. It was so much more effective than anything she had ever tried that Bebe called Jessica afterward and told her, “I don’t know what kind of voodoo oil you put on me, but whatever it is I need a

bunch of it.” Jessica was new to dōTERRA as well, so they both attended a class and enrolled.

Bebe had just had a baby and was working 12-hour shifts as a police officer, so she was not interested in the business at first. But, she did start sharing. She had no idea how network marketing worked, so when she received her first check in the mail, she thought dōTERRA was refunding

her for something that had gone out of stock. Bebe loved dōTERRA and knew that people needed it, so she eventually started teaching classes and running a business during her time off.

Her husband, Josh, was also working a job with busy hours. As Bebe’s dōTERRA business grew, they decided that it would be best for him to quit his job to come home and raise their child. Then, Bebe started having experiences that



“It’s been so powerful not only to help our family with their needs, but also to help so many other people.”

MOUNTAINS WILL MOVE

"When sleeping women wake, mountains will move."

Chinese proverb

NEW dōTERRA DIAMONDS

Chris & Ange Peters

LONDON, ONTARIO, CANADA

Ange Peters, now Blue Diamond, ran her own holistic health coaching business for six years before she was introduced to dōTERRA. She had moved her business online in order to widen her reach and influence, and that was how her upline found her. Based on Ange's presence online, her upline thought she would love dōTERRA, so she contacted her and offered to send her some essential oils. Ange had been using oils for years and accepted the offer, but then let the Introductory Kit she received sit on her desk for six months.

One night right before Christmas, Ange was up late wrapping presents when she noticed the kit on her desk. She decided to put on some Peppermint and started flipping through the guide that came with it. She then felt drawn to go online and look up more information about dōTERRA. Before she knew it, she was up until three in the morning learning more about the company and eventually enrolling with a kit. She says, "I can't explain it any other way but that it was being required of me that night to start digging in. I started to feel the culture of the company come through my screen. I was just being drawn in."

Ange took several months just getting to know the oils as she used them on herself and her family.

It wasn't until four months later that she held her first class. She says, "In those first few months, this evolution took place inside of me where I finally knew that I was going to go big with this." She started teaching regular classes, became one of the last Canadian Founders, and eight months after her first class was Diamond.

"We don't get what we want, we get what we're prepared for," Ange says. "I didn't realize it, but for years I was being primed to do this. I can see how it all led to what has happened with dōTERRA this last year. When I was finally ready to go all in, I believe that is what led to quick success for me. There were some hard times, but when I look at this last year, I feel like doors were flying open for me, because I was in alignment with my purpose."

In both her holistic health coaching business and with dōTERRA, Ange has always focused on helping women, especially young mothers. She says, "I believe that women are in a unique time today where we can actually ask ourselves, 'What fills me up? What do I want to do to impact others? What's my legacy?' This business opportunity is a vehicle that you can leverage to design your life on your terms and impact others through what your heart is calling you to do."

DEVELOPING & MAINTAINING YOUR WHY

CONNECT. "I think the most important thing is to be deeply connected to your why. I believe that people who hit Diamond are very connected to the type of influence they're looking to have, the people they're looking to serve, and what it will mean when they hit Diamond."

CREATE. "At least once a year, I create an affirmation vision video. I make it about two minutes long and I set it to inspiring music and images that connect me to my why. These will be images of my kids and I doing things together, or ways that I want to impact people in the form of a picture."

CLARIFY. "If in this process you've lost your why or your belief in yourself, you probably won't get to where you want to go. That's the fuel that builds momentum, and that is what attracts the right people to your team. We need to be clear about who we are and who we want to serve."

REMEMBER. "Sometimes we feel disconnected, we've hit a wall, or we run into a limiting belief. When that happens, come back to the reason you started this. Create the space and time to think about that when you feel like you're struggling, and that is what is going to help you bust through walls."

"This business model is ideal for families, and we have greater influence when we can include them."

Melody Strampello

MIDWAY CITY, CALIFORNIA, USA

PEACE AND WELLNESS

One day, Melody Strampello was complaining to her friend Brandi Burdine on the phone about a health problem her family was having. Melody had studied to be a nurse, but dropped out before she finished to take care of her children. She was interested in natural health, but didn't know what to use or how to use it. That day on the phone, Brandi told her about dōTERRA and offered to send her some essential oils in the mail. Melody was amazed at how effective they were. She says, "I felt empowered as a mom that something natural had worked and it was so easy."

Soon after, Melody bought a kit, started sharing with her friends and family, and jumped into the business. She knew the business would help her family financially, but she struggled to share the opportunity with other people for a long time. She says, "I didn't believe in myself. I was afraid of success because I had never experienced any kind of abundance in my life. I was self-sabotaging because I wasn't ready."

Then one day she was on the phone with a friend again. This time, it was her friend who was complaining about her job

and Melody suggested, "You should do dōTERRA with me." She found out that her friend had never known she could do the business with Melody. "I just assumed she wouldn't want to do this as a business, and as soon as I told her about it she jumped on it. Now she's one of my strongest legs and has really catapulted my business."

Now, Melody knows that she's doing a people a disservice when she decides for them whether or not they'll accept the business opportunity. She says, "I can't withhold this amazing opportunity from someone when they could benefit from it. I need to let them choose and not judge them in advance. I never know how they'll receive it. If they have a need for it in their lives, then I could be keeping it from them, and that would be awful for us both."

dōTERRA has given Melody an avenue to reach her biggest financial goals that had never seemed possible before, and has brought peace and wellness into her life. "I have peace of mind knowing I have the tools to take care of my family in a natural way, and that I have financial freedom ahead."

"When you believe in yourself, you know success is going to happen. You don't have to know how, you just know that it will."



"This business is amazing and beautiful. You help other people, which helps you. You can grow your business at the speed you want to, be your own boss, and make your own hours. It's been a perfect fit for being a mom who also needs to hit financial goals."

Diamond Tips

1 SHARE FROM THE HEART.
"Just share dōTERRA with people from the heart. Know it's something they need. You don't have to be a salesperson."

2 EXPECT THE POSITIVE.
"Know that that person will feel that you want what's best for them and that's why you're sharing. They'll be thankful."

3 LEARN AS YOU GO.
"You don't have to know everything—you just have to know where to find the answers. Know that you know enough."

4 DON'T GIVE UP.
"Keep going and don't give up. Anyone that doesn't give up will hit their goals. This is an amazing business that will only continue to grow."

5 ACCEPT YOUR TIMING.
"The only variable in the compensation plan is time. The timing is different for everyone, but the timing is perfect when you look back and see how it all worked out."

Jessie Pinkerton

BOZEMAN, MONTANA, USA



“Keep the faith. If you’re doing the work, it’s just a matter of time.”



formula for SUCCESS

Thirteen years ago, Jessie Pinkerton was hit by a semi going 80 miles per hour on the interstate. Over time, her injuries from that accident began to seriously affect her life. Then, Kasey Vaudrey shared dōTERRA with her and it changed everything. Jessie had already been involved in natural medicine and entrepreneurship, so after attending convention she got excited to participate in building a dōTERRA business.

At that convention, Jessie walked down the red carpet with one of her friends who had already achieved Diamond. That day, she knew she would be Diamond as well. She says, “I came back and put to work the formula that always succeeds—sharing.” She knows that consistently using that formula creates the momentum necessary for success. “Some people are lucky—they find builders right away and rocket to the top. Other people slowly and steadily talk to people, have events, share oils, and empower people with education. Everybody has a different pace, but I’ve seen a 100 percent success rate with everyone I know that has applied the formula of sharing.”

After participating in Diamond Club, Jessie recognizes the importance of traveling to support her teams outside of her area. She teaches her team to give themselves the schedule of a Diamond Clubber if they want to reach Diamond. “Reaching outside of your geography helps develop those leaders. I don’t think I’d be where I am had I not worked with those people, helped develop their leadership, and encouraged them to do something similar.”

With her eyes set on Diamond from the beginning, Jessie is now seeing her friends reach Blue and Presidential Diamond. She says, “I’ve realized there’s more to it. I’m excited to set some new goals and work to the next level. It’s not all about the rank, but it’s fun to help other people become empowered to live this kind of life with a business that has such a great purpose and is so fulfilling.”

Jessie feels that she has been given back her life through dōTERRA. She has more time and more energy, which she knows are things that could be life-changing for so many people. She says, “Our focus is not the big sale. We’re in the business of sharing knowledge and resources. If you empower people with a resource that gives them extra time and energy, those people can completely change their entire world.”

“Once you light that fire of knowledge in someone, you can’t turn them back from that.”

STRONG BUILDERS ARE:

COMMITTED AND CAPABLE

“A lot of people have the passion but don’t have the time, and vice versa. You want people who are committed and capable and start to apply the formula of success right away.”

PUTTING IN ENERGY

“I put energy back into people who are putting energy into me. It’s an equal exchange that allows us to build and grow excitement in the business together.”

BELIEVING IN THE INDUSTRY

“People should grasp the power of this industry and the foundation of it. Anybody can be successful in this industry if they get into the company that is right for them.”

BEING THEMSELVES

“It’s not about being like another leader, but it is about being genuine and heartfelt with people and becoming a great version of you. You will succeed if you have that.”

Charlie & Amy Widmer

MORGANTOWN, WEST VIRGINIA, USA

A VEHICLE TO CREATE

When Amy Widmer was first introduced to dōTERRA, all she needed to do was hold the bottle in her hand to know she loved the product. She says, "Even before I inhaled the oils, I could sense power through my hands. I was sensitive to energy and vibrations due to the energy work I did. Then, I started smelling every single one and asking what they could assist with—and I was hooked." It took her six months to feel like she could save up enough to enroll, because of the "lack mentality" she had. But, once she did, she knew that she wanted to share dōTERRA with the world. "I somehow inherently knew that this was a vehicle that could transform my life."

It was another year before her husband, Charlie, decided to join her. He gradually became more interested in the oils, and then attended convention with her. He says, "I went because I was interested in doing something other than my current business. I learned more about the business side there and saw how the comp plan worked, and I knew that it was something that I could do."

Amy had already built the business to Elite on her own, and Charlie saw

that they needed to get to Platinum for him to wean himself away from his other business. Once he was able to work dōTERRA full time, they flew up to Diamond. Amy was excited to be Diamond to be able to expand her reach. She says, "I wanted the opportunity to help so many more people than I was. I wanted a bigger platform to share my message and my life purpose. I felt like Diamond was a vehicle to create that in a big way."

When she was a single mom with five kids, Amy couldn't pay her rent by herself and was on public assistance. She says, "My world was small and I often felt disempowered because I had to continually ask for help. Now, I'm able to give back." And that's just the tip of the iceberg when it comes to how much her life has changed with dōTERRA. "I have grown and blossomed exponentially with the medium dōTERRA has provided. I no longer see limits. My boundaries are so far out that I can barely see them, and they used to be so close around me that I could barely breathe. I am so proud of the person I am becoming and I am even more proud of my leaders and the courage they exhibit. I feel more. I'm more human."



"We're now able to help our children in ways we never could. We can enrich and expand their lives, and that motivates me to keep going forward."

-Amy



Creating Partnerships

Share the business. "We tell our team where we want to go and that we want to take them with us. We share the product and the business—we talk about both to everyone. We share all the ways dōTERRA has enriched our lives over and over with passion and heart." *-Amy*

Define builders. "Get clear on what a builder is—be that and teach that. Learn how to best discern the strengths in your leaders and help them be really good at that. Give them the courage and excitement to build with you." *-Amy*

Find a match. "Be sure that your builders' enthusiasm, energy, motivation, and inspiration matches yours so you can build with ease, joy, and glory. If those levels match within their own uniqueness, then the building can be fun as opposed to stressful and overwhelming." *-Amy*

Create partnerships. "The key spots in your organization should be true partnerships. A partnership is each person doing their part, not one person pulling the other kicking and screaming. You're both holding hands and doing this together." *-Charlie*



"DON'T LIMIT YOUR BELIEF IN YOURSELF."

-Charlie

“A person must have a strong purpose to do this business and achieve goals.”



NEW dōTERRA DIAMOND

Naoko Tanaka
FUKUOKA, JAPAN

THE Right Attitude

Like many others, Naoko Tanaka started out using the dōTERRA products without any interest in doing the business. She appreciated that the products helped relieve her stress, brought her physical comfort, and helped her stay healthy. Before long, she could see that dōTERRA had a huge future in Japan. She says, “I like that dōTERRA is product-focused and their products are great tools to support a healthy lifestyle. I also strongly agree with the company values and I respect the owners.”

She has felt great support from her upline and the employees at dōTERRA corporate as she has built her business. She appreciates that they take time to support her through seminars, meetings, and one-on-one discussions. She says, “They teach me their experiences and lead me to the right path. The reason why they support me is because I take this business seriously and try to achieve my goals.”

Naoko knows that the best way to share dōTERRA is by letting people smell the oils, and by giving them small samples to take home and try. Once they understand

how effective the products are, she can share the business opportunity. She says, “I tell them that many people need dōTERRA products and that they can achieve financial stability by sharing dōTERRA. I think dōTERRA is going to grow a lot more in Japan.”

She encourages her downline by telling them to focus on their attitude. She says, “Whether or not you can make your dream come true depends entirely on your attitude and perspective. I truly believe that anyone can change their life if they have a positive attitude, specific goals, and a vision of their own success.” She has a lot of advice she would give to someone who is trying to be successful in dōTERRA: “We need to be self-confident, generous, and thoughtful. Enjoy the business, gain lots of experiences, and come up with great ideas.”

In order to be Diamond, Naoko had to have strong goals with her team leaders so they could support one another. She says, “Think about the success of the team and act upon it. Leaders need to be able to do their best, and your attitude will change your team members’ actions.”

Advice for Leaders

Share simple

“I share the business simply: purchase 150 PV a month, tell three different people about the dōTERRA opportunity, and continue with your Power of 3. That’s all.”

Make it a lifestyle

“It’s important to have events to be able to have better communication with your team and to make dōTERRA-related activities a part of your lifestyle.”

Keep to the values

“I tell my team leaders to make sure that the purpose and theme of their events are in line with dōTERRA values and culture.”

Communicate well

“Frequent communication with your team deepens their knowledge about and good experiences with the products and the compensation plan. As we do that, we can build good relationships.”

“The difference with dōTERRA is the Wellness Advocates are focused on the products, not on their commission.”

Decide and Do

BY CHRYSTELLE ZIMMERMAN

dōTERRA came into my life quite unexpectedly when my son was hurt at an outdoor event. A friend of mine jumped into action and grabbed her essential oils. My first thought was, “That’s all you’ve got?” But, what did I have to lose? I let her continue, but not without the obligatory eye-roll. Within minutes, he was calmer. Within days, his injuries improved.

That event, followed by more “a-ha” moments with oils that we experienced as a family, were enough for us to recognize the positive changes the oils had made in our lives. We started using them regularly. My family was healthier than I had ever seen them, and we felt great about our ability to reach for something ourselves. I knew dōTERRA offered a business opportunity, but I promised my husband I would not sell anything. Three months later at a birthday party, moms who knew about my son’s accident began swarming around me asking about oils and where they could get them. It was at that moment that I made a decision that would forever change my family’s future. I raised my hand up high and said, “You get them from me!”

While I did not originally sign on to build a business, once I decided to be intentional, prayerful, and purposeful with it, it took off. This shouldn’t come as much of a surprise to anyone who knows the culture of the company, integrity of the leadership, and the guidance we receive from our mentors. We have access to entirely duplicable systems that make it possible for anyone who is willing to be successful with dōTERRA. I truly believe the only way to fail is to do nothing with the gifts you already possess. Once you decide for yourself, commit to these four steps:

1

Have a clear vision, written goals, and accountability.

Why do you want to build a dōTERRA business? What is it that’s driving you? Keeping your why at the forefront will lead you to take action. Write down your goals and get as specific as possible. Create and share them with your family, so they

understand what you are doing. Tell your mentor what your goals are and allow them to hold you accountable.

2

Challenge yourself.

Talk to eight people a day—on the phone, on social media, in person, by email—whatever ways you communicate. Not every call has to start out about dōTERRA, but you will see how quickly those conversations turn into opportunities to help the people on the other end of the line. Also, commit to sending eight samples a week and you will see how fast this creates an overflowing pipeline for future follow up. Finally, hold eight events a month. Regular classes will always be the engine behind your success.

3

Use your toolkit.

You don’t need to know everything or possess every resource known to man, but you do need to know what you can tap into and where to find it. Plenty of people have walked in your shoes on the road to success. Surround yourself with those kinds of people. Attend events, listen to audios, read books and newsletters, and participate in training opportunities. These are activities designed to help you have the right information and a determined mindset that will propel you forward.

4

Decide and do.

Decide and stay decided until the job is done. Whatever goal you have outlined for yourself, stay committed until you get there. Expect road blocks and do what you can to prepare for them. Your temporary obstacles will only make you better, stronger, and sharper in the long run. Never let the detours derail you permanently. It helps if you bookend your day with study. Starting your day with a devotional or a motivational quote sets the tone for the entire day. At the end of the day, keep a record of your blessings. The practice of writing in a blessings or gratitude journal can help transform your whole outlook on life. ♦



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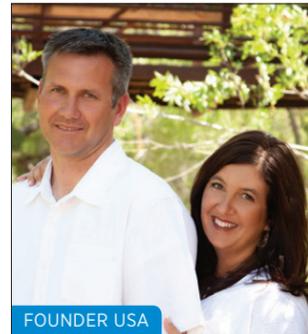
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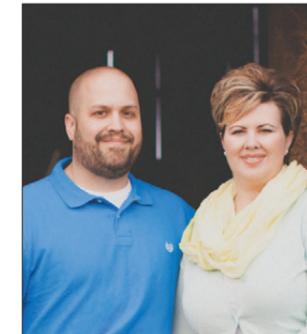
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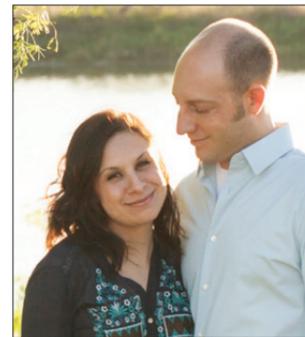
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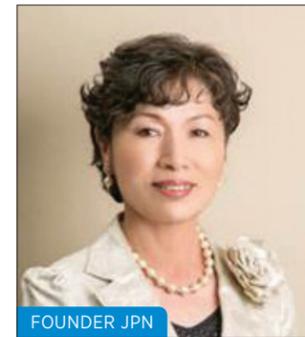


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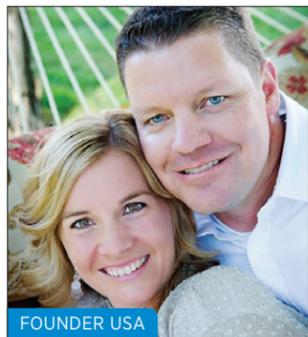
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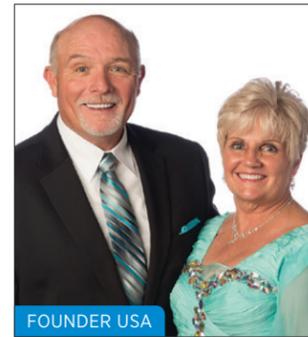
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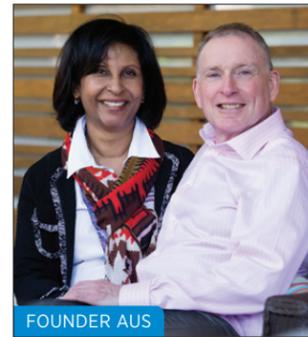
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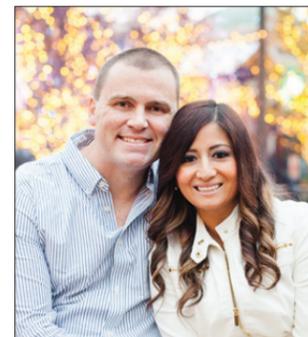
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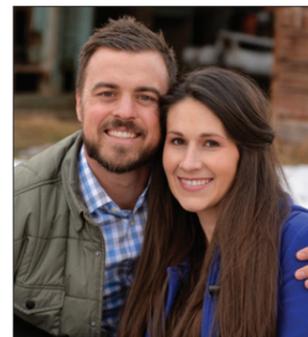
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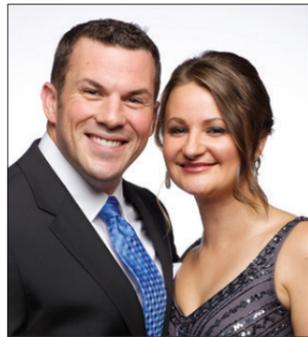


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DIAMONDS



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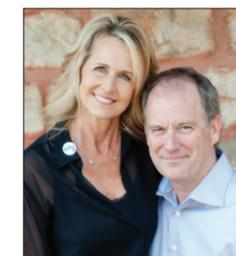
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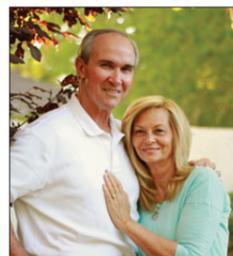
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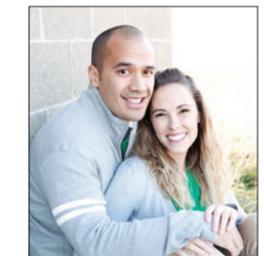
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DAMIAN & JENNA FANTE



LEONIE FEATHERSTONE



SAMSON & LETICIA FOLAM



MEGAN FRASHESKI



AARON & WENDY FRAZIER



FOUNDER JPN
KAORI FUJIO



FOUNDER AUS
MAX TUCKER & CHERIE GARRETT



LOUIS FUSILIER & MONICA GOODSSELL



ANDY & MISSY GARCIA



GINO & AMANDA GARIBAY

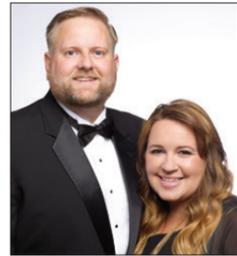


DAVID & CRYSTAL GARVIN



LINDSEY GIFFORD

DIAMONDS



BRIAN & BECKY GILLESPIE



KRISTANN GILLIES



CRAIG & LYNN GINES



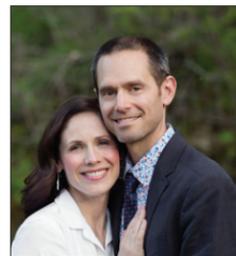
FOUNDER USA
VALERIEANN GIOVANNI



BRAD & TOBI GIROUX



JEFF & KATIE GLASGOW



THOMAS & AMY GLENN



JAY & DEBBIE GORDON



CURT & CAROL ANN GUEST



KIRK & JENNIFER HAMILTON



CLIFF & PJ HANKS



EMILY HANSON



JIM & MARTY HARGER



AISHA HARLEY



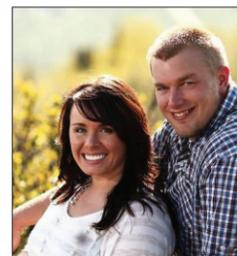
RYAN & JENYCE HARRIS



BRIAN & JEANNIE HARRISON



SCOTT & SHYANNE HATHAWAY



MARK & ALICIA HAUGSTAD



JOE & LORI HAYES

DIAMONDS



MICHAEL & JENNIFER HEATH



PAUL & TERI HELMS



WAYNE & JENNA HENRIE



FOUNDER USA
GORDON & JULIE HERBERT



RYAN & MELISSA HERMAN



BRYANT & BRIANNA HESS



FOUNDER USA
TERRY & MARIA HEUSER-GASSAWAY



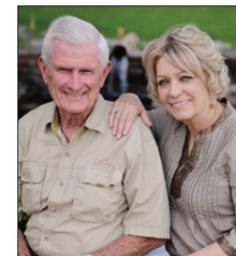
JESSE & NATALIE HILL



FOUNDER JPN
MISA HIRANO



EMA HIRZEL



ROBERT & TONI HOLLAND



JASHIN & TANYA HOWELL



LI HUA HSU



JEFFERY & MIRANDA HU



MICHAEL HUANG



CHING YING HUANG



CHRISTY HUGHES



ALLISON HUISH



JULIE HUNDLEY



RICK & KATHY HUNSAKER



ARIN INGRAHAM



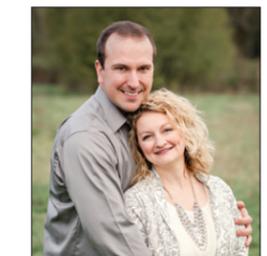
ROSE INGRAHAM



FOUNDER USA
ROB & WENDY JAMES



MATT & SARA JANSSEN



JOSH JELINEO & BEBE MCFALL-JELINEO

DIAMONDS



STEVE & SANDIE JENSEN



KILEY & NORA JOHNSON



RICHARD & LISA JONES



LELAND & ROBIN JONES



BILL & DEENA JORDAN



JAE HYEON JU



TZU YUAN KAO



MASAMI KAWAI



COLIN & JEN KELLY



TRACI & JACK KENNEBECK



MIKE & KALLI KENNEY



NICK & DYANNA KILLPACK



CADE & DOMINIQUE KING



MELISSA KING



SHAWN & LAURA KING



PAUL & NANCY KNOPP



MIKI KOJIMA



MARY LAGASSE

DIAMONDS



JAUCHING LAI



DAVID & LOIS LANE



LAURIE LANGFITT



FOUNDER USA

NOLAN & PAT LEAVITT



MICHELLE LEBARON



JUNG HOON LEE



DIANE LEFRANDT & JESSICA SMUIN



DR. DANIEL & KATIE LEVERENZ



CHAD & JODI LEWIS



YU YIN LI



PO HSIU LIN & FANG SU KUAN



JESSICA LITSTER



HOLLY LO



STEVE & RACHEL LOTH



STEVE & TRACY LYMAN



BRETT & BROOKE MAGLEBY



JAMES & CYNTHIA MAGUIRE



ALONTO & DESIREE MANGANDOG



ELIZABETH MARA



JULENE MARTINDALE



JOHN & PATTI MASON



TERUMI MATSUSHIMA



FOUNDER JPN

SHOKO MATSUYAMA



DAVID & HOLLY MAYS

DIAMONDS



AARON & TONYA
MCBRIDE



JEANNE MCMURRY



ROGER & CAROL-ANN
MENDOZA



JERRY & PRISCILLA
MESSMER



BECKY METHENY



JIMMY & DEIDRA
MEYER-HAGER



SCOTT & ROBYN
MITCHELL



NATE & DANA MOORE



MICHAEL & MELISSA
MORGNER



DREW & COURTNEY
MOSES



JONATHAN & DEANNA
NICHOLS



DR. ZIA NIX



FOUNDER JPN
MITSUKO NOMIYA



ERIC & KRISSEY
NORDHOFF



AUSTIN & AMBER
NORDSTROM



KERRY & DENISE
NORRIS



JAMES & SHERI
NORTON



ADAM & TAMI NUHFER

DIAMONDS



FOUNDER JPN
RIYO OGAWA



FOUNDER JPN
KEIJI & EMIKO
OKUYAMA



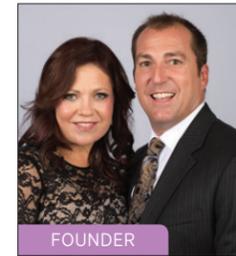
JOHN & AMANDA L.
OLSEN



PAUL & VANESSA
JEAN BOSCARIELLO
OVENS



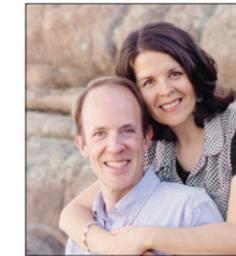
FOUNDER AUS
JOHN OVERBEEK &
PAULA ECKERT



FOUNDER
TRAVIS & SARA
PALMER



ROBERT & JANELLE
PARRINGTON



MICHAEL & CYNTHIA
PATIENCE



DICK RAY & STACY
PAULSEN



FOUNDER
CHRIS & ANGE PETERS



CHRISTINA PETERS



SPENCER & LAURA
PETTIT



JESSIE PINKERTON



HERB HOELLE & FRANI
PISANO



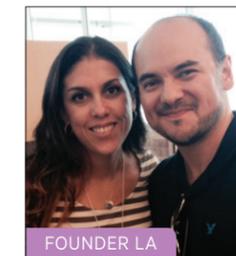
TRACY PRINCE



CASEY & MELISSA
ROBERTSON



JAMES & KELLY
ROBISON



FOUNDER LA
FERNANDO & DANIELA
ROMAY



RYAN & JANESSA
SALSBERY



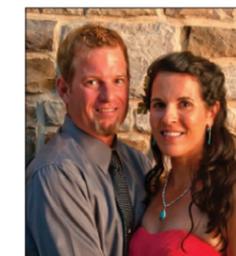
ADRIAN & ROXY
SARAN



JULIE ANN SCOTT



BENJAMIN & STEPHANIE
HOWELLS-SCOVILLE



TOM & ERIN SMEIGH



ADAM & RIGEL SMITH

DIAMONDS



KIRK & LANA SMITH



WILL & MARCY SNODGRASS



ROBERT & SHARLA SNOW



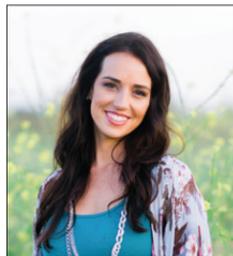
MARIZA SNYDER & ALEX DUNKS



NATHAN & MINDY SPRADLIN



WADE & CHRISTINE STOLWORTHY



MELODY STRAMPELLO



VICTORIA STRELNIKOVA



DR. JEFF STYBA



WEN CHIANG SU & HUI YU HUANG



HIDEMITSU & YOKO TAKEDA



NAOKO TANAKA



CHEN CHIEN TANG & CHIAH LING LI



KELLY & PAUL TAYLOR



BILL & ERLEEN TILTON



FOUNDER
BRAD & DAWNA TOEWS



JASON & ALLISON TRIPP



FOUNDER HK
STEPHEN & YVONNE TSAI

DIAMONDS



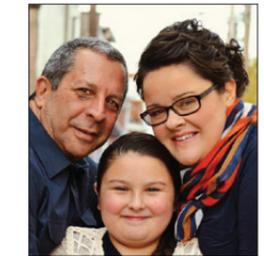
MARK & LORI VAAS



SHANE & KRISTIN VAN WEY



BILL & MARILYN VANDONSEL



MICHAEL & JENNIFER VASICH



SONDRA VERVA



MATTHEW & NICOLE VINCENT



DAVE & KATE WAGNER



CHAD & SUSIE WALBY



WENDY WANG



ERIC & SANDRA WANG



MARK & TAMALU WATKINS



JOHN & SHAUNA WETENKAMP



RICHARD & HEIDI WEYLAND



DR. RACHEL WHALEY



DALLON & EMILI WHITNEY



CHARLES & AMY WIDMER



RON & LIZ WILDER



ROB & MELISSA WILSON



SCOTT & SUSAN WOOLEY



TUNG HAN WU



HIROKO YAMAZAKI



EDWARD & LINDA YE



ELENA YORDAN

DIAMONDS



FOUNDER JPN
NISHIDA YOSHIFUSA



FUMIKO YOSHIMOTO



FOUNDER JPN
MIHO YOSHIMURA



FOUNDER JPN
YASUNORI YOSHIMURA



ATSUKO YOSHITOMI



WEN PING YUN & YI YING TSAI

DIAMONDS NOT PICTURED:

JENNIFER BRADY
HUNG WAI CHOI
HSIUNG M1

GEORGE SHEPHERD
JIANG ZHONG

PLATINUMS



KELLY ALVIS



EVIE ANDERSON



MIKE & JESSICA ANDERSON



AUTHENTIC HEALTH



BENJAMIN & JADE BALDEN



DEAN & CONNIE BARGEN



CARLY BAUTISTA



ASHLEY BEANS



LISA BEARINGER



PAUL & LISA BERGMAN



FOUNDER LA
CARLOS BLANCO & ANA BARRANTES



JAMIE BOAGLIO



JASON BORUP



CRAIG & CONNIE BOUCHER



JASON & KAMILLE BREUER



MELVIN & ELIZABETH BREWER



CASIE & JAMIE BRODERSEN



PATRICK & KATHRYN BROWN



LINDSAY BRYNER



MATT & DEANA BUSHMAN



CLAUDIA CALDERON



JOSHUA & MARY CARLISLE



KUI FEN CHANG



SHUANG SHUANG CHANG



FU YU CHEN



CHIH HSUN CHIEN & SU JU HUNG



TROY & DOROTHY CIVITILLO



BRIAN & MERIDETH COHRS



ALICIA COTTAM



BRANDI CROSBY



RUI CUI



ERIC & TIFFANY DAHL



JAMIE DANFORTH



DURELL DARR

PLATINUMS



ROGER & MARLYN
DIDERICKSEN



MIKE & KELLY
DOLLINGER



ROGER &
EMMANUELLE DUCE



SUSAN DYESS



SHAYE ELLIOTT



HEATHER ESSLINGER



DANA FELDMEIER



JASON FILA



CARA FINES



MARCIA FRIACA



PAUL & STEPHANIE
FRITZ



NATHAN & KRISTEN
FUCHS



VINCE & TERESA
GARCIA



DAREN & CRYSTELLE
GATES



NATHAN & JOANNA
GEIGLEY



LEON GREEN



CARY GRIFFIN



DREW & LACEY GRIM



MELISSA GUTHRIE



BOO KYUNG HA



MATTHEW & ANNA
HALES



RYAN & KENDRA
HALES



TROY & KRISTEN
HAMILTON



ARIANA HARLEY



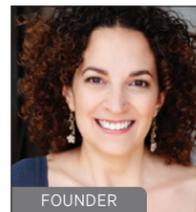
NATALIE HARRIS



PAMELA
HAUFSCHILD



ALLISON HAYS



FOUNDER
MARISSA HEISEL

PLATINUMS



SUSAN HELZERMAN



LAURA HEMMEN



JESSICA HERZBERG



JON & EVE HEWETT



FOUNDER HK
MICKEY HO



GREG & MELODY
HOLT



BRENT & ANNIE
HONE



JENNIFER HOUSTON



FOUNDER TWN
FU LUN HSIEH &
CAROL SUNG



CHIH LUNG HUANG



BRIAN & ALLISON
HUNT



KURT & LINDSAY
JENSEN



RACHEL JONES



D'ARTIS & TIFFANI
JONES



CHIAH HO KAO



REBECCA KASELOW



YOUNG SUOL KIM



HAENG SUK KIM



CAROL KING



ROMMY KIRBY



CHRIS KIRSCHBAUM



MIKE & MEGAN
KNORPP



DEBBIE KRAHN



ANDREW &
CHRISTINA LA TERRA



JON & DUQUESA
LAMERS



CYNTHIA LANDES



PEGGY
LANGENWALTER



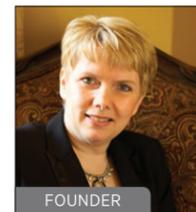
ALADRO RODRIGO &
SOFIA LOPEZ DE LARA



SCOTT & JESSICA
LAWSON



ARLA LEINS



FOUNDER
SUZIE LEROUX



KYLENE LESSIG



FUXIAN LI & LING
LING ZHANG



JUNG SU LIM



HISU FENG LIN

PLATINUMS



YU YU LIN



JOHNATHAN & RACHEL LINCH



FOUNDER TWN
HSIAO CHUN LIU



WEN CHEN LO



MICHELE MALCHOW



EMILY MARTIN



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



SEAN & ALICIA MCBRIDE



KEITH & KERI MCCOY



SUZANNE MCGEE



MEGAN MCHARGUE



STEVE & KIMBERLEY MILOUIS



ANGELA MOFFITT



JARED & NICOLE MOULTRIE



EMILY NAVAS



FOUNDER
JOSH & SHANNAN NIELSON



DAWN OLSEN



SARAH O'MAILIA



KIM OVERPECK



BRADY & HILLARY PARKIN



JOHN & HEATHER PATENAUDE



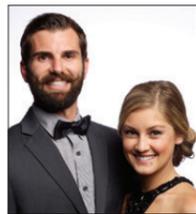
JAMES & CHRISTINE PAYNE



KYLE & KATEE PAYNE



MYRON & TAMMIE PERKINS



KYLE HESS & BRITT PIRTLE



SHANE & BROOKE PUGH



WAYNE & HEATHER PULSIPHER

PLATINUMS



JANET RAMER



MEGAN REEVES



BARBARA REMPEL & DAL BRYANT



FOUNDER AUS
MICHAEL ROTHSCHILD



ANDREW & MINDY ROWSER



STACEY SARROS



JIM & SUSIE SCHIERING



JOSIE SCHMIDT



LESLIE SCHMIDT



AMY SELLERS



HOON SEO



FOUNDER AUS
MARK & HELEN SHAW



KEVIN & KESHIA SHEETS



JOAN SHODAI



ELENA SIMMONS



THERESA SOUCY



CODY STARTIN



TAMMY STEUBER



DAVE & CALLIE STEUER



DENNIS & JANETTE STEVENS



JULIE STOESZ



PHIL & LEEANN STORK



SHEILA SUMMERHAYS



MARA TABARES



SAMUEL & MELISSA TAEU



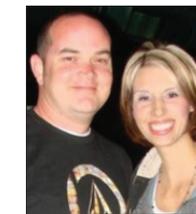
MARTINA THIAGESAN



EVAN & ADRIENNE THOMAS



LUCAS & NIKKI TOPHAM



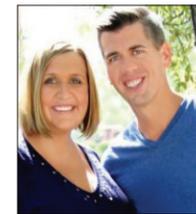
CHAD & SARAH TOWE



FOUNDER TWN
HAO HENG TSAI & HSIN YUN CHANG



YUNG-PEI TSENG



BRAD & ASHLEE VANESS



CYNTHIA VELEZ



EDDIE & ANGELA VILLA



CATHI WAALKES

dōTERRA® CONSULTANT Recognition

PLATINUMS



ALAN & CHERYL
WAE LBROECK



ROGER WEBB



PAUL & DENISE
WEBSTER



DEREK & SUZANNE
WILLIAMS



TRAVIS & STEPHANIE
WINGER



CHING CHUN WU



MANDY YEUNG



JASON MARDELL
KIMBERLEY MILOUSIS
BERNADETTE O'DONNELL
BRANDON PACKARD

SHERRI PRICE
JANELLE RICKS
REBEKAH RIZZO
YONG TONG XU

PLATINUMS NOT PICTURED:
SCOTT & SHAWNDR A ANDREWS
JOSH AXE
JANICE BITTNER
CHRISTINA GARDNER
HO NIEN HUANG

GOLDS



LAURA ADAIR



MARTY & KINDRA
ADAIR



STEVE & JULIE
AHLSTROM



JODY AITON



LACEY
ALBRECHTSEN



JAIME ALCON E



JENNIFER
ALEXANDER



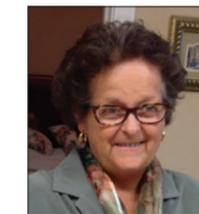
BRAD & KATHY
ALLDREDGE



COLEMAN & HILARY
ALLEN



TODD & KIM ALLEN



DIANA ALWARD



GREG & CARMEN
ANDERSON



JENNIFER
ANDERSON



DR. KIM ANDERSON



LEANNA ANDRADE



DEAN & KATHIE
ANDRUS



DAVID APOSTLOVSKI
& ANDREA BAEZA



SUE ARAKAWA



MARK & JAIME
ARNETT



JUSTIN & BRIDGET
ARNOLD



ROBIN ARNOLD



CHAD & JODI
ASHFORD



TRUDI ASKEW



JIMMY & ANGELA
ATKIN



BARRETT & STEPHANIE
ATKINSON



JENNIFER ATTAWAY



BRENT & KRISTI
AVERETT



ROBYN AZIMA



ROBERT & DENE E'
BACA



KEITH & LORI BACON



NATE & KELLY
BAILEY



CAREY BAILEY



KATHLEEN BAIRD



DESI BAKER

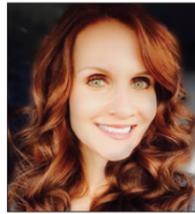
GOLDS



JORDAN BAKER



DAWN BALKCOM



JENNIFER BARNETT



JEFF & TAMARAH BARTMESS



ANGELA BARTRAM



DEBBIE BASTIAN



FOUNDER EU

MONIKA BATKOVA & MARTINA VALNICKOVA



BRADEN & CAMILLE BAWCOM



AMANDA BEACH



THOM & JACKIE BEAUCHAMP



BRIAN & HEATHER BECKWITH



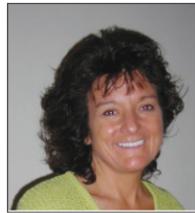
JENNIFER L. BEJCEK



JOE & ASHLEY BELL



DARIO & NATALY BENITEZ



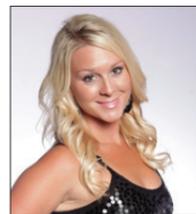
JUDY BENJAMIN



SARA BENNION



FRED & JANEICE BENSON



MICHELLE BENSON



VICTORIA BENTLEY



SONNA BERGHAIER



JANNA BERRY



BRET & AMY BIGELOW



RONDA BIRCH



EDYE BISAGNO



JANE BLOOM



VERA BLOUIR



BRANDON & ANGELA BOBST



JANE BODILY

GOLDS



JON & KENDRA BODINE



JOSH & KATHERINE BOGGS



KATHY BOONE



STACEY BORSERIO



RUTHI BOSCO



MARCELA BOWIE



MICHAEL & MICHELLE BOWLES



MARK & JACKIE BOWMAN



KAREN BOYD



FOUNDER

JONI BRADLEY



BEN & HEIDI BRAMM



JARED BRANDT



MONICA BRAVO



SCOTT & LEESA BRIDGES



ADAM & ANN-MARIE BRINGHURST



JEN BROAS



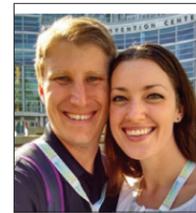
DR. ALICIA BROOKS



KEVIN & LATARRAN BROWN



LISA A. BROWN



JESSE & BETHANY BRUBAKER



RONAI BRUMETT



MAUREEN BRUNDAGE



WILL & SHANNON BRYAN



BEN & CAMI BUCHTA



ANA PAOLA SALOMON BULOS



TONI BUNTING



JARED & REBECCA BURT



LISA BYRD



MIGUEL & STEPHANIE CALDERON



JON & AMY CALDWELL



ROGER & LORI CALL



ERICA CAMPANELLA



JAMES & LAURIE CAMPBELL



JENNIFER CANCINO

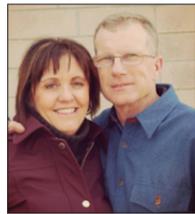
GOLDS



LISA CANIPELLI



MEGAN CANNON



BILL & DONNA CARD



BENJAMIN & SAVANNAH CARLSON



TRAVIS & JESSICA CARPENTER



BRIAN & CHRISSEY CARR



HEATHER CARSON



BUCKY & ANNA CASH



DOUG & RACHELLE CASTOR



ANDREA CAUFFMAN



LACEY CHALFANT



JACOB & CHERI CHANDLER



DIANE CHATTERTON



CHIEN LIANG CHEN



MICHAEL & AUDRA CHESTER



JACLYN CHILD



HUN IM CHOI & DAE YONG PARK



TERPSY CHRISTOU



PHILIP & HELEN CHUNG



FOUNDER

ALLISON COCHRAN



EVE COLANTONI



MIKE & LISA COLETY



AMIEE CONNER



FOUNDER EU

ADAM COPP & ROSIE GREANEY



OSCAR CORDERO & BRENDA ALTAMIRANO



TOM & ANITA COTTAM



CRAIG & KRISTIN COTTLE



ANDREW & KELLY COUCH

GOLDS



CRYSTY COVINO



WENDY COX



TERESA COYNE



CHRISTINE CREEL



RICH & BARBARA CROCE



CINDY CROSBY



SPENCER & JAN CROSLAND



LISA CUSANO



SHELLY DAUGHERTY



SUSAN DAVIDSON



JENNIFER DAVIS



KEITH & KENDRA DAVY



JOYCE DAY



JARED & MINDY DEGRAFFENRIED



ERIN DESANTIS



VIVIAN DICKSON



STUART DIXON & KARLEL CROWLEY



NICK & HELENBETH DITTRICH



ERICA DOLAN



JULIE DRIGGS



LUKE & MAGGIE DUBOIS



JUSTIN & LELIA DUKE



JEFF & GINNY EISEMAN



MICHELLE ELSTRO



VIVIAN ENGELSEN



SHANE ENGLAND



DENNIS & MARY ENGLERT



CHRISTIAN & ELISABETH ENSOR



JOEL & FAY EPPS



CAROLYN ERICKSON



EVAN & DR. MELISSA ESGUERRA



JEFF ESSEN



LUIS & CAROL ESTEVEZ



RYANN & MATT ETTER

GOLDS



JULIE EUBANKS



FORREST & LESLIE EXLEY



HALEY FACHNER



SALLY FARB



SALLY FARNICK



KNUT & CHRISTY FEIKER



MANDI & JACK FELICI



DANIEL & MICHELE FENDELL



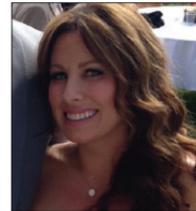
TAYLOR FENDELL



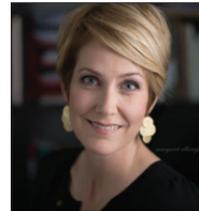
YUWEI FENG



SHARON FILA



JULIETTE FINCH



JANA RANKIN FINCH



LYNN FINGERHUT



MARK & TIFFANY FLAKE



GLENDA FLYNN



CRICKET FORSTER



CATHY FORT-CURRIGAN



JAKE & JOANN FOWLER



SHELBY FREED



JENNIFER FRINK



LISA ANNE GAFKJEN



VICKI GALLOWAY



JACQUELINE GARCIA



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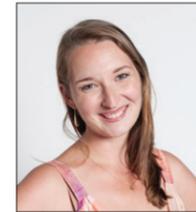
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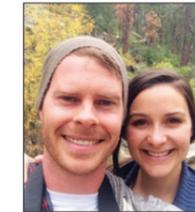
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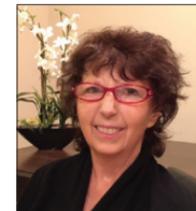
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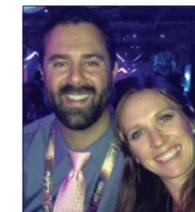
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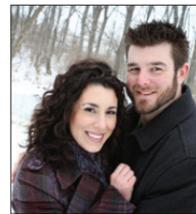
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