

LEADERSHIP

New Presidential Diamonds - 4

Kevin & Natalie Wysocki



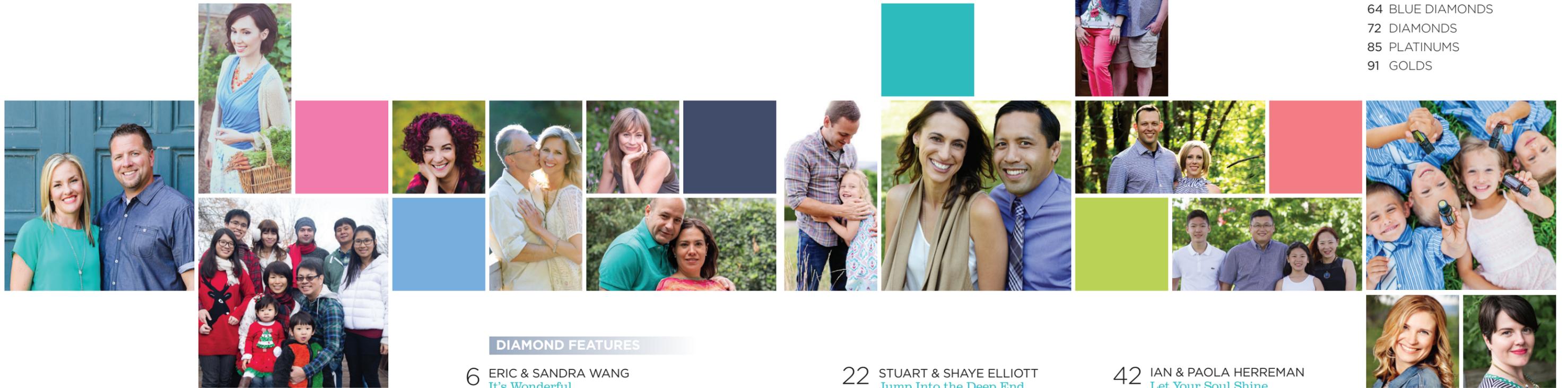
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Congratulations on Reaching Presidential Diamond Kevin & Natalie Wysocki



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

Kevin: You have to be able to develop the necessary qualities in other people and help them become leaders to get to the next rank. I think the biggest qualities they need are persistence and consistency.

Natalie: The sooner you can draw out strengths in others, the sooner it will change your business. Help your leaders figure out why they're doing this. Everyone has something they're good at. I look at my team members and everyone has very different personalities, but they've all been successful. I try to draw out their best traits and help them believe in themselves.

What was the transition like when you started working together in the business?

Kevin: In March of 2014, we sold my insurance company, which had been pretty much my identity up until that point. I learned that a lot of my self-worth was tied up in my job. Honestly, I struggled. For my entire life, I had worked really hard and done lots of things with my business, but I hadn't taken the time to develop a sense of self-worth that wasn't tied to an accomplishment. I learned through dōTERRA to become who I am and understand that my self-worth is from me, not what I do. That was a big deal for me.



Presidential Diamond Tips

“People are drawn to this company. I think that’s because it’s so much about helping others, and people innately love to help others. With dōTERRA, they’re helping change lives physically and financially and that really draws people in.” *–Natalie*

How events can enhance your growth:

- “Diamond Club is the secret sauce to dōTERRA. That’s been huge for our business—both participating in and sponsoring people in Diamond Club.” *–Natalie*
- “We encourage people to qualify to participate in Diamond Club. Promoting corporate events has also really helped us.” *–Kevin*

How to divide work between spouses:

- “We look at the to-do list of what needs to be done and we choose who’s going to do what, sometimes based on who’s better at it. We distribute and manage together to get it done.” *–Kevin*
- “In the beginning, his support was extremely important. Now that he’s home, we team up on everything that needs to be done whether it’s work or family. That was my biggest reason for doing dōTERRA, so that we could be a team.” *–Natalie*

Natalie: I had this pretty picture in my mind of exactly the way it was going to look once Kevin was home full time. I struggled for a little bit. It’s a harder transition than you would think. What I’ve learned is I just had to let go of that picture in my head. I had to relax into it and let it be what it is.

What have you learned about balancing running your business and taking care of your family?

Kevin: For me, balance has been great with dōTERRA. I had such a lopsided atmosphere with my prior work. I didn’t get to spend a lot of time with my family. dōTERRA has given me a chance to take a breath, step back, and prioritize what’s important. It’s made a huge difference in our family.

Natalie: As you’re growing in the beginning, you’re going to be a little off balance, but what you get from that sacrifice is all the time in the world to create the life you want. That’s the beauty of this business. Once you get to Diamond and above, you know how to help and empower people. I encourage everyone to work to get to Diamond.

How do you empower your team so that reaching higher ranks is less stressful?

Natalie: If your focus is on empowering your team to be leaders, then it’s really simple. Focus on honing in on those few people who are showing up, who want it, and who really feel the fire in their belly and are doing the steps to get there. Take those people and work with them. That’s the best part about dōTERRA. I’ve learned what it means to be a team and to have one another’s back. It feels like we’re a family.

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

Kevin: Changing people’s lives. Empowering people to take care of their health and watching leaders grow.

Natalie: I love helping people. I love that when people want a different way of being able to raise their family they come to me for help on how to make it happen. dōTERRA doesn’t feel like work to me, it’s the opposite—it fills me up.

How has dōTERRA changed your life?

Natalie: dōTERRA has helped me to see strengths I didn’t know I had. I never set out to be a businesswoman. Being recognized as a leader intimidated me because it felt like too much responsibility. I get what leadership is now—it’s caring deeply for people, loving them, drawing out their strengths, and finding what they’re great at. I’ve been able to see my own strengths, and that’s been a real gift.

Kevin: I’ve been able to realize that there’s more out there than putting the blinders on and going to work. Being around this movement of people trying to help other people become healthy has changed the way I take care of myself. I had been shoving all that stuff under the rug because I was so wrapped up in my career. I didn’t stop to think about what the things I was doing and eating were doing to my body or my longevity, or my ability to be with my family later in life. I’ve realized that taking care of my health is important and I’ve completely changed that in my life because of dōTERRA.

Eric & Sandra Wang

It's Wonderful

When Sandra Wang started asking around to see if anyone knew of something that could help her daughter with her health issues, her neighbor Tawnya Hsiung offered her dōTERRA essential oils. Sandra had such good results that her whole family started using the oils and she started telling others about them. Eventually, Sandra started learning more about the business from Tawnya's husband, David, and decided she wanted to get involved.

Sandra's husband, Eric, had grown up in a family that had a lot of success in network marketing. From his experience, he knew that they would have to look closely at the compensation plan and the leaders of the company before starting a business. Eric was actually able to sit down to dinner with a few of the executives and ask them a lot of questions. He says, "I came away very impressed with them. I started to realize that this company was going to do fantastic, and knew that Sandra had to get involved."

Eric recognized that both he and Sandra lacked sales experience, so he left his job as a software engineer to get involved in IT recruiting. He says, "I'm not a person who's an extrovert or has a huge network, so I did a career change in correspondence with dōTERRA to learn how to do sales, how to talk to strangers, and how to deal with meeting new people." Sandra, on the other hand, has a master's degree in public health with a specialty in health education. She says, "Health education



"You have to commit to doing what's necessary to be successful in this business. You don't get success in anything in life unless you commit the time and effort and get outside of your comfort zone." -Eric

has always been my passion, so sharing dōTERRA is very natural for me."

The Wangs know that their business is centered on giving people a powerful experience with dōTERRA products. Sandra says, "We stress with our leaders that they need to give people that 'aha' moment. You have to find a connection with the person you are

helping. Find out what they need, what oil can help them, and once they find that, you got it." Eric adds, "Someone has to have a meaningful experience with the oils. You have to solve a concern. I've only ever seen people make a committed decision to get involved with dōTERRA when they have a huge belief in what the oils can do for people."

Ultimately, they are grateful for what dōTERRA has brought them. Sandra says, "It's wonderful to have a business where your spouse is involved. It's wonderful to have a business that you love to do. It's wonderful to have a business where you make new friends. Financial and time freedom is hard work to achieve, but it's worth it at the end of the day. It's taught us to be thankful."

HOW TO ALWAYS IMPROVE

1

DECIDE TO ACT "Lots of Wellness Advocates have periods where they feel like they're not improving or achieving the things they wanted to. I always tell these people that they're not a failure. You don't fail unless you give up—but lip service is not going to get you anywhere."

2

SET GOALS "Have three personal goals and three business goals every quarter. Every 90 days you want to strive to achieve these goals, whether it's listening to more webinars, achieving your Power of 3, or a new rank."

3

TELL PEOPLE "After you have those goals set, let your upline and downline know what you're doing, not just yourself or your spouse. Spell it out. Announce what you're striving for, because if you don't let them know, they won't know how to support you."

"Your leaders look up to you. They see your commitment and dedication to them. If your heart's in it and you care for them, they will see that and they will follow you." -Sandra



Scarlet Choi

“Be a mentor rather than an instructor to your team.
Teach them, but be their friend.”



Before dōTERRA, Scarlet Choi thought she didn't like network marketing. After a friend introduced her to the essential oils and she started to love the products, she changed her mind. She says, “I now see that the network marketing model is nice and efficient. I like that you need everyone to work as a team to be successful. But overall, it's the products and culture of dōTERRA that made me feel comfortable doing this business.”

It wasn't until she hit Elite that she found out about the business opportunity. Her love of the products made dōTERRA naturally turn into a business for her. She says, “I just used and shared the products with my friends, and they shared with their friends because the product is so good. When they shared with their

friends, they found out they could get bonuses, and eventually that turned into a business.”

Scarlet recommends that everyone start out as a real product lover so they will know how to help other people with their needs. She doesn't work with her team to motivate them to build, but to motivate them to use, share, and serve others. She says, “Everything is built up from the product. My hope is that Wellness Advocates will love their products rather than just making money.”

With her background as an architect, Scarlet has more creativity and knows how to come up with new, fun ideas for her team. She tries to get creative especially in her follow-up so that people will feel comfortable and less pressured. She says, “Instead of calling

people and asking them if they're using the oils, I'll ask them out to a café and talk to them about anything: travel, family, etc. I try to understand their needs, and then afterward touch on the oils. This makes things seem less business-like.”

Scarlet wanted to become Diamond, but she didn't rush to get there. She says, “I went at my own pace, making sure that I balanced my life, my time, and my business.” She has seen that the process of growing her business has helped her improve in all areas of her life. “As I have walked along this path, I have gained many different abilities that have helped me to improve myself, which has benefitted me. I learned how to present, how to lead, how to be more efficient, and how to strengthen myself in all ways.”

Build from the Product

“My husband is my supporter and advisor. When I need support, he will always be there.”

Getting the Most out of the Compensation Plan

Understand Structure

“Understanding how to structure is the most important thing. That way, you don't waste time and things are more efficient. Make sure to remind your downline to take care of their organization so they also won't waste their time and effort.”

Watch Your Team

“Keep close eyes on your team leaders and just give them simple tips. Don't put too much pressure on them, but remind them to wisely use the compensation plan. Help them solve problems and overcome obstacles.”

Take Advantage of Promotions

“Remind your downline when there is a promotion. Help them by calling your account manager and make sure they are getting the most out of what they can achieve. Make sure they don't miss out on something they shouldn't.”

■ Jon & Duquesa Lamers

A MASSIVE CHANGE

After going through three major health setbacks in a year, Jon and Duquesa Lamers were desperate to find a solution. One of their friends was brave enough to invite them to an essential oils class. Duquesa attended and came back excited about the possibilities these oils could bring for their family. Though they were broke, they decided to buy a kit. Now, this family of five has been blessed with a sixth child on the way.

Jon is a youth minister and Duquesa homeschools their children, so they were busy but also in need of help financially. They were, however, uncertain if the dōTERRA business opportunity would work for them. Their upline, Terry and Maria Heuser-Gassaway, drove down to Texas and met with them for hours, answering all their questions. Jon says, "At that point, it got very real for us. This wasn't just a sales pitch or an oppor-

tunity that is not really attainable. It became something that maybe we could do." They decided to give it a shot.

In the beginning, the idea of making \$1,000 a month seemed incredible to Jon and Duquesa. Hitting Silver changed their lives in a massive way. Then they entered Diamond Club, though the timing was far from ideal. Duquesa had their fifth child during the first month, Jon was still working full time, and Duquesa was homeschooling their four other children. Jon says, "We figured if we could do it, then it was worth our effort. We believe that a lot of the effort we put forth during Diamond Club in the beginning of the year led to us hitting Diamond at the end of it."

Sharing the business opportunity with others is one of their favorite things now that they know how valuable it

is. Jon says, "I don't think you're ever going to encounter a more viable, lucrative, realistically attainable, and also personally fulfilling opportunity. Once you understand the immense value of this, you can share it with others with the excitement that it merits." Duquesa adds, "It's incredible how just mentioning the possibility of the business to people really opens so many doors."

Jon says, "Our life is totally different than it was a little over two years ago." They went from living in a small rental home they could barely afford, to owning a home of their own on five acres. They feel that they've grown as people, formed deeper relationships with others, and have more time to be with their family. "It's changing our lives and the only thing that will make it better is if we get to share it with the people on our team who we love so much."

"You can choose to focus on obstacles and the reasons why it won't work, or you can choose to focus on what you want and find a way around the obstacles." -Jon



Success in dōTERRA Comes from Four Things:



MINDSET "You have to first catch the vision and see where you're going. Then, remove all limiting beliefs and figure out how to motivate yourself as much as possible."



SKILLS "Learn the simple skills that are necessary for building. It's not rocket science—these aren't difficult skills. You just have to learn a few new things and do them consistently."



PLAN "Know how you're going to proceed with building. It's probably best to talk to an upline builder so they can pass that on to you."



ACTION "Urgently go after it. Don't just think about it. Far too many people have the plan right, but then don't follow up on it."

"The oils have empowered me as a mother to be able to care for my family." -Duquesa

Zach & Kylene Lessig

A Grander Plan



After growing up on essential oils, Kylene Lessig thought dōTERRA was just one more company trying to say their oils were the best. When a woman at a dōTERRA booth offered her free oils if she hosted a class, Kylene agreed. She could tell when she first smelled dōTERRA oils that they were different, and she was excited that she had essential oils she could feel confident recommending to others. From there, she just kept hosting classes as her friends and family enrolled. She says, "When you do the business gradually it's like you don't realize it's happening. I thought, 'Why am I getting these checks? This is a mistake.'"

When her upline moved, she was forced to start teaching classes on her own. She was scared when she did it her first time. She says, "But then I realized that I can teach a class and people are actually going to get a lot out of it, not because of what I'm saying particularly, but because of what the oils have already said."

From there, she saw success because she was so eager to see her downline succeed. She says, "If you just focus on helping your downline meet their goals, you end up ranking whether you had the goal to or not." She's also learned how to best communicate with her team according to their individual languages and personalities. "I had to allow my leaders to be and not try to grow a business for them. I had to just keep helping and let them come up in their own time, in their own way."

"You don't have to have a lot of letters behind your name to do dōTERRA. You just need the will to keep going."

She tells her team to structure for Diamond, even if they are not interested in becoming Diamond at first. She's grateful today that her enroller told her to do that from the beginning. Kylene also teaches her team to put the needs of others before their own when placing people. She says, "Never get so caught up with your Power of 3 that you don't

think about what's going to be best for the person who is being enrolled."

Kylene is grateful for all she's achieved through dōTERRA. She says, "It melts my heart when I see people on my team become more than what they thought they could be, but that I knew they had in them from the very beginning. The

biggest joy I get out of this is when I get to see them live out their purpose and full potential." She knows dōTERRA is where she's meant to be. "This is something I feel like I was cut out to do. When I look back, I see that everything was falling into place in a grander plan that was already set out for me."

GROWING A dōTERRA GARDEN

1

WATER YOUR PLANTS "dōTERRA is not like anything else you've ever experienced. You don't have to enroll the whole team yourself to make it successful, you just need to enroll a few people and do a good job watering your plants."

2

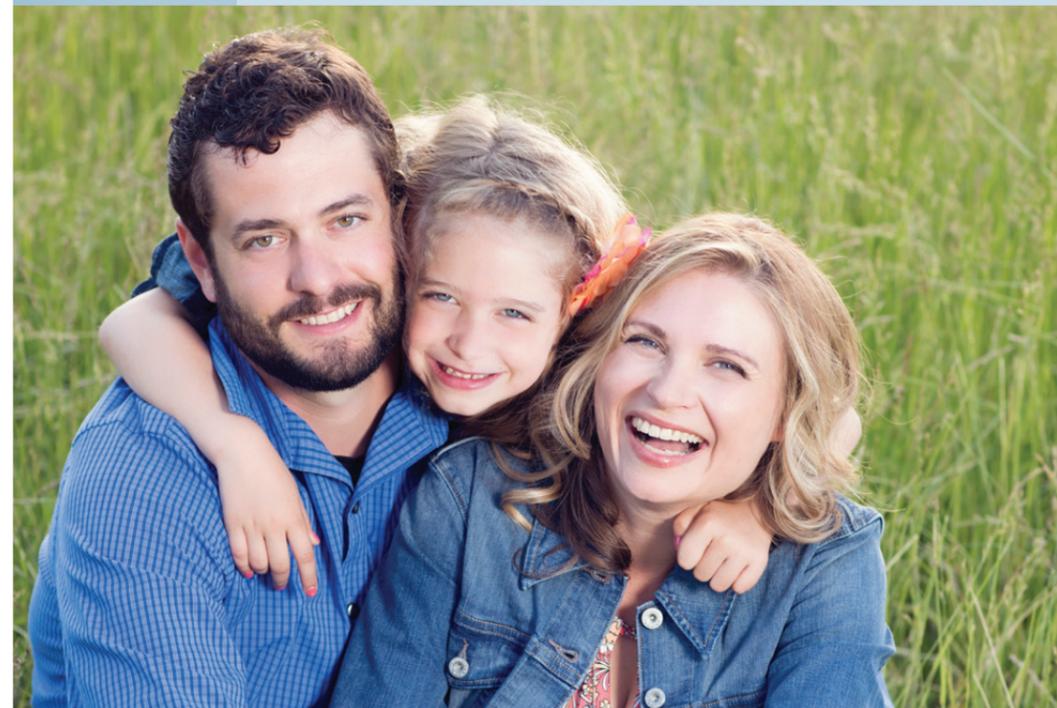
BEAR FRUIT "You don't have to keep planting seeds all over your garden and then go on to the next garden. You just need to water the plants until they bear fruit, then keep reproducing the process from their seed."

3

CULTIVATE THE GARDEN "Once you get going, the income is going to stay. You just have to keep doing the tiny little tasks every day that are easy to do, just like you keep watering your garden, cultivating the soil, and giving it lots of light."

4

USE FERTILIZER "You're not always going to find builders right away. Some people might not be 'builder material,' but the fertilizer is personal development. If your builders work on themselves, they'll sprout up."



"My husband is very helpful and supportive. He now uses enough products all on his own to fulfill our monthly orders."

HOW TO BRING YOUR CONSTRUCTION WORKING SPOUSE ONBOARD

By Nate & Brianne Hovey, Presidential Diamonds



Trying to involve your spouse in your dōTERRA business can sometimes be more complicated than you want it to be. Nate and Brianne Hovey share their six-year dōTERRA journey, and what they did to strengthen their relationship along the way.

THEIR STORY:

Before dōTERRA came into their lives, Nate was working construction. He felt stuck and knew that the pay wasn't worth it. Brianne saw that he wasn't happy, and they talked about different options, but Nate didn't feel like anything else was possible. Then, Brianne told Nate that she wanted to do dōTERRA. They were barely keeping afloat financially at the time, but they made the sacrifice for Brianne to go all in. Brianne says, "The beginning years of our dōTERRA experience worked because Nate was crazy supportive. For a while I did dōTERRA alone, but eventually our team grew so big that it became hard for me to hold it all up. I really wanted to spend more time with my family, and instead I was traveling everywhere, and I became super worn out."

Nate was also exhausted. Though he eventually quit his job, he still didn't want to do dōTERRA. He says, "I had a bad taste in my mouth for the business because I never saw my wife, and when I did see her all she could talk about was dōTERRA. I was a little bitter—she even won the incentive trip and I chose not to go." The shift came for Nate when he finally did go on a trip. He says, "I saw that there are some awesome people behind the scenes in dōTERRA and that it wasn't just about making a lot of money. Now, I tell every man that asks me what they can do to get involved: to suck up their pride and go to every event that their spouse attends, even if it's just to stand in a back corner and watch."

For Brianne, the struggle came once Nate wanted to jump onboard. She says, "I needed Nate to help, but I wasn't willing to accept help. I think a lot of women want their husbands to be involved, but they're not creating a space for them. It took me a while to let go of the idea that it was 'my business.' The breakthrough came when I realized I was really hurting his excitement about dōTERRA because I wouldn't delegate, and I needed to let go."

WHAT THEY DID:

1. Talk it Out

Brianne: We sat down and talked about what our greatest talents and strengths were, and what we liked to do the most. That's powerful, because when we do things we like, we get better results. When we do things that we don't really like, we can encourage each other.

Nate: Do things that aren't really your strengths too. I'm not as good at personal development coaching as Brianne, but I've enjoyed watching people change. When your partner is not as good at something, let them do it anyway to learn.

2. Divide and Conquer

Brianne: We plan by looking at the year and deciding where we need to go, what is going on in our family life, and who needs to go to which area. With our international teams, Nate's more involved in Japan and I'm more involved in Europe because we work best with those areas. We do sometimes crossover—for example, Nate is going to Europe this year instead of me. This keeps our foundation and balance at home.

3. Have Open Communication

Nate: To be 100 percent honest, to work together, live together, and have a happy marriage, you have to have some thick skin. If you have something that is frustrating you, don't hold on to it. It deteriorates all your relationships.

Brianne: Nate and I thought we had good communication in our marriage until we started working together. We went through some family counseling that gave us better skills to communicate. You have to listen to each other and then create a plan that you both are excited about.

4. Separate Out Time

Nate: Try to separate husband-and-wife time from business-partner time. With kids, those times do mesh sometimes. I would love to say we have this mastered, but we don't. We still have our stressful moments.

5. Set Rules

Brianne: We don't bring the phone to the dinner table. We shave out time for our kids where we will not answer phone calls. Create boundaries, because if you don't it starts to affect your family heavily, and then it's not fun anymore. We also take time off each week.

Now the Hoveys say the difference in their lives is like night and day. They say, "It's honestly unbelievable. We can't believe the changes in us, in our marriage, and in our children. We have joy in our lives and an abundance of time and financial freedom. We can sit and dream and know that dream will happen. We don't have doubts anymore that our potential is endless. If you're having a hard time with your relationship as spouses, sit down and try to make it work, but also remember to make it fun and just enjoy the ride." 💧

Dr. John & Heather Patenaude

A Matter of Time

Class Tips

Keep it simple

"I encourage my hosts to have Peppermint brownies and Lemon water—and that's it. It's not a baby shower."

Focus on education

"I want people to feel like they were educated about oils and they attended a class, not a party."

Support your team

"When I teach classes now, it's an opportunity for my team to bring someone. It takes the pressure off them if they don't feel ready to teach."

Be consistent

"Because I've been consistent, people are always anticipating my next class. People associate you with dōTERRA and see that you're taking it seriously."

"It's a fun place to be, to be able to pour back into our teams and help them grow."



Even though her friend Ginna Cross invited her to five or six dōTERRA classes, Heather Patenaude was never able to make it. Finally, she offered to host a class for them instead. She says, "I wanted to hear what all this fuss over oils was about." After the class, Heather's husband, John, asked Ginna how her business was doing. She said she was making about \$600 a month and Heather's first thought was, "I can do that."

Heather has stayed at home since her marriage, and currently homeschools her three boys. She hadn't been looking to build a business, but she and John were interested in some extra income, so Heather made the goal to reach Silver and started teaching classes. Before long, she was teaching 15 to 20 classes a month. She says, "There were many nights where, as John pulled into the driveway, I would wave and pull out to go teach a class—but he never complained. He picked up a lot of slack around the house while I worked hard at dōTERRA."

Before long, she knew she was going to be Diamond—it was just a matter of time. She says, "If you think the difference between you and a Diamond is anything other than time, then those mental blocks are going to prevent you from being all in with dōTERRA. People get hung up on things like their area is saturated, they can't get people to classes, or they don't teach as well as someone else—that just slows them down." She has seen that those who

grow the quickest don't let anything get in their way.

dōTERRA has now created a community of oilers between Heather and her two direct uplines who are also Diamond or above. She says, "We've been able to join forces to help grow oil knowledge as well as oil businesses. When people get plugged in, they have all the support they need. People are drawn to it because they have a sense that they belong."

As a chiropractor, John for a long time had never taken off more than five days a year. If he wasn't at work, he wasn't

making money. Now, he has the flexibility to go with Heather to incentive trips, convention, and family vacations. Heather says, "When you have two incomes coming in, it changes your perspective." Right now, they are eager to invest back into their team and help them achieve their goals with dōTERRA. "We love the joy of helping and serving our team. You can't get to Diamond alone."

"I couldn't have done this without my husband's support."



Josie Schmidt

Affect More Lives

“When I look at people, I see their light, grace, and potential, even when they’re in the mud. I believe in them and their journey.”

Josie Schmidt watched as her good friend Aisha Harley struggled through a health issue. Slowly, she saw Aisha improve—and start to smell really good. That was when Aisha introduced Josie to dōTERRA essential oils. As a naturopath, Josie had been exposed to essential oils before but had never taken them seriously. When she first experienced dōTERRA oils, she could feel how strong they were. She says, “I felt like they were little bottles of light energy.”

She started using the oils, and within two months they replaced everything else she had been using and gave her better results. She started teaching and sharing about them both in her professional and personal life, and soon found that she enjoyed being able to reach a wider audience than she had before. Josie says, “dōTERRA is an incredible vehicle for me to teach about natural health

and affect more people’s lives than I could in private clinical practice.”

Josie has always coached people personally in her profession, and she also enjoys the mentoring and coaching she gets to do with her team in dōTERRA. Her strengths are the encouragement and inspiration she brings to her team. She says, “For me, this is about working with each of my leaders, supporting them where they are, and having patience with them. Different teams are going to have different paces, and I don’t push them. I know they’re doing well according to their timeline.”

Being a health-care professional has both helped and hindered Josie’s business. People like hearing her perspective on the science facet of dōTERRA and she gives validity to the cause, but it also

makes it hard for people to feel like they can duplicate what she does. She’s found it helpful to bring in dōTERRA builders who are stay-at-home moms to teach classes for her team, so they can know that you don’t have to be a naturopath to be successful in dōTERRA.

Through dōTERRA, Josie’s whole lifestyle has changed. She has the freedom to visit her family on the East Coast three or four times a year and travel as much as she wants. She says, “It’s been incredible, that mobility and that monetary shift. I’m in a different expansion of abundance and that’s freeing and opening.” She knows it would have been impossible to achieve any of this without her team. “I don’t deserve much credit at all. A Diamond is just little carbon molecules that come together to make up the whole.”

“My job is nurturing, supporting, and working with my emerging leaders.”



Qualifying Builders

Talk about the business.

“In the beginning, it’s hard for people to out the pink elephant in the room and talk about the business aspect, but you won’t get any sharers unless you do.”

Wait for sharers.

“Work wide on your frontline until you get someone who is stepping toward you as a sharer. Plant those seeds and watch them mature.”

Have an agreement.

“Don’t build under people unless they have a concept of what the business is. Have a very clear agreement with them that they need to have a minimum qualification of a 100 LRP.”

Be upfront with them.

“Tell them if at any time they don’t want to do the business, there’s the possibility of an account transfer. I’ve gotten real with them from the beginning.”

■ Cecil Lee Wing Chuen

A FAMILY BUSINESS

When Daren Gates introduced dōTERRA to Cecil Lee Wing Chuen's family, Cecil was doubtful but willing to give essential oils a try. He soon saw that dōTERRA not only has great products, but a great compensation plan and great leaders. He knew that there would be incredible opportunities for the business in Hong Kong.

Cecil's whole family participates in the business together. Some of his children needed a little convincing at first. He says, "I had to show them the difference between being employed and having a business. What convinced them the most was showing them my paycheck after I reached Gold."

Together, they are each able to manage different aspects of the business. His children help him with the technology, English translation, and finance and accounting skills. Two of his children work full time building dōTERRA

businesses of their own. He says, "We have different talents, we understand each other, and we have the same goal and passion, so we can work together effectively and happily. The dōTERRA business is providing a great opportunity for us to be closer to each other."

Cecil knows that sharing comes easily when you care about others' well-being instead of worrying about how it will benefit you. Since he's stopped doing his car business, it's been easy for him to share his experience with the benefits of the business aspects with others. He also tells people about the great culture of dōTERRA and the possibility of it turning into a family business.

He knows that it's simple to motivate his downline to build a successful business. He says, "Be successful yourself and set a good example." On top of that, he keeps in regular contact with his builders to coach and train them, and he is always

supporting and participating in their events and activities. Cecil shows his team that he cares about them personally, and he always wants to know first about what's going on in their family, health, and personal lives, not just the business. He then discusses the challenges they're facing in the business, sets goals with them, encourages them, compliments them on what they're doing well, and shows his commitment to help.

By reaching Diamond, Cecil was able to give up his previous full-time job. He says, "It was a confirmation of my personal achievements." He knows his family's involvement helped him get there. He's excited to be able to travel more and have more resources to help other people. "Because of dōTERRA, we have better family relationships and more time together. I love the feeling of being my own boss. I have a happier career."

"My family gives me great support and contributes a lot to the business. We often counsel together and they are loyal and trustworthy."



STRUCTURE ADVICE

“ I WANT TO HAVE **FINANCIAL FREEDOM** ONE DAY SO I CAN

DO MORE TO HELP PEOPLE WHO ARE LESS FORTUNATE. ”

1

Identify potential business partners and show them the three pathways: user, sharer, or builder.

2

Teach them the strategy of keeping builders near you and users away from you in your structure.

3

Stress the importance of working toward the Power of 3 bonus.

Stuart & Shaye Elliott

JUMP INTO THE DEEP END

“If everyone could just get one Diamond check, they would do anything to get to Diamond.”

After years of using essential oils and posting about them on her blog, Shaye Elliott noticed that her friend Jill Winger had started blogging about dōTERRA. Both Shaye and Jill had homestead blogs and ran in the same virtual circles. Shaye reached out to Jill about dōTERRA and signed up without ordering a kit. When she got her packet of information in the mail, she let it sit on her desk for a month, too overwhelmed to read it all. Jill finally convinced her to open it, and Shaye quickly saw how easy it would be to integrate dōTERRA into her blog.

Shaye was interested in the business right away, and after she saw a picture of Jill walking the carpet at convention as a Diamond, she knew she was going to be Diamond too. She says, “I wasn’t going to stop until I got there. I’m finding more and more that the only people who aren’t successful in dōTERRA are the people who quit trying. To me, that’s great news, because the only person that can stop you from hitting Diamond is yourself.”

Some readers were unhappy when Shaye started posting about dōTERRA on her blog, but Shaye soon realized that she deserved to make money for all of her hard work. She says, “Overcoming my fear of rejection or of not making everyone happy all the time was critical to my success.” She’s seen that she will always interact with people who have a negative view of what she does, but she can’t let that hold her back. “Almost everyone who is not advancing as quickly as they would like to in dōTERRA is holding themselves in their own personal mental jail: ‘I can’t do sales’ or ‘People won’t like me if I suggest this product’ or ‘I’m afraid I’ll look stupid if I teach a class.’ You have to learn to conquer your own mind. Be willing to jump into the deep end, and don’t stop.”

Now, Shaye can enjoy blogging about the things she is passionate about without worrying about how she will make money. Her husband, Stuart, is now able to work part-time with his teaching job just because he wants to, not because he needs to. They are both able to spend most of their time at home with their children. Shaye says, “dōTERRA has given us the freedom to pursue whatever dreams we can come up with. Not many people get to have that freedom.”



WORKING WITH DIFFERENT PERSONALITIES

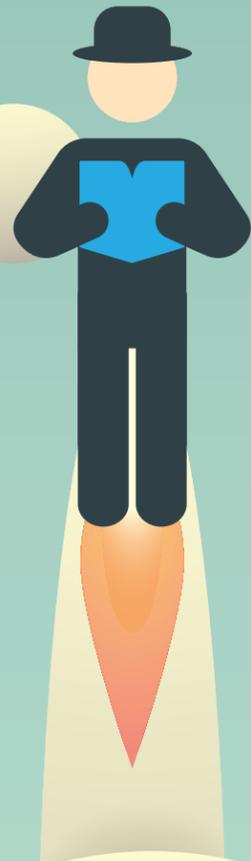
RECOGNIZE YOUR DIFFERENCES “In the beginning, I treated all my leaders the same—the way I wanted to be treated. I tried to incentivize them with things that would work for me, but those things didn’t motivate them to work toward something at all.”

DISCOVER YOUR LEADERS’ MOTIVATIONS. “After attending a training on personalities, I was enlightened. I came back and dissected each of my builders. I pulled apart what motivates and encourages them, and what makes them feel loved and respected.”

TAILOR YOUR METHODS TO INDIVIDUALS. “Now, I tailor whatever I want to do specifically to each builder. Some are motivated by recognition, others by relationships, and others by products. I’m continually learning how to lead them better.”



“We need to realize what a gold mine we’re sitting on with dōTERRA. Sharing the oils is important, but it’s equally as important that we share and celebrate the business aspect.”



Personal Development Book List

Every leader will tell you how necessary personal development is when building your business. Ever wonder where to get started? Here is a list of the top personal development books recommended by our dōTERRA leaders:

The Slight Edge, by Jeff Olsen

“Something I learned from this book is you need to do the things that are easy to do, but are easy not to do. In the last two months as I was trying to qualify for Diamond, I got a random encouraging text from one of my leaders every week. This was huge for me, but easy for her. Over time, the little things you do will make all the difference.”

–Stephanie Fritz, Diamond

“Even though technology can help make our lives easier, we have become more and more busy and feel like we lack the time to get it all done. This book helps you realize that you can get it all done by consistently doing the little things necessary every day, instead of trying to get it all done in one day.”

–Colin Kelly, Diamond

“This book gives you the hard truth and motivates you all the way down to the bones in your toes. Jeff lays out all the ways our small individual choices add up in the long term to success or failure. It has never been so clear to me how simple success is and how to achieve it, whether I’m trying to lose weight or building my dream business, until I read this book.”

–Julie Bates, Gold

Go Pro, by Eric Worre

“This is an excellent book for those that desire to build a business with dōTERRA. I gift it to my new Wellness Advocates that want to share dōTERRA with others. It covers and teaches the seven network marketing skills that are crucial to building your dōTERRA business. Commit to working on and improving those skills and you will grow your dōTERRA business and empower so many people physically, emotionally, and financially.”

–Lara Rininger, Silver

“Go Pro teaches the core principle actions to build a network marketing business, and take the steps to do it in a professional way. It teaches you to treat this as a profession. It really helps your people start off on the right foot.”

–Angela Villa, Diamond

Beach Money, by Jordan Adler

“The simple steps listed in this book for success in network marketing make it all feel possible. I have changed the way I do business because of the three-step process in this book. I learned that if an eight-year-old can’t do it, then it’s not duplicable.”

–Jeanne Bradley, Silver

“This book is what actually got my husband onboard with me in our business.”

–Alyssa Collins, Silver

“This is the basic book I share with my new team members. It’s a quick read, easily digested, but with a powerful message. It introduces the importance of the concept of residual income and gets my builders off on the right foot.”

–Traci Kennebeck, Blue Diamond

Being the Starfish, by Neal Anderson

“This is my favorite personal development book. It hammered home the importance of serving those with whom we’re sharing dōTERRA; it’s really a holistic approach of determining their needs rather than ours and confidently offering solutions based on those needs. Neal gives the most practical steps and tips, and I noticed a difference in my success rates from the first time I implemented his advice.”

–Jocelyn Jarvis, Silver

“This book set the tone for our whole team. It gives amazing insight on how to share in a way that is heartfelt, duplicable, and simple. We have everyone that has joined our team and wants to share read this book.”

–Tiffany Pate, Silver

“This book offers very practical and specific help about the steps needed to be successful with sharing dōTERRA. This book and the strategies in it have helped me get over some of the hurdles I was having, and now I can share it with my team and they are having similar success. I highly recommend this book.”

–Karla Gleason, Gold

The Big Leap, Gay Hendricks

“This was a very life-changing book that helped me to see my upper limit problem. I think most people could really benefit from seeing clearly what’s holding them back and stop muddling things up when they are going well. We do this without conscious awareness, and this book helps one to see why, when things are going well, things stop going well. The central hidden realization we can come to is that when we begin to enjoy great success in some area of our lives, we tend to create problems in that or another area of our lives. We do this because we hit our upper limit of happiness, financial success, joy in a relationship, or any number of other things. This upper limit causes us to unconsciously sabotage ourselves or even make ourselves ill. Dr. Hendricks explains that we may have one or more of four hidden barriers that activate our upper limit self-sabotage. The barriers are caused by: feeling fundamentally flawed, disloyalty and abandonment issues, believing that more success brings a bigger burden, and the perceived crime of outshining. When we learn to break through our barrier, we can move into the zone of genius.”

–Andrea Lambert, Silver

Other Book Recommendations:

1. *Get off the Bench* by Justin Harrison
2. *Start with Why* by Simon Sinek
3. *How to Win Friends and Influence People* by Dale Carnegie
4. *The 21 Irrefutable Laws of Leadership* by John C. Maxwell
5. *Making the First Circle Work* by Randy Gage
6. *The Success Principles* by Jack Canfield
7. *Think and Grow Rich* by Napoleon Hill
8. *As a Man Thinketh* by James Allen
9. *The Four Year Career* by Richard Bliss
10. *The Compound Effect* by Darren Hardy

Evan & Dr. Melissa Esguerra

Leveraging Health

Dr. Melissa Esguerra worked as a functional medicine doctor and a chiropractor at a natural medicine center where she met Joy Bernstein, who worked at the front desk. They both left the center around the same time—Melissa then started her own practice and Joy started a dōTERRA business. Joy asked Melissa if she would be interested in bringing dōTERRA essential oils into her clinic as a product line. Melissa reluctantly agreed in order to support her friend, but it wasn't long before she started to see her patients have amazing results with the oils.

By incorporating the oils into her practice and enrolling her patients who wanted them, Melissa hit Silver her first year. Then, Joy dragged her to Leadership Retreat. Melissa says, "At Leadership Retreat, I was totally opened to what was possible with dōTERRA. I saw people that had the same passion for healing that I did, but they were doing it in this

different medium where it was leveraged and the income potential was higher. They didn't have to trade time for dollars all the time. After that, I committed to a different level of doing the business."

She committed to reaching Diamond to be able to close her practice by the time her lease was up on her office. She says, "We hit Diamond the same month I walked out of my clinic. I was a little nervous about it actually happening like it was supposed to, but sure enough, it all came together like it was meant to be." Melissa's husband, Evan, also owns his own business, a mixed martial arts gym that he still runs part-time. But, through dōTERRA they are now able to spend more time together and work together in their dōTERRA business.

As a health-care practitioner, Melissa had to learn that in dōTERRA it's not always best to act like the expert. She feels that she was held back from getting to Diamond sooner by providing

everyone with the answers. She says, "I had to show people that you don't have to be a health-care provider to know about essential oils. That's actually the beauty of dōTERRA—you don't have to be an expert at all to be empowered in your own home." Evan adds, "I always thought that the way to get to the top of anything would be to be very impressive. Now, I realize that the secret to success is showing people that what we do is doable. Duplication is everything."

Now, Melissa is amazed to see herself living her vision board. She says, "I have this life I never thought I'd be able to step into, and I want my team to be able to feel what I'm able to wake up and experience every day." She had always worked in high-stress environments, and now she's able to work in a healthier way that leverages her time. "I absolutely adore this company, opportunity, and mission that we get to be a part of."

Diamond Tips

LOOK INSIDE YOURSELF

"Sometimes when resistance comes up in our growth, we get the opportunity to look at what's going on inside us. Oftentimes, by doing some personal development, meditation, or prayer, those things come out, we can unblock ourselves, and the flow is reestablished."

—Melissa

BUILD TO PREMIER

"Build out toward Premier first. Then as you continue to reach more people, you'll attract that third leg. Then Power of 3 will come a little bit easier because you've learned while building those two solid legs and you can build that third leg faster and with more confidence."

—Melissa

PAY ATTENTION TO VOLUME

"Thinking about it is already doing something toward working for the volume you need. There's a cognitive dissonance between where you want to be and where you're at, and if you keep that tension it will eventually disappear either by letting go of the goal or realizing it." —Evan

SHOW UP TO SERVE

"Be unattached to what people do. Inhale intention and exhale expectation. Don't get your feelings hurt—it's not about you. Show up to serve and it won't matter if people decide not to sign up right away. Showing up to help others feels good all the time." —Melissa

"Our experience with relationships is getting amplified now that we're Diamond. By improving the relationships we have with our builders, we're also learning how to improve our relationship with each other." —Evan

■ Dan & Michele Fendell

THE VALUE OF Service & Time

After working as school teachers for 17 years, Dan and Michele Fendell were introduced to dōTERRA by their neighbor. Michele had always trusted her neighbor to give her helpful natural alternatives, and soon bought a kit and started using the products. By the time she went back to school in the fall, everyone noticed a difference in her. She says, "I was energetic and extra vibrant, and everyone wanted to know what I was doing."

She had been insistent that she was too busy to do the business, but once her friends started asking her how they could get dōTERRA, Michele went back to her neighbor asking what to do. As she started sharing and getting involved, she soon saw that doing a dōTERRA business was a lot like teaching, except with the opportunity for more time freedom for her and her husband. Michele and Dan had originally moved from high-paying jobs in New York to

become teachers because they realized that time is more valuable than money—you can't get it back. Michele says, "We decided that what we wanted for our life was more time together. When we realized the dōTERRA could give us that, we were ecstatic."

Since starting to grow her business, Michele has realized that this is a service industry. At one point, she saw that many people in her organization weren't



ordering every month, if at all, and she decided to find a way to change that. She began holding classes she calls, "You Have Your Oils—Now What?" She and her leaders invite people who are new or haven't been ordering since they enrolled, and Michele gives them full instructions on how they can use their oils, the promotions and benefits they can get through regular orders, and all the resources available to find out more. She has seen people enjoy coming to these classes not only to learn, but to feel a part of a community. She says, "This has boosted my business so much. It turned my business around and made me go Diamond."

Michele's husband, Dan, has always been supportive of her business. Last year, she was able to retire from teaching school, and this year he was able to as well. He says, "Michele is the dōTERRA rock star and I'm the drummer in the background. I support her and do whatever I can to help her grow the business." He knows that it's important for husbands to support their wives in this business, because it's hard work. Michele agrees, "This is not easy, but you will be rewarded in so many ways. It's a service industry, so it's all about how you feel when you help a person. You're doing something good in the world."

Teaching & dōTERRA: Parallel Skillsets

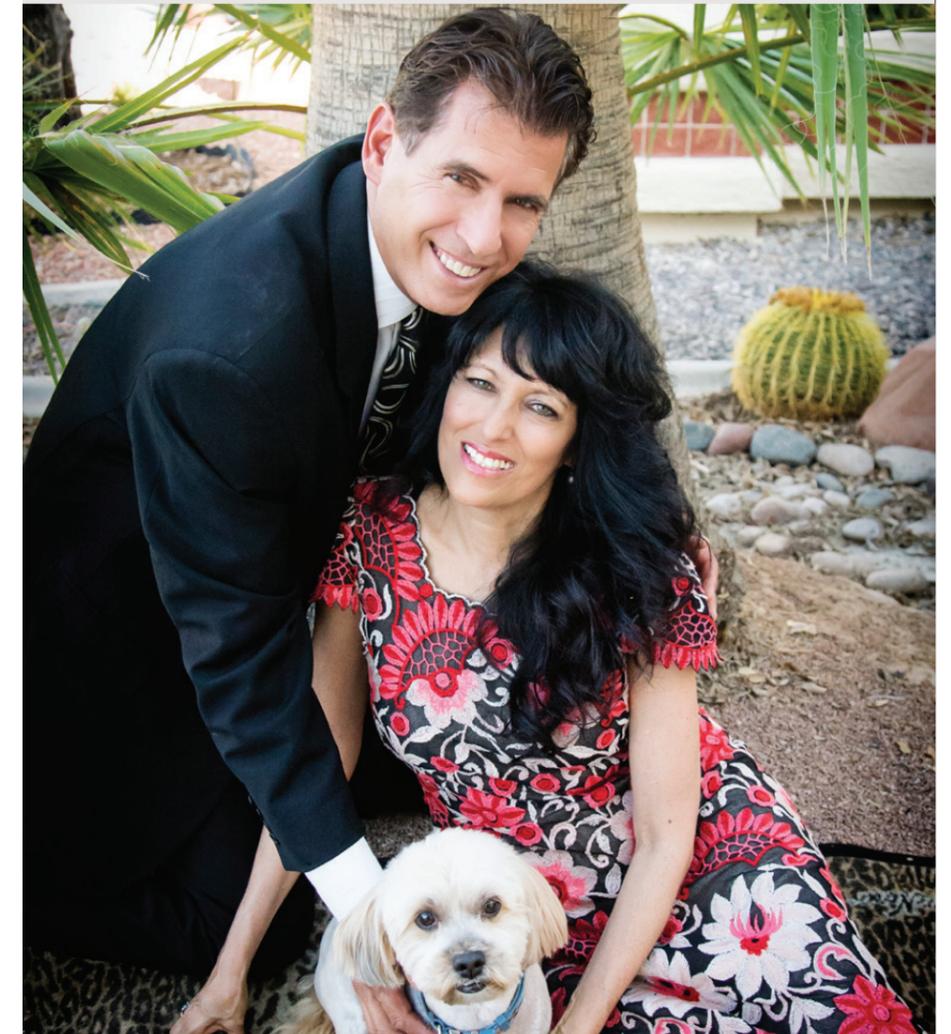
Be a people person. "Know how to work with a wide variety of people. You have to be able to adjust to every personality. You need to be open and welcoming to everyone."

Be able to differentiate. "Know how to tailor instruction to the people you're working with, whether in a classroom or with the builders on your team."

Know how to plan an organized class. "Know how to mix it up. Know that people can't sit for a long time. Have different people speaking. Keep the pace brisk."

Have a good rapport with people. "Make them feel special. Know how to adjust according to their needs. Be a good listener."

Be sincere. "People know if you're not sincere. They know if you have a genuine interest in them, and when people feel valued they want to come back and work with you."



"If you're consistent, committed, and capable, you're going to make it." —Michele

Adam & Leah Graham

DIG

DEEP

Because she felt overworked as a choir teacher, Leah Graham quit her job after getting married to her husband, Adam. Later that year, a family friend invited her to a dōTERRA class. By the end of the class, Leah knew she wanted essential oils in her life. She says, “Even though I didn’t know anything about a natural lifestyle—I didn’t even know what organic meant—I knew dōTERRA essential oils were what I was supposed to do next.”

Leah was interested in getting involved with the business right away. She says, “I’m used to being very busy, working hard, having a challenge, and pouring myself into something—and at that point I wasn’t working. I was so attracted to this company and I wasn’t doing anything else, so I thought I might as well try.”

She started teaching as many classes as she could and paid for her LRP after the

“My husband is happy that I have found something that I truly love.”



first month. “I immediately hit the ground running,” she says. Though she was pregnant with her first child, she didn’t let that stop her and hit Silver the month she gave birth. “I was a brand new mom and I was overwhelmed having a child, but I didn’t give up my business. I stayed visible, I stayed consistent, and I didn’t let my momentum fall.”

Leah was Silver for a year, then Gold for a year, building a solid base underneath her. She did Diamond Club to help the members on her team who weren’t getting any support, and ended with a horrible last month. She says, “I had six classes that month where either no one enrolled or no one showed up. I was at a really low point. I had to really dig deep. I thought, ‘Why am I doing this? My husband has a great job. We don’t even need the money.’”

It took her about six weeks to answer that question, but eventually she remembered how important it was to her to do something wonderful with her business. In particular, she wanted to be able to help her mom retire. She says, “I had been getting caught up in things and losing the joy in the journey. I had to remember that if I can do something that will change the rest of my life for my family, then this is worth it.”

This year, Leah went on the Jamaica incentive trip with her husband and was able to have a conversation with Emily Wright for the first time. By the end, Leah had committed to hitting Diamond in two months, and at the time she was only Gold. But, she didn’t want to let Emily down, so she did it. She knows it takes another level of commitment to become a Diamond. She says, “You have to be willing to invest for two to three years and then you can get the lifestyle you’ve always dreamed of.”



“I’ve learned to encourage, champion, and cheerlead my leaders’ dreams. That has brought joy into my business because there’s so much celebration.”

DOING WHAT’S NECESSARY

- 1 HOLD TEAM EVENTS.** “You won’t make amazing money if you aren’t putting in the work that is necessary. People will say, ‘My business isn’t growing,’ or ‘I can’t find builders’ and yet they’re not taking the time to do team events. Those team events create culture and engagement.”
- 2 TRAVEL TO YOUR LEADERS.** “You also need to make the sacrifice to go visit the people you’ve enrolled in other cities. Take a long weekend and go do a class for an out-of-town team. Take people to dinner, get to know them, and put in some vision.”
- 3 BALANCE FAMILY.** “Almost every time I left for a class it was in emotional upheaval because my daughter was bawling her eyes out. With a toddler, I’m doing my business five minutes here, 10 minutes there, during her nap time. It’s a challenge, but I’ve just figured out how to make it work.”
- 4 MAKE THE INVESTMENT.** “We haven’t been on a family vacation in more than two years because instead we invested to build our business. What is it worth to you if you can make something fabulous with this business? You have to take those extra steps.”

Your Greatest Self

“Success in dōTERRA comes from dedication and the motivation to demand something greater from your life. Recognize that your self-worth and your dreams matter now.” –Marissa



Dr. Marissa Heisel & Dr. Peter Kravchenko

Dr. Marissa Heisel and Dr. Peter Kravchenko are both chiropractors, and it was at a chiropractic seminar that their colleague Dr. Zia Inman introduced them to dōTERRA. Marissa had been exposed to essential oils from another company 16 years before and had felt repelled by them, but with dōTERRA she had the exact opposite response. She wanted to know more. Marissa ended up buying a kit and began using the essential oils on her family and in her practice. She says, “Within a month, they were what I reached for first.”

Ten days before convention, a ticket became available and Marissa bought it and flew out to attend. She had hit Premier by this time by showing oils to patients, but really knew nothing about the business. By the end of convention, she decided she was going to hit Gold by the end of the month. She called Peter and told him she was going to decrease her hours at the office and start teaching

classes four days a week. By doing that, she achieved her goal.

Marissa has long had the dream of being able to run a business from anywhere in the world, sitting on a beach with a laptop and her kids. Being self-employed, she’s never been able to take much time off, but with dōTERRA she saw the opportunity to fulfill her dream. She says, “By the time we hit our goal, I knew this was something I was going to do.” Since then, she has taught three to five times a week, traveled a lot, and still worked in her practice. Things were hectic for a while, but now that effort has brought her to Diamond and allowed her to only work in her practice for half a day a week.

Peter had bad experiences with network marketing companies prior to dōTERRA. Though he was supportive of Marissa doing the business, he was reluctant to get involved himself until he started seeing phenomenal results with the

products. He’s since taught classes with her and taken care of the needs at home so Marissa could do what she needed to for the business. He says, “I knew that this was going to be something big, so I got behind her 100 percent.”

Having gotten involved in midwifery in the last five years, Marissa feels passionate about empowering women with their healthcare choices, their leadership opportunities, and their emotional and financial health. She says, “For me this is about empowering women to step into their sense of purpose, their greatest self.” She and Peter are excited to have more freedom to spend time with their family, and to help other people achieve it as well. “The only way I can do that is to lead by example and show people the opportunity that they might never have considered before, and show them that they have the capability and capacity to do the same thing for themselves.”

Important Aspects for Reaching Diamond

Systems

“We really flew by the seat of our pants in the beginning and it was very trial and error for a while. So, I would recommend getting a sense of systemization and organization. Follow someone’s system and really implement that with your team so that there’s really good duplication.”

Personal Growth

“The personal growth component has been the most essential. Especially when trying to hit higher ranks, it’s all been about where my mindset is. I’ve had to look at what I need to do in order to lead my team enthusiastically, genuinely, and with as much love and compassion as I can.”

Corporate Events

“For people to really get the full scope of dōTERRA as a company in terms of their ethics, mindset, and belief system, it’s so important to get to corporate events. For anyone to go Diamond, I think there has to be a real focus on not just getting yourself to those events, but getting your team there as well.”

PRESIDENTIAL DIAMOND TRIP 2015 Scotland & Ireland

Every year, Presidential Diamonds and above go on a special trip with the executives to bond and learn from each other. Here are some of their experiences from this year's trip:



Hayley Hobson, Double Blue Diamond:

"This was my first trip to Ireland and I loved it, especially when we got to the coastline. We visited the Cliffs of Moher, which are absolutely breathtaking. I live in Boulder, Colorado, which is beautiful, and I have also traveled around the world quite a lot, but I can't ever recall having my breath taken away like this. I just wanted to stand in awe forever. I had such a stressful couple of weeks leading up to this trip that my mind hadn't completely shut off until I was standing there on Moher. It was then that I realized how fortunate I am to be living the dream and working with a company that treats everyone so well.

"Having done this business for just over 27 months, memories of the corporate world are still pretty fresh in my mind with all the backstabbing, jealousy, and insecurities. The environment on this trip could not have been more different. These leaders were all so willing to help each other and share information on how to grow and manage their teams.

"I realized that sometimes we are so focused on growing our businesses, getting more team members, and trying so hard to reach a new rank that we actually forget the gift we are enjoying in this moment. We are living our dreams right now, no matter where we are or how small our business is. Remind yourself to enjoy yourself every step of the way, because this company and the people in it are going to support you."

Rhonda Ford, Presidential Diamond:

"I could sum up my experience on this trip in three words: it was magical. It makes me emotional to think about how much time and effort the executives and the corporate staff put into making us feel special by taking us on this amazing trip. It was such a great experience to be with other Presidential Diamonds and the executives and not do work but just enjoy each other's company.

"It was a great experience to be in other countries and learn things I never would have been able to before. I would have

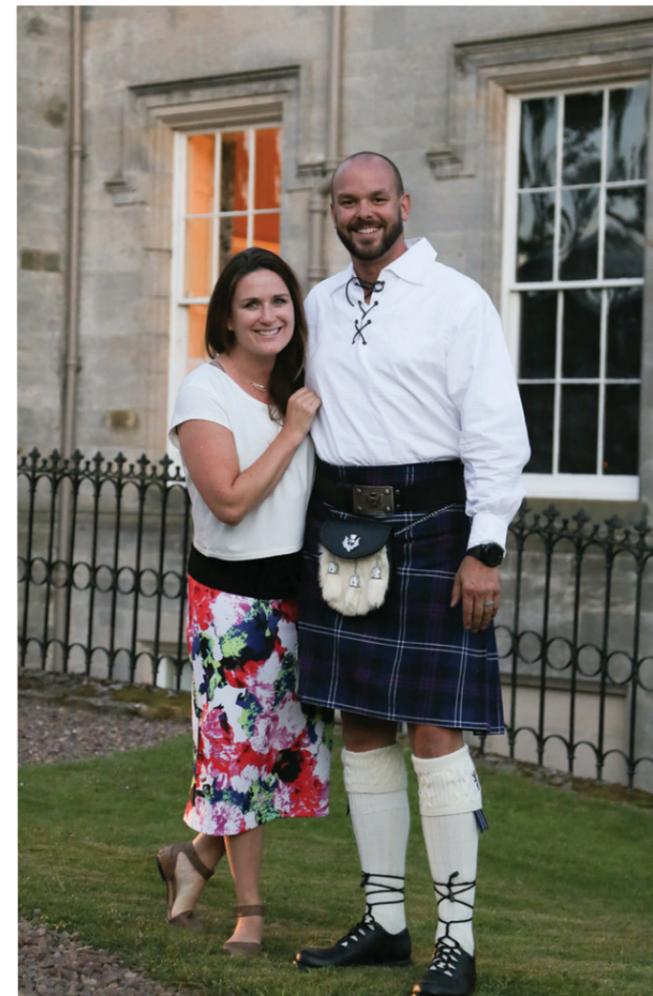
never gotten the time to go over and visit other countries, let alone be treated like kings and queens in castles, if it wasn't for the journey I'm on with dōTERRA. The whole thing was my favorite.

"My brother and his wife have been on these trips several times, and they told me and my husband that we had to go. They're not even part of our team, but they spoke so highly of these trips and said that they are one in a million. They told us, 'No matter what you do, get to Presidential Diamond so you can go on this trip if nothing else.' So we did. We worked hard and got here, and we will definitely be going again. I would hope that everyone will put on their vision board that they want to be Presidential Diamonds so that they can have this same experience. There's nothing like it."

James Bybee, Presidential Diamond:

"I always love the Presidential Diamond trip. It's fantastic to get together with other leaders who have such a high level of belief in the mission of dōTERRA. Doing that with the backdrop of a beautiful town in Ireland just takes it up a notch. We got to spend our time with all these amazing people with amazing hearts and amazing desires for good while looking out over a picturesque lake and green hills in a beautiful hotel. It was awesome. But, it doesn't matter where we go. Being with each other is the best part.

"My wife, Roxane, and I always tell people that the incentive trips are not just vacations, they are the same as convention and leadership retreat. When we committed to dōTERRA, we said we would never miss a corporate event and we never have. We look at all corporate events as a must-do. Even though you have to be Presidential Diamond to go on this trip, it's still a must-do event. So, getting to Presidential Diamond is also a must-do. There are things that happen at that event that you would not get at any other event at dōTERRA that will be crucial for your development. It's probably the smallest, most intimate event that dōTERRA has, and we get to learn from other people who have different perspectives and experiences that we can all grow from. You've got to get there." ♦



Arla Leins

VISION & Confidence

Arla Leins had been into natural health for a while when she heard about dōTERRA. She looked the company up online and thought about purchasing oils, but was nervous because she didn't know anything about essential oils or how to use them. Arla works at the hospital as a lactation consultant, and one day a nurse came in with a Family Physician Kit. Arla saw them and said, "Those are my oils, I need to get them." She was amazed that the nurse had brought the oils to work just when Arla needed them the most.

She never intended to do the business, but she was passionate about the oils. She says, "I have a really big mouth. When I like something, I let people know. I was telling my friends and family how cool dōTERRA was, and before I knew it they were coming to me and asking about oils." From there, a business started to grow.

Arla's family was under financial strain at the time, so at first she just wanted to work to pay for the oils. Mostly though, she did dōTERRA for fun. She says, "I was able to get out of the house and be with other adults. It was my fun social life and the side effect became the money." For a long time she was scared of being the "oils sales girl,"

but she soon learned the importance of confidence. "Confidence shows people it's OK to do this. After being in this business for four and a half years and seeing what it has done for the health and finances of so many families, I can confidently share this with others."

After hitting Platinum, Arla was working full time at the hospital, going to school to be a health coach, doing a dōTERRA business, and going through a divorce. She says, "There was a lot going on in my world, and I was able to do all of that and be an independent single mom because of dōTERRA. It all worked out perfectly just the way it should." After hitting Diamond, Arla has now retired her position at the hospital and will only be working there one day a week, because she loves doing it.

She's grateful that now she gets to do only what she loves. She says, "I don't believe in working just to pay the bills. We need to fill ourselves up to shine, and then we can inspire others through that." She wants others to be inspired to fulfill their potential in life. "Don't limit yourself. The world can be a magical place if we open ourselves up to unlimited possibilities, because truly there are."

"At times, I feel like the world is on my shoulders. I have to remember that it's not. My life is what I make of it. It's in the intention I set for each day."



"We love doing this as a family. It's been a neat learning experience for my children. It's benefitted them in their health and knowledge, and financially it's been a blessing for us to know we're going to be OK."

Vision Boards

Have a vision.

"I strongly believe in the power of vision boards. It's important to me to have those visions, put them on paper, and encourage my team to do the same."

Find inspirational images.

"Over the course of seven days, I encourage people on my team to use Google images to find photos that resonate with their own vision and put it in their vision board file."

Create your board.

"By the end of the week, they can print out all those images for their board. There are also different vision board apps they can use and put the collage on their desktop."

Put it where you'll see it.

"I like people to hang their vision board somewhere where they'll see it every day and remember to work toward their goals."

Share it with others.

"One month, I had everyone in my Facebook group do a vision board then post it on the page so everyone else could see and get the visual."

Josh & Keeli Martinez

A Fairy Tale

“It’s nice to be able to do something like this together, because we make a good team.”

–Josh



When Keeli Martinez asked on social media if anyone knew of something alternative she could give to her two-month-old baby, one of her childhood friends responded asking if Keeli had ever heard of essential oils. Keeli knew nothing about them, but was open and willing to learn because she wanted something better for her daughter. She attended a dōTERRA class with one of her best friends. She says, “We both left there bright-eyed and interested in trying out this new essential oil world.”

At the time, Keeli worked 40 hours a week as an office manager, her husband, Josh, was studying for his CPA, and she had a young baby. So, when her friend asked her if she wanted to do the business, she firmly told her no. But, after she saw how easily and effectively the oils worked on her daughter, her mind changed. She says, “I called my girlfriend the next day crying, saying that I didn’t know how

all moms didn’t know about these. I felt a huge pull to educate other moms.”

At first, Keeli just wanted to get her oils paid for. She says, “Then I saw how the oils sold themselves. I started getting messages from people thanking me for introducing them to the oils because they’ve changed their lives and the lives of their family. The gratitude I get for simply sharing what dōTERRA offers is my biggest why.”

She was able to hit Diamond within a year of actively doing the business, and because of that has been able to quit her job to do dōTERRA full time. She credits a lot of her success to educating people on social media; holding fun classes at coffee shops, wine bars, and restaurants; and staying positive. She says, “Believe in yourself. Know that you are a strong, successful leader and you are attracting people who are meant to be on your team. What you think

about you can bring about in your life. So, pull out the negativity and pull in the positivity.” Keeli also knows that it’s important to have a good mentor. “When you’re down, you’re frustrated, or something is not going your way, you have to have someone who is going to pick you up and tell you ‘You’ve got this.’” She knows she would not be where she is without the help she’s gotten from her upline and her husband, Josh.

Though Josh spent the last four years working toward his CPA to be able to provide for their family, their plans have completely shifted because of the opportunities dōTERRA has brought into their lives. Keeli says, “We look forward to being able to spend much more time together. It’s great to know that I’ve been able to build this while working full time as a pregnant mom, and now we’re going to be opening a whole new chapter in our lives. It’s a fairy tale.”

THE 3-6 MONTH PUSH

THE SLUMP “What I’ve seen is people tend to give up on the business after their three to six month mark. The first three months, you’re excited, you want to share, and you’re doing classes. Then, you feel like your warm market gets tapped and things slow down.”

THE PUSH “You have to push through that three to six month period. If you can get through six months of doing this as a business, you will be successful, because you are pushing through so many barriers that other people let stop them in their tracks.”

THE COMFORT ZONE “If you think you don’t know anyone else you can talk to about the oils, your eyes aren’t open. I can’t tell you how many people I run into every single day who have no clue about essential oils. You just have to be willing to step outside of your comfort zone and talk to them.”

THE OPPORTUNITY “Present the opportunity to everyone. My strongest leaders are people who I never would’ve guessed would do this business with me. Make sure you let people know that this is an option they can take advantage of.”

“dōTERRA MAKES IT EASY TO BE SUCCESSFUL BECAUSE THE PRODUCTS WORK. ALL WE HAVE TO DO IS BE FACILITATORS OF THEM.” –Keeli

Steve & Kimberly Milousis

Getting Rid of Plan B



After their fourth child was born, Kimberly Milousis left her job as a tax specialist to stay home with her children. To make up for the lost income, she and her husband, Steve, were working with a real estate agent to flip houses. Their real estate agent's wife, Holly Lo, was the third person to tell them about essential oils. Getting a little tired of hearing about it, Kimberly finally decided to buy oils from a different company through another friend. She thought that would be the end of it, but Holly said her oils were different—they were from dōTERRA.

Kimberly had always been interested in natural health care, but had never connected the dots between that and essential oils. She says, "When I finally understood all that you could do with essential oils, my eyes were opened." She started doing research about the different essential oil companies, and decided to buy some oils from dōTERRA so she could compare. Ultimately, she decided dōTERRA was the better route.

Holly then invited her to a business meeting, and from the beginning Kimberly and Steve saw it as a great opportunity. Steve had had bad experiences with other network marketing companies in the past, but he could see that dōTERRA was special. He says, "I saw that the product does not need to be pushed and this was a very doable, tremendous opportunity. It was a no-brainer for me right off the bat."

Around when Kimberly reached Gold, Steve was able to leave his job to take care of the

other areas of their life so Kimberly could focus more on the business. Kimberly says, "It wasn't an easy decision for him to come home from work. Our income from dōTERRA at that point was not enough to support our family. We had the choice of either him going back to work, which would hinder my business, or cashing in on our savings. We chose the latter, even though it was the more risky option. That may not be

the right decision for everyone, but in our case it was a better investment." After almost losing their marriage once before, Steve and Kimberly have learned the importance of getting rid of plan B, and the same applies to dōTERRA. Kimberly says, "You have to get rid of the thinking that if this doesn't work, at least I haven't given too much and I can still get out. You have to be all in in order for it to manifest into something bigger."

And now, it has. She says, "Out of all those years of doing corporate tax, I don't know if I changed anybody's life. But now, every single day, in small and big ways, we have the opportunity to change someone's life for real." They've enjoyed being able to work together as a family and contribute to causes that are important to them. "We love the ability to offer people hope."



"I find that sharing the dōTERRA business opportunity comes naturally out of having a love and concern for people to find financial healing. It's easy to share because there's so much hope." -Kimberly

How to make a six-figure income as an accountant:

- Get top marks in school to get into your program.
- Pay tens of thousands of dollars to attend the university.
- Take four days' worth of tests that have a 60 percent pass rate.
- Work long, hard hours in the industry for 20 years.

"This is basically a 30-year plan with a lot of work and a very low rate of success."

How to make a six-figure income with dōTERRA:

- Spend a few hundred dollars to sign up and get a kit.
- Share, hold classes, and enroll.
- Duplicate that to others.
- Never quit.

"In a year and a few months, I've replaced my income as a tax specialist with dōTERRA and it's something that I can teach other people to do."

Ian & Paola Herreman

“dōTERRA has a beautiful soul. Behind every drop of oil, there is love for the planet and a conviction that we can change the world one drop at a time.”

“**W**e introduced ourselves to dōTERRA,” says Paola Herreman. “I began searching high and low for the very best essential oils in the world, and of course my search led me to dōTERRA.” Unfortunately, she wasn’t able to find dōTERRA oils in Mexico until a friend gave her Daniela Romay’s phone number. Paola contacted her the very next day and set up a meeting, telling Daniela she had to bring some bottles with her.

Paola didn’t know how dōTERRA was marketed and sold, but once Daniela explained it to her, she wanted to be a part of it. She already had a growing Facebook page where she shared tips for healthy living, so she knew a dōTERRA business would fit well with what she was doing.

Her husband, Ian, supported her doing something she loved, but he didn’t

realize how rewarding the business would be. Paola says, “He thought I was going to get a free oil here and there and maybe make a couple bucks. Once he studied the compensation plan in depth and attended convention, he knew that dōTERRA would be what changed our financial future forever.” Today he is more involved than ever.

That first convention the Herremans attended made a big difference for Paola too. She says, “It was pure magic. I got to see my upline walk on stage and celebrate reaching Diamond and I knew I wanted that for sure.” After that, Emily Wright came to Mexico and Paola was able to go to dinner with her and a few others. Emily had them all take turns holding her hands. They looked into her eyes and told her their goals. Paola told her she would be Diamond by the next convention, and she did it.

Paola knows it’s important to never let what others think of you drown out your inner voice. She says, “You want it? Go for it, because you can do it. How? Hard work. Start however seems right to you because people have done it different ways and it has worked for all of them. There is no magic recipe. Just start, and keep going day after day. From your heart, share your knowledge. Let your soul shine through and let people know your beautiful self.”

Now, Paola has been able to sell her business that was her job for 15 years. She says, “Those were 15 not-very-fulfilling years. Honestly, I thought that that was what I was going to be doing for many years to come. I didn’t realize there was a better way, but dōTERRA provided it for me and I can’t be more grateful. What I do now is meaningful and it makes a difference. There is no better feeling in the world.”

TIPS FOR FOLLOW UP

Do it.

“They could be someone who would have been happy to enroll with you, and maybe they would have been a wonderful asset to your team. If you don’t follow up, you’ll never know.”

Write it down.

“In the beginning, I didn’t write things down and forgot to follow up with many people. Since I got organized, I’ve had more success and my organization has grown.”

Take their number.

“Don’t just rely on them taking yours. Give them a couple of days and call to see how the oils worked for them. Don’t hang up before scheduling a meeting.”

Don’t forget enrollees.

“It’s just as important to follow up with those you enroll. As soon as they get their kit, make an appointment with them to teach them about the products and how to use their virtual office. Invite them to host a class and schedule it as soon as possible.”

“Ian has absolutely no qualms about going up to anyone and everyone and sharing the oils. He is amazing and has taught me so much.”

L E T Y O U R
Soul Shine

“Don’t be overwhelmed, be inspired. Take one step, then another, and do not stop. Wake up each day with a mission and follow through. It will pay off.”

■ Pramela Thiagesan

Being the Difference

Because she grew up in Singapore, Pramela Thiagesan has always used essential oils. When a friend needed a ride to a dōTERRA class, Pramela offered to take her. At the class, Pramela won a free bottle of Wild Orange. She says, “When I opened it and took my first whiff, everything in my brain just came to life.” She went home and compared it to her collection of oils, and she could tell that dōTERRA was different.

Though Pramela wanted to purchase a kit immediately, she couldn't afford even the cheapest kit. She was living in transitional living for victims of domestic

abuse, and she and her two young children were categorized as homeless. But, she made getting oils a priority and started taking some of the few things she owned to the consignment store to sell them. After a month, she had \$150 to buy a Family Physician Kit. She called customer service to place her order and her card was declined. She only had exactly enough money for the cost of the kit, but not for the shipping fees and tax. She was so defeated she cried. Her daughter offered to sell her toys to get the extra money they needed. This inspired Pramela to keep trying. Soon

after, they were able to afford the Family Physician Kit.

As Pramela began to use the oils, people around her noticed a difference and asked how they could get them too. Not fully aware of the compensation plan, Pramela thought that telling people about the wholesale account instead of retail would mean that she was losing out on income, but she helped her friends sign up anyway. When she received a check a week later that covered the cost of her oils, she was shocked. She started working to make enough to pay for rent and move out

“My children walked every Diamond step with me. They are not just my family, they're my business partners.”

of transitional living. Then, she thought if she could just make \$2,000 a month, she would be set. She reached that goal within four months. “After that, it stopped being about the money and it became about helping other people earn what they needed.” She soon realized that she had become a part of something bigger than herself.

Pram knows that she could not have achieved anything without the support and encouragement of her children. Sometimes they couldn't afford gas to drive to a class, so they would walk through Wisconsin winters to get there—and her children found ways to make it fun and enjoyable. She says, “My children don't remember our hardships with anything but pride and victory because of the

abundance and the blessings that we embody in our life right now.”

Today, she can hardly comprehend all that she has received. She says, “Last month, my check was \$13,000. If anyone had asked me what I needed to feel stable, comfortable, and powerful in my life, \$13,000 is not the amount I would have come up with—it would have been a lot less.” Now, she is putting her money back into supporting the domestic abuse programs that once supported her. “dōTERRA has enabled me to actualize my childhood dream of being the reason why someone's life could be different. There's no way I could have done this without dōTERRA.”



Becoming a Leader

DUPLICATE ABUNDANCE “I didn't start my business by looking for builders. I wanted to bless the lives of others with the benefits of the oils. Through usage, others experienced their lives transform, and they got bonuses to be able to afford the oils. This then rippled into financial abundance, so they turned around and became excited about being able to bless others with this opportunity as well.”

CREATE A RELATIONSHIP “The culture of community and family in my team is exemplary. We have a robust LRP pattern because we are committed to companionship new Wellness Advocates through every stage of their time with dōTERRA. Our personal agenda takes a backseat to the priorities of those we are serving.”

BE A MENTOR “Even when my rank advancements didn't directly benefit my upline, I was lifted and supported. Being a dōTERRA leader challenges us to influence lives in so many aspects. I pay it forward and consider it an honor and my tithe to serve oil users in my team as well as across other legs and organizations.”

“Even the painful parts of our journey are necessary. They are not the rocks that weigh us down; they are stepping stones that pave the way to our destination.”



Executive Spotlights

Almost two decades ago, Emily came into the essential oil business without even really knowing what essential oils were. She explains, “I was actually a little embarrassed that I ended up working for a network marketing company, and on top of that it was a company that sold ‘voodoo’ oils.” However, over time her perspective shifted. She had two powerful experiences with the oils that empowered her as a mother to take care of her children in a natural manner. These experiences also made her very passionate about empowering other moms. As for network marketing, Emily says, “I had only had negative experiences in the past, but I have since realized that, done right and with integrity, the person-to-person model of network marketing actually works really well when you lead with a quality product. I have found it to be the most powerful business model in the world.”

Emily never expected to be where she is at now, but she says, “Life has a way of molding you and providing experiences that prepare you for the person you are to become. Being part of dōTERRA has caused me to grow beyond what I thought was possible, and I love nothing more than to help others grow and find their purpose.”

What is your mantra?

“The future belongs to those who believe in the beauty of their dreams.” *–Eleanor Roosevelt*

What is your role in dōTERRA?

My official title is Executive Vice President, Sales and Marketing, U.S./Canada, but simply put, I work with oils and people. I oversee sales and marketing for the North American market and am also intimately involved with our Cō-Impact Sourcing™ initiatives. I truly have the most rewarding job on the planet.

What has been your biggest professional obstacle?

Being a woman in any profession is tough, because it means that you have to prove yourself to a level that men sometimes don't. Finding balance between work and family can also be a challenge, but I give dōTERRA my all, and I also give my family my all—I am so passionate about both. We created dōTERRA with families in mind.

I have learned that being a woman is also my greatest strength because I am able to relate to countless other women and mothers. We are the caretakers, the nurturers, the physicians of our homes, and we get to empower others to do the same with nature's most powerful solutions. How awesome is that?

What do you see for dōTERRA in the future?

My dreams for dōTERRA have grown over the years. In the beginning, our main goal as founding executives was to offer the most pure and potent essential oils the Earth had to offer. We had a vision of empowering families and individuals by tapping into the power of essential oils and educating them about their multi-faceted benefits. Never did we imagine the personal development that would occur in so many as a result of tens of thousands of people sharing the benefits of the



EMILY WRIGHT

Executive Vice President,
Sales and Marketing, U.S./Canada



gifts of the Earth with others. As the company has grown and evolved, our vision has gotten bigger. We are providing an opportunity for those living in developing countries to be self-reliant through our Cō-impact Sourcing initiatives. We have big plans to continue working directly with growers all over the world to create more sustainable jobs and offer many families a better way of life. The potential that exists truly is limitless.

Could you tell us a little about your personal goals?

I want to teach others, including my own children, that they can accomplish anything they set their minds to—that they have value beyond measure and can be a positive influence in the world. Just imagine what the world would be like if every person recognized their gifts and potential!

What do you do for fun?

I believe that you can't take yourself too seriously and I find joy in everything I do. I am a very competitive person and love to play games (as long as I can win). I love to beat Dr. Hill at volleyball. I also love four-wheeling, hiking, gardening, and playing in the yard with my family. The combination of the ocean and the sun is the best therapy for this country girl.

Other fun facts:

- She played the oboe as a girl.
- Emily is married to a cowboy, and they live on a small ranch.
- Her grandfather grew grapes, raspberries, and had a beautiful vegetable garden. Emily is trying to follow in his footsteps.
- She has four kids: two girls and two boys.

William & Malissa Trotter

Fight for Brilliance

“My brain fights for mediocrity, but my heart fights for my brilliance.” *-Unknown*

Malissa Trotter has always tried to live a natural lifestyle, so when her cousin contacted her about dōTERRA, she was interested. She agreed to enroll as a loyal LRP customer, but didn't intend to get involved in the business. Then, when she saw what the essential oils were able to do for her family, she fell in love. She started sharing with her friends and seeing them have amazing experiences. She hosted a class and realized what could happen if she shared these products intentionally. Within six months of enrolling, she decided to make dōTERRA a business.

After working as a teacher for eight years, Malissa saw that dōTERRA could provide her with her dream of staying home with her children. She says, “I liked the fact that I didn't have to really sell. I could just share and people were intrigued. It's all about empowering

people to be educated and make their own decisions.”

Her experiences as an educator hindered her at first. Her classes were two hours long and people left with a notebook full of information. “I had taught at a college level, so people left my classes like deer in the headlights.” She soon learned to keep her classes short and simple. “I realized the oils sell—I don't have to. I just need to give them the oils and let them experience them.”

After nine months, Malissa was able to achieve Silver and replace her teaching salary. Within a year of quitting her job, she was able to reach Diamond. She knows she couldn't have done it without the support of her husband, William, and her mom and sister who are both on her frontline. She says, “They believed that I

wasn't completely crazy. They believed that I could do it. They believed that it was possible.”

She's excited to now be in a position where she can help others find their talents and potential. She says, “I believe that anyone can achieve Diamond who puts their mind to it. I genuinely want to walk with people on that journey and hopefully make it a little easier for them than it was for me.” She's seen that she can make so much more of her life than she had thought before. “I no longer believe that life circumstances determine who I am. I used to allow my situations to define me instead of determining what my future was going to be for myself. I did not believe that I was worthy to be Diamond, but my heart fought for it anyway. I truly believe that each of us is meant for greatness.”

Diamond Tips

Keep going. “We all face the point where we think we've run out of contacts, we've talked to everybody, or we've reached out to people and no one's interested. We have to keep going, follow up, and learn how to invite people more effectively.”

Discover your why. “If you don't know why you're doing this, then it's going to be hard to keep going when you're discouraged or when you face adversity. Knowing your why will allow you to keep approaching people, sharing, and inviting.”

Have open communication. “Do not make any assumptions about anyone. It doesn't matter if you think you know someone—ask them questions and allow them to answer. When we assume we know what's best for a person, that's not fair to them.”

Support according to needs. “I support my team by engaging in and encouraging personal development, and then committing my time intentionally. I communicate and ask them what support they desire and then support them how they need it.”

“You don't have to be great to start,
but you have to start to be great.” *-Zig Ziglar*

■ Eddie & Angela Villa

Blessing in Disguise



After Angela Villa's husband, Eddie, lost his job in California, they moved to Utah for work. They just happened to move into the house next door to Blue Diamonds Wade and Laura Holbrook. It wasn't long before the Holbrooks had introduced the Villas to dōTERRA essential oils and Angela had an experience that made her want

more. She had been raised in a family that made their living from network marketing, so she knew this kind of business worked. She says, "I had just never found a product that I could talk openly about and be passionate about. Now, I've found my fit. I found something that I was super excited about because it was actually helping my family."

Twenty-six days after moving to Utah, Eddie lost his job again, and Angela knew that dōTERRA had come into their lives at the perfect time. They worked hard and got to Silver in six months, then stayed there for almost two years. Angela participated in Diamond Club and finished in the top 10, but didn't rank advance. She says, "In my perspective,

"Once you accept the fact that you are a network marketing professional, your fear of telling people about this business goes out the door."

I had failed. I didn't want to do my business anymore. What I didn't realize is that although I didn't rank advance, I had met my biggest leader. In four or five months, my volume doubled. At the time I didn't see the momentum I had created." She's realized since then that she has to look at success from all angles, not just rank. "Every obstacle can change you, make you stronger, and grow your business, if you let it. Obstacles are really blessings in disguise."

Angela went on to do Diamond Club two more times, and after the third time she hit Diamond. Now, the Villas can say they went from unemployment to making six figures a year. Angela says, "We literally went from being supported by our church and our parents for food, bills, and rent, to four years later living in our dream home. We're able to give back to everyone in our business without thinking about it." Beyond the financial changes, Angela has also seen a big difference in herself. "I have become a more confident, more outgoing, and stronger person. I believe in myself and in other people. I have invested more in myself than I ever have before, and I believe now that you are the best investment that you could ever make. If you believe and invest in yourself, you will see success."



FITTING IN BUSINESS WITH FAMILY

- 1 **FIT IT TO YOU.** "Women go through seasons in their lives, and dōTERRA allows women to be in any season and still be successful. dōTERRA will custom-fit to your life. Don't change your life for dōTERRA."
- 2 **FIND 15 MINUTES.** "Just find the time. This business can be built in 15-minute increments by sharing an oil or making a phone call. Those 15 minutes add up."
- 3 **SET BOUNDARIES.** "When it's time to be with the kids, we have blackout sessions at our house. From 6 PM to bedtime, we shut down our phones. Because I've set those boundaries, my team knows their messages will wait."
- 4 **ESTABLISH TIMES.** "Learn to run your business and don't let it run you. Establish times in your day where you're active in your business, and then when you're active with your family."
- 5 **HAVE DATE NIGHT.** "Date night is nonnegotiable for us. Every weekend we find a sitter and we never miss—and talking business is off limits."
- 6 **INVOLVE THE FAMILY.** "During Diamond Club, you have to expect an unbalanced lifestyle. Get your family onboard. My kids knew mom was going to be missing in action for a while and they cheered me on."

Ben & Megan Warden



“What we can do in people’s lives through dōTERRA is so gratifying. It’s not about the money as much anymore. Instead, we do it to help people financially and physically in their lives.” –Ben

More Than Enough

“It’s pretty amazing what this has opened up for us. It’s changed our lives completely.” –Ben

Megan Warden knew Janae Arancibia from working with her in a different direct sales company. One day while at Janae’s house, Megan noticed that it smelled different. Janae started to tell her all about dōTERRA essential oils, and sent Megan home with some samples. Megan says, “I wanted to call her back and say, ‘Ha-ha, these don’t work,’ but they did.”

Megan and her husband, Ben, were struggling a lot financially at the time. They had six kids and Ben was only working part-time. Because of that, Megan was really interested in the business aspect of dōTERRA from the beginning. Ben says, “I was painting curbs, doing whatever I could to make a little bit of money here and there, and then Megan came to me and said, ‘Hey, there’s this company called dōTERRA.’” Though he was initially shocked at the cost of the Natural Solutions Kit she bought, Ben was supportive of Megan working hard to support their family.

“We didn’t start out making money,” Megan says. They continued to struggle

DIAMOND CLUB SURVIVAL TIPS

Fit it in the cracks.

“I’ll go through the calendar and put all my kids’ school and work schedules on there first. Then, I look for the cracks where I can fit dōTERRA in. Sometimes, I take my kids with me to classes or on one-on-one trips, and sometimes I go with Ben.”

Include the family.

“I post my calendar in a big, visible area so my family always knows where I’m going to be. They write down my enrollments for the month to make sure I’m getting them all, and they cross off every day so they know when it’s close to being done.”

Find ways to take breaks.

“During Diamond Club, every time there was a local class on a Tuesday, Ben taught the class and gave me a night to be home with the family. This also helps me teach Ben, just like any of my other leaders, how to do what I do in the business.”

Do it for your team.

“We did Diamond Club two times, and honestly I didn’t want to do it the second time. The reason I did it again was to support my team. I wanted them to get what I’ve gotten, and in turn I understand that that helps my family. That pushed me to get out there.”

financially as Megan put everything she made back into building her business. When she finally hit her \$1,500 Power of 3, Ben got a full-time job as a teacher—and she was already making as much as he was. Ben says, “It was tough, but if you stay consistent and keep doing the formula, then you’re going to be successful. We knew that, so we just stayed with it.”

When Ben attended Leadership Retreat with Megan, his eyes were opened to what they could really do with the

business. They both decided to make the goal of reaching Diamond. But, they agree that it’s better not to focus so much on rank. Ben says, “Focus on your organization and helping them get paychecks. That will help fuel your business—that is where the long-term money is. The ranks will come regardless.”

Since hitting Diamond, Megan loves that, instead of counting every penny, she can go to the grocery store and buy whatever she wants. She says, “Before we had to tell our kids that

their friends couldn’t eat with us because we barely had enough food for our own kids. Now, our fridge is full for them to have as much as they want.” They feel relief as parents to know they no longer have to worry about money. Ben says, “When you’re going through the hard times you think, ‘Why is this happening? Why can’t we get a break?’ But now, we look back at those hard times and it helps us to be more grateful and more generous with what we have now.”



“We have six kids, but we use that as our motivation, not our excuse.”

–Megan

DaNelle Wolford

“We really wanted to get back to a more natural way of eating, so we bought a mini farm, got goats and chickens, and started gardening. For the last eight years, I have been writing and teaching people about that and becoming an expert on mini farming.”

Trust and Connection

DaNelle Wolford had already been enrolled with dōTERRA for two years when her friend, Jill Winger, introduced her to the idea of incorporating it into her blog. DaNelle had been blogging for eight years about urban farming and teaching people how to grow their own food, and had developed a good following. It had taken her five years to make any money off her blog, so she was excited about the idea of promoting a product that she actually used and loved. She had avoided promoting a lot of products on her blog before, so her readers knew they could trust her.

Since then, DaNelle has been able to grow her business to Diamond exclusively online. She has actually never taught a local class or had to travel to other areas. She's enrolled builders all over the world and trains

them online. She says, “I offer them as many resources as possible, and then expect them to venture out on their own and do the business without having to have someone help them teach it.” That way, she's created a strong, independent team.

It can be hard for DaNelle to structure her team because she doesn't usually know people when they sign up. But, she's learned the importance of finding frontline leaders as soon as possible. She says, “That way it's a little easier to know you can place people under builders that you can trust.” When identifying leaders, she looks for people who have shown passion in other areas of their lives, and she knows she won't have to work hard to motivate them.

DaNelle says she's always been a driven person who doesn't stop until she's

achieved what she's set out to do. She knows success in dōTERRA simply comes down to consistency. She says, “A lot of people think they either have to be doing this business really hard or they're not doing it all. This really is about just doing a little bit all the time.” She sets goals every week based on what she thinks she can accomplish with her schedule. “It may just be a couple things or it may be a lot of things that get done in a week, but I'm always doing something that's going to help grow my business.”

DaNelle and her husband, Kevin, have always been passionate about being debt-free. Because of dōTERRA, they are now close to paying off their house. She says, “We're looking forward to being able to continue to grow our own food and have our mini farm here without having to worry.”

Developing Trust with Online Followers

Show Your Expertise

“Convince your readers that you know what you're talking about, that you've done your research, and that you're trained to help them.”

Be Helpful

“Show that you're going to help them once they sign up. It's scary to purchase something online and not know if you'll be contacted after.”

Have Interaction

“If you get comments or emails, always respond to them. Have a helpful mentality. That can be exhausting, but it's important because people will know you're a real person.”

Make a Connection

“Videos and webinars help, because someone who's been reading your blog for years can finally see who you are. It's all about connection.”

Zhong Sun & Fuchun Xi



Smell the Opportunity

When Zhong Sun and his wife, Fuchun Xi, emigrated from China to North America, Fuchun opened a school to teach Chinese to children. She met a friend there who she thought had wonderful skin. When Fuchun asked her friend what she used for her skin, she told her she used essential oils. Fuchun researched essential oils online and found the dōTERRA website. She saw that there was no open market in

China, and, she says, “I could smell some opportunities.” She decided to sign up with a big kit, and enrolled two other people before it even arrived.

Zhong had worked as a radiologist in China and when they moved to North America started working in the hospital as a medical imaging specialist. Because he was accustomed to the Chinese approach to health, he saw that essential

oils would be a great way to help people. Though Zhong and Fuchun already owned two restaurants along with their other jobs, they were both excited to get involved in the business right away. Zhong says, “We’ve seen so many miracles since we’ve begun sharing the oils. We’re so happy that we can empower anyone else who will accept them as well.”

Zhong and Fuchun had a hard time finding anyone who could teach them about dōTERRA. They called the corporate office and after several weeks found someone who lived 200 kilometers away. Finally, they were able to attend their first class—and they were already Premier. They attended convention that year and left with the intention of not only reaching Diamond themselves but returning to convention the next year with Diamonds on their team. Today, they already have two Diamonds underneath them.

Because they had no help in the beginning, Zhong and Fuchun ended up with 29 people on their frontline before they knew what they were doing. Now, Zhong puts a lot of effort into training his team on how to structure effectively. They have now achieved Diamond with only 205 people, and others on their team have done it with even fewer. Fuchun credits that to Zhong’s abilities with structuring. Zhong says, “I make a lot of my members very happy, and if they’re happy, we’re happy.”

Though they’re busy with jobs, restaurants, businesses, and kids, Zhong and Fuchun are grateful for the personal development they’ve gotten from dōTERRA. Zhong says, “dōTERRA can make you become the better you. But we’re not just changing our own lives right now, we’re changing other families’ lives too.”

“We love this business and we want to continue doing it forever.”
—Zhong

“We are thankful to have such a good product that we can trust. We can help people and also help ourselves.” —Fuchun



Building Up Your Team

Lead

“I will squeeze out all of my efforts to help my leaders and build up their confidence. We show them our example, sit down with them, show them how to do placements, and encourage them in everything.” —Zhong

Educate

“I teach about each oil every day for 10 minutes. I record it so the members of my team can transfer it to their friends. I also have recordings where I teach about how to do home parties, follow up, etc.” —Fuchun

Commit

“We tell our team that you have to keep doing what you’re doing every single day. If you commit your time into it, you will get what you want. Everyone will love the products as long as you share them.” —Zhong

Bring out the Best

BY LYNN ROGALA

About one year from my first experience with Frankincense, I met the person who is now my mentor in dōTERRA. She got me hooked on the oils and daily use. I still didn't consider the business opportunity, although I had just left a 15-year corporate career. I was unhappy working full-time after an extended maternity leave, and decided to look for something that was a better fit for my family.

The hardest part of this decision was leaving behind the software team I was leading and mentoring. I told them I wanted to devote more time to my new yoga business and work somewhere that would allow me to do what I have always loved best—helping people overcome obstacles, dream big, and achieve their highest goals and ambitions. When I said those words, I had no idea what my new career would be. A year later, I decided to build a dōTERRA business and the words now seem almost prophetic. As my team grew, I started mentoring my builders and exploring my own gifts as a mentor. Mentoring was always a favorite part of my previous profession, but I had few chances to do it. Most companies prioritize managing over mentoring. I am thrilled that true mentoring is becoming an essential part of my dōTERRA business.

Many of us have no experience leading people when we first start a dōTERRA business. Others may have some experience, but are more accustomed to traditional corporate leadership with control over a team. In dōTERRA, all our builders are entrepreneurs with their own businesses. We partner with our builders, but if we are going to help them grow, we need to lead differently.

Get to Know Your Builders

dōTERRA attracts different personality types, all of whom have varying strengths and weaknesses. Each member of our team builds dōTERRA uniquely and requires a personalized style of mentoring. It's natural to want to mentor everyone in the style that you prefer based on your own personality type. Your business will thrive when you mentor your builders in a way that suits their personality and style. There are many resources that have descriptions of different personality types that can help you get to know your builders better. Additionally, watch and

see who is drawn to your leaders. This can be a clue to their personalities. The people who are attracted to their business are a good indicator of their style of building.

Find Their Gift

In his book *The Big Leap*, Gay Hendricks talks about discovering your zone of genius, the set of activities that are uniquely suited to you. Everyone on your team has something unique to contribute. Helping them find this fundamental gift will not only bring life to your builders, it will energize your team. For many of us, this gift feels so natural that we might not even recognize it as something unique and special, let alone as "genius." Help your builders discover their innate talent. This is a good place again to see who are their customers and builders. In this case, the needs of the population they are drawn to serve can point to their gifts.

Build into Strength

Although there are certain basic skills we all need to have to be successful in dōTERRA, it is not necessary to be excellent at everything. Frequently, we spend valuable personal development time working to turn weakness into excellence. This is frustrating, wasteful, and often futile. The same amount of time and energy spent building competence into excellence or genius would have a greater positive effect on our business. Weaker skills can harm your builders' businesses, so don't neglect them entirely. Help them develop necessary competency in weaker areas, and spend the majority of your mentoring time multiplying areas of strength.

Bring Out the Best

You don't build people up in their dōTERRA business alone. One of the things I love most about dōTERRA mentoring is supporting people as they grow into the best version of themselves. We have heard over and over again that dōTERRA is a personal development program wrapped in an essential oil company. I love to see my builders stretch outside their comfort zones. I've watched people overcome deep-seated fears, make awkward phone calls, and schedule uncomfortable interactions. As you get to know your builders and their gifts, and work with them to shore up weakness and build strength, you will bring out the best in them. 💎

"The purpose of life is to discover your gift; the work of life is to develop it; and the meaning of life is to give your gift away."
—David Viscott



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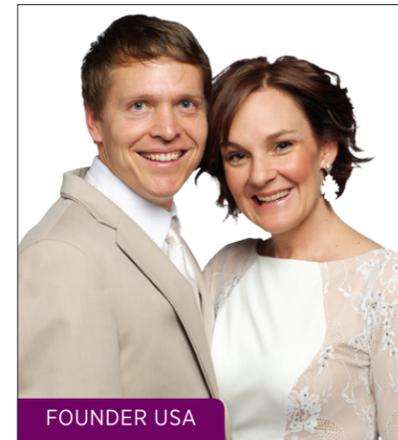
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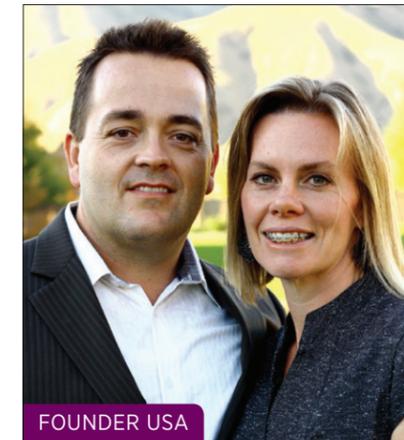


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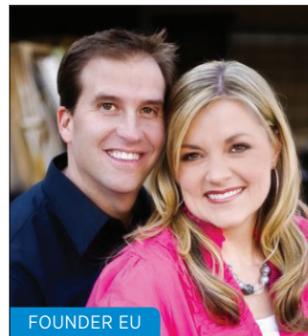


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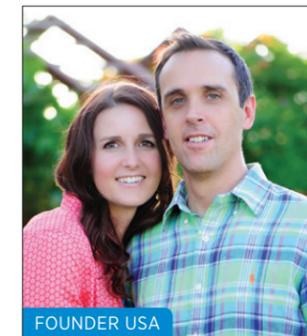
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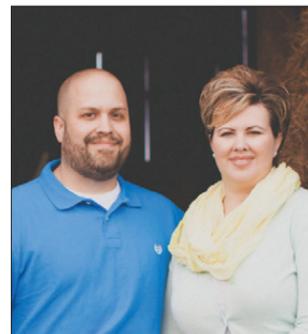
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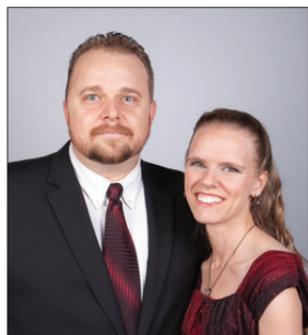
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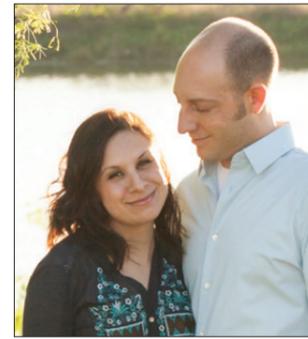
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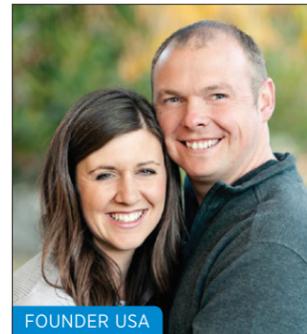


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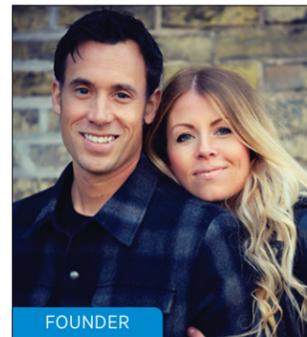
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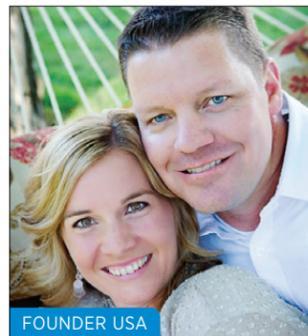
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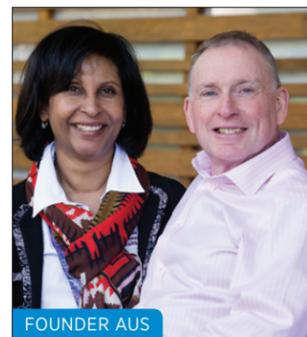
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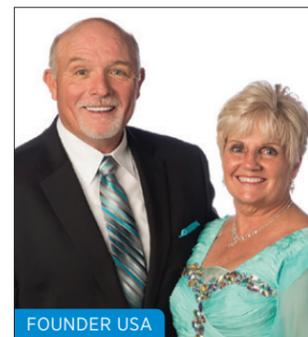
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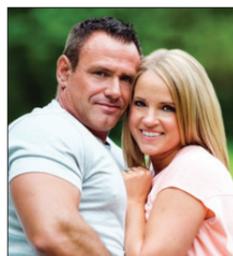
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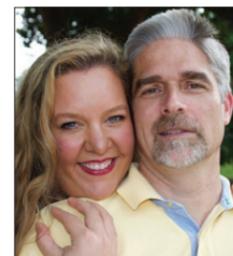
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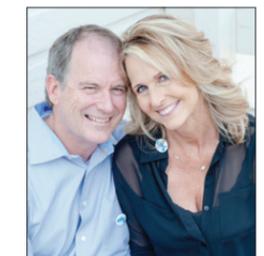
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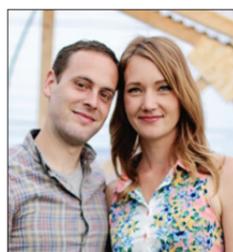
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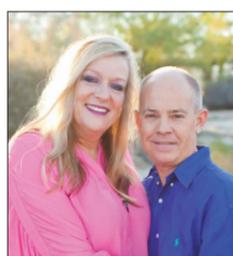
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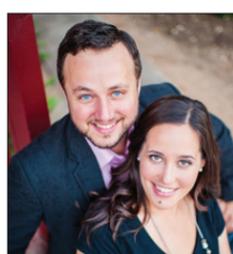
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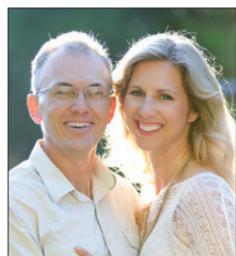
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MILOUSIS



SCOTT & ROBYN
MITCHELL



ANGELA MOFFITT



NATE & DANA MOORE



MICHAEL & MELISSA
MORGNER



COURTNEY MOSES



JONATHAN & DEANNA
NICHOLS



DR. ZIA NIX



FOUNDER JPN
MITSUKO NOMIYA



ERIC & KRISSEY
NORDHOFF



AUSTIN & AMBER
NORDSTROM



KERRY & DENISE
NORRIS

DIAMONDS



RYAN & JAIME NORRIS



ADAM & TAMI NUHER



MUNEHIRO OKUMURA



FOUNDER JPN
KEIJI & EMIKO
OKUYAMA



JOHN & AMANDA
OLSEN



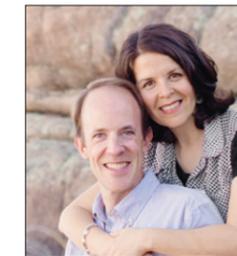
JOHN & KIM
OVERPECK



JOHN & LAURA
PASTERNAK



JOHN & HEATHER
PATENAUDE



MICHAEL & CYNTHIA
PATIENCE



DICK RAY & STACY
PAULSEN



CHRISTINA PETERS &
MICHELLE MCVANEY



SPENCER & LAURA
PETTIT



JESSIE PINKERTON



TRACY PRINCE



JACOB & ABI RAINES



JESSIE REIMERS



NICOLETTE REYNOLDS



ADAM & NISHA RIGGS



FOUNDER MX
PATRICIA QUIROZ RIOS



JESSICA ROBERTS



CASEY & MELISSA
ROBERTSON



JAMES & KELLY
ROBISON



FOUNDER MX
FERNANDO & DANIELA
ROMAY



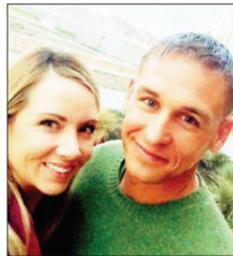
BRITTANY ROSCHECK



FOUNDER AUS
MICHAEL ROTHSCHILD

dōTERRA® WELLNESS ADVOCATE Recognition

DIAMONDS



ERIN & KAREN ROUSH



ANDREW & MINDY ROWSER



JOANNA RUSLING



DEVOLA SAMUELSON



ADRIAN & ROXY SARAN



PHIL & STACEY SARROS



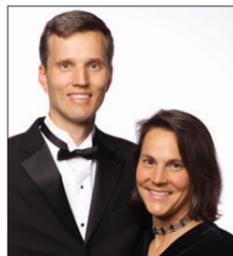
JOSIE SCHMIDT



KATIE SCHOMBERG



JULIE ANN SCOTT



BENJAMIN & STEPHANIE HOWELLS SCOVILLE



ELENA SIMMONS



TOM & ERIN SMEIGH



ADAM & RIGEL SMITH



KIRK & LANA SMITH



WILL & MARCY SNODGRASS



ROBERT & SHARLA SNOW



DR. MARIZA SNYDER & ALEX DUNKS



NATHAN & MINDY SPRADLIN



JULIE STOESZ



PHIL & LEEANN STORK

DIAMONDS



MELODY STRAMPELLO



VICTORIA STRELNIKOVA



DR. JEFF & CHELSEA STYBA



FOUNDER TWN

WEN CHIANG SU & HUI YU HUANG



FOUNDER JPN

HIDEMITSU & YOKO TAKEDA



NAOKO TANAKA



FOUNDER TWN

CHEN CHIEN TANG & CHIAH LING LI



KELLY TAYLOR



PRAMELA THIAGESAN



EVAN & ADRIENNE THOMAS



BILL & ERLEEN TILTON



FOUNDER

BRAD & DAWNA TOEWS



JASON & ALLISON TRIPP



WILLIAM & MALISSA TROTTER



FOUNDER HK

STEPHEN & YVONNE TSAI



FOUNDER AUS

CHERIE GARRETT & MAX TUCKER



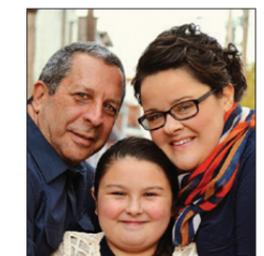
FUMIKA UCHIDA



SHANE & KRISTIN VAN WEY



BILL & MARILYN VANDONSEL



MICHAEL & JENNIFER VASICH



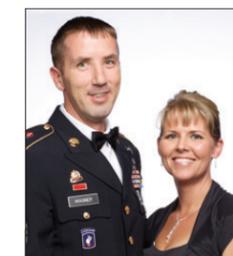
SONDRA VERVA



EDDIE & ANGELA VILLA



MATTHEW & NICOLE VINCENT



DAVE & KATE WAGNER



CHAD & SUSIE WALBY

dōTERRA® WELLNESS ADVOCATE Recognition

DIAMONDS



FOUNDER TWN

WENDY WANG



ERIC & SANDRA WANG



FOUNDER TWN

PEI CHEN WANG



BEN & MEGAN WARDEN



MARK & TAMALU WATKINS



ROGER WEBB



JOHN & SHAUNA WETENKAMP



RICHARD & HEIDI WEYLAND



AARON & DR. RACHEL WHALEY



DALLON & EMILI WHITNEY



CHARLES & AMY WIDMER



ROB & MELISSA WILSON



DANELLE WOLFORD



DANIEL & AMY WONG



SCOTT & SUSAN WOOLEY



FOUNDER TWN

TUNG HAN WU



ZHONG SUN & FUCHUN XI



FOUNDER JPN

HIROKO YAMAZAKI



EDWARD & LINDA YE



ELENA YORDAN

DIAMONDS



FOUNDER JPN

NISHIDA YOSHIFUSA



FOUNDER JPN

FUMIKO YOSHIMOTO



FOUNDER JPN

MIHO YOSHIMURA



FOUNDER JPN

YASUNORI YOSHIMURA



FOUNDER JPN

ATSUKO YOSHITOMI



YOUNG SUL YOU

DIAMONDS NOT PICTURED:
YONG TONG XU

PLATINUMS



JAIME ALCONCONE



KELLY ALVIS



EVIE ANDERSON



LEANNA ANDRADE



BENJAMIN & JADE BALDEN



DEAN & CONNIE BARGEN



CARLY BAUTISTA



BRADEN & CAMILLE BAWCOM



ASHLEY BEANS



LISA BEARINGER



JOE & ASHLEY BELL



VICTORIA BENTLEY



PAUL & LISA BERGMAN



FOUNDER

HARLAN & MARIE BERWALD



BRANDI BILSKEY



DOUGLAS & JANICE BITTNER



JASON BORUP



CRAIG & CONNIE BOUCHER

dōTERRA® WELLNESS ADVOCATE Recognition

PLATINUMS



MONICA BRAVO



JASON & KAMILLE BREUER



MELVIN & ELIZABETH BREWER



JEN BROAS



CASEY & JAMIE BRODERSEN



PETER BROSTROM & JULIETTE FINCH



PATRICK & KATHRYN BROWN



TONI BUNTING



SUSAN BURSIC



JARED & REBECCA BURT



LISA CANIPELLI



BRADY & MICHELLE CANNON



BRIAN & CHRISSEY CARR



SHUANG SHUANG CHANG



KUI FEN CHANG



FU YU CHEN



CAROL CHIANG



TROY & DOROTHY CIVITILLO



NIKKI CLOUD



BRIAN & MERIDETH COHRS



AMIEE CONNER



ALICIA COTTAM



CRYSTY COVINO



BRANDI CROSBY



ERIC & TIFFANY DAHL



DURELL DARR



VIVIAN DICKSON



ROGER & MARILYN DIDERICKSEN



SUSAN DYESS



MICHELLE ELSTRO

PLATINUMS



CAROLYN ERICKSON



ROLANDO & JESSICA ESTRADA



KNUT & CHRISTY FEIKER



DANA FELDMEIER



JASON FILA



MARCIA FRIACA



PAUL & STEPHANIE FRITZ



NATHAN & KRISTEN FUCHS



YOUKO FUJIMOTO



VINCE & TERESA GARCIA



NATHAN & JOANNA GEIGLEY



LEON GREEN



DREW & LACEY GRIM



KIM GUILLORY



MELISSA GUTHRIE



ALEJANDRO MALO GUTIERREZ



RYAN & KENDRA HALES



CHERYL HALEY



MATTHEW & SEANTAY HALL



ABIGAIL HANSEN



ARIANA HARLEY



JASON & TRACY HARRIS



PAMELA HAUFSCILD



ALLISON HAYS



SUSAN HELZERMAN



SARAH HENDERSON



JESSICA HERZBERG



JON & EVE HEWETT



FOUNDER HK
MICKEY HO



ADAM & CASSIDY HOLDSWORTH



GREG & MELODY HOLT



CAROL HOLTZ



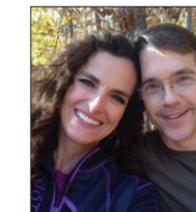
BRENT & ANNIE HONE



JENNIFER HOUSTON



FOUNDER TWN
FU LUN HSIEH & CAROL SUNG



DENVER & LAURA HUDSON

dōTERRA® WELLNESS ADVOCATE Recognition

PLATINUMS



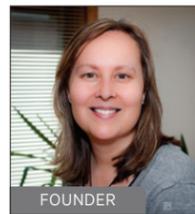
BJ & MEGAN HUNTER



MICHAEL & NANCY HUTCHINSON



HIROMI IKEDA



FOUNDER
CYNTHIA INCZE



JASMINE JAFFERALI



JARED JARVIS



JOLIE JOHNSON



D'ARTIS & TIFFANI JONES



RACHEL JONES



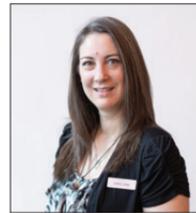
COLIN & JEN KELLY



JEROD & AMY KILBER



YOUNG SUOL KIM



CAROL KING



MATTHEW & BAILEY KING



ROMMY KIRBY



CHRIS KIRSCHBAUM



DEBBIE KRAHN



JAMES & KRISTEN KROPF



MIN LUNG KUAN



SPENCER & RETA KUHN



PU LI KUO



CYNTHIA LANDES



PEGGY LANGENWALTER



SCOTT & JESSICA LAWSON



DAVID & EMILY LESHER



FUXIAN LI & LING ZHANG



HSIU FENG LIN



JOHNATHAN & RACHEL LINCH



FOUNDER TWN
HSIAO CHUN LIU



LI CHEN LIU

PLATINUMS



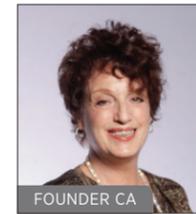
FOUNDER TWN
WEN CHEN LO



TRINA MARIE LOW



HEIDI LUEKENGA



FOUNDER CA
ADELE LURIE



MICHELE MALCHOW



JULIE MARGO



MICHAEL & SHAYLEE FORD-MARTIN



EMILY MARTIN



ZACKERY & STEPHANIE MARTIN



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



JENNIFER MCCLURE



SUZANNE MCGEE



MEGAN MCHARGUE



BRAD & ANGELA MELTON



TERESA MILLER



SOPHIA MORRISON



EMILY NAVAS



CHIKAKO NISHIMIZU



BERNADETTE O'DONNELL



DAWN OLSEN



SARAH O'MAILIA



BRADY & HILLARY PARKIN



JAMES & CHRISTINE PAYNE



KYLE & KATEE PAYNE



MYRON & TAMMIE PERKINS



JON & EMILY PFEIFER



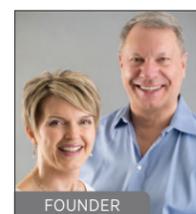
BRITT PIRTLE & KYLE HESS



WAYNE & HEATHER PULSIPHER



JANET RAMER



FOUNDER
BARBARA REMPEL & DAL BRYANT



JENNIFER RICHMOND



JILL RIGBY



REBEKAH RIZZO



FOUNDER MX
ALADRO RODRIGO & SOFIA LOPEZ DE LARA



PHIL & WHITNIE ROGERS

dōTERRA® WELLNESS ADVOCATE Recognition

PLATINUMS



CANDACE ROMERO



LUCY GONZALES-ROMERO



JESSICA RYAN



KAYLA SAVARD



JIM & SUSIE SCHIERING



LESLIE SCHMIDT



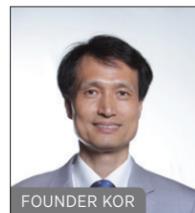
DAVID & TERRY SCHULMAN



SAORI SEKI



AMY SELLERS



FOUNDER KOR
HOON SEO



FOUNDER AUS
HELEN & MARK SHAW



KEVIN & KESHIA SHEETS



THERESA SOUCY



CODY STARTIN



DAVID STEPHENS



TAMMY STEUBER



DAVE & CALLIE STEUER



DENNIS & JANETTE STEVENS



WADE & CHRISTINE STOLWORTHY



JAMES & TAUNYA STRUHS



YU SHOU SU



SHEILA SUMMERHAYS



CYNTHIA SUMNER



MARA TABARES



SAMUEL & MELISSA TAEU



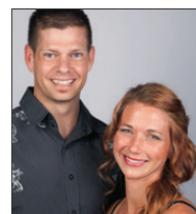
YOKO TAKAKU



CHAD & SARAH TOWE



FOUNDER TWN
HAO HENG TSAI & HSIN YUN CHANG



DUANE & CRYSTAL TUCKER



BRAD & ASHLEE VANESS

PLATINUMS



CYNTHIA VELEZ



JOEL & SHERRI VREEMAN



CATHI WAAKES



ALAN & CHERYL WAELEBROECK



WARREN & KELLY WALKER



BRENT & JENNY WALSH



PEI CHEN WANG



PAUL & DENISE WEBSTER



JARED & NICOLE MOULTRIE



DEREK & SUZANNE WILLIAMS



LORI WILLIAMS



WENDY WILSON



TRAVIS & STEPHANIE WINGER



NEAL WONG & LISA NAKAMURA



LANCE & CHRISTY WRIGHT



FOUNDER TWN
CHING CHUN WU



MANDY YEUNG



KRISTI ZASTROW



JEDIDIAH & KATIE ZAYNER

PLATINUMS NOT PICTURED:

SCOTT & SHAWNDR
ANDREWS
CHRISTINA GARDNER
HO NIEN HUANG
KEVIN HUTTER

MIN LIU
JASON MARDELL
CHRISTINE MCCUE
HEATHER MCKINNEY

BRANDON PACKARD
JANELLE RICKS
LAURA SOHN
ANI TOROSYAN

GOLDS



MARTY & KINDRA ADAIR



STEVE & JULIE AHLSTROM



JODY AITON



LACEY ALBRECHTSEN



CARLOS ALCANTARA



JENNIFER ALEXANDER

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



BRAD & KATHY ALLDREDGE



COLEMAN & HILARY ALLEN



MATT & KEMBER ALLEN



TODD & KIM ALLEN



DIANA ALWARD



TAMERA ANAYA



DAVID & SHANNON ANDERSON



GREG & CARMEN ANDERSON



DR. KIM ANDERSON



JENNIFER ANDERSON



MIKE & JESSICA ANDERSON



DEAN & KATHIE ANDRUS



JENNIFER ANTKOWIAK



DAVID APOSTLOVSKI & ANDREA BAEZA



SUE ARAKAWA



MARK & JAIME ARNETT



JUSTIN & BRIDGET ARNOLD



ROBIN ARNOLD



KEVIN & LAURELL ASAY



CHAD & JODI ASHFORD



JIMMY & ANGELA ATKIN



BARRETT & STEPHANIE ATKINSON



JENNIFER ATTAWAY



AUTHENTIC HEALTH LLC



BRENT & KRISTI AVERETT



ROBYN AZIMA



DENEЕ' & ROBERT BACA



KEITH & LORI BACON



ELIZABETH BAGWELL



CAREY BAILEY

GOLDS



NATE & KELLY BAILEY



DESI BAKER



FOUNDER MX

PERLA BALDEMAR



DAWN BALKCOM



ALAN & MUNDI BANKS



MACKENZIE BANTA



BAKTY & TAMAZEEN BARBER



JENNIFER BARNETT



JEFF & TAMARAH BARTMESS



DEBBIE BASTIAN



FOUNDER EU

MONIKA BATKOVA & MARTINA VALNICKOVA



AMANDA BEACH



MARVIN & JESSICA BEAVER



CINDY BECHARD



BRIAN & HEATHER BECKWITH



DONGCHOL & SOON BYUNG BEH



JENNIFER BEJCEK



DARIO & NATALY BENITEZ



JUDY BENJAMIN



SARA BENNION



FRED & JANEICE BENSON



MICHELLE BENSON



SALLY BEREDO



BRIAN & KRISTA BERGE



KEVIN & LAURELL ASAY



CHAD & JODI ASHFORD



JIMMY & ANGELA ATKIN



BARRETT & STEPHANIE ATKINSON



JENNIFER ATTAWAY



AUTHENTIC HEALTH LLC



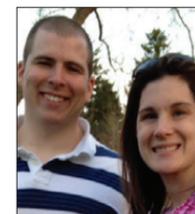
BEN & MEREDITH BERGERSEN



SONNA BERGHAIER



SCOTT & KIM BERNEY



ANTHONY & AMY BERTELLOTTI



BRET & AMY BIGELOW



RONDA BIRCH



BRENT & KRISTI AVERETT



ROBYN AZIMA



DENEЕ' & ROBERT BACA



KEITH & LORI BACON



ELIZABETH BAGWELL



CAREY BAILEY



EDYE BISAGNO



ASHLEY & KRISANN BLAIR



NOEL BLANCHARD



TARA BLISS



VERA BLOUIR



BRANDON & ANGELA BOBST

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



JANE BODILY



JON & KENDRA BODINE



JOSH & KATHERINE BOGGS



KATHY BOONE



JERRY & CARLA BORNHOFT



RUTHI BOSCO



MICHELE BOTWRIGHT



MARCELA BOWIE



MARK & JACKIE BOWMAN



KAREN BOYD



DEBI BOYLE



JONI BRADLEY



BEN & HEIDI BRAMM



JARED BRANDT



JEREMY & MELISSA BRANSKE



BROCKNIE BRAY



MIRIAM BREWER



CHRIS & ALISA BRIDGES



SCOTT & LEESA BRIDGES



JANET BRIEN



ALLISON BRIMBLECOM



ADAM & ANN-MARIE BRINGHURST



JACOB & AMANDA BROOKS



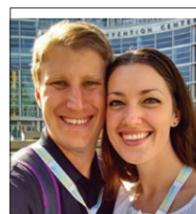
BEAU & KELLY BROTHERTON



DON & CINDY BROWN



KEVIN & LATARRAN BROWN



JESSE & BETHANY BRUBAKER



RONAI BRUMETT



MAUREEN BRUNDAGE



GRETCHEN BRUNNER

GOLDS



LINDSAY BRYNER



BEN & CAMI BUCHTA



BRIAN & APRIL BURNETT



MARCIE BUSH



MATT & DEANA BUSHMAN



LISA BYRD



MIGUEL & STEPHANIE CALDERON



JON & AMY CALDWELL



ROGER & LORI CALL



JAMES & LAURIE CAMPBELL



MEGAN CANNON



ERIKA CAPPELMANN



BILL & DONNA CARD



TRAVIS & JESSICA CARPENTER



GILDA ESTRADA CARRANZA



HEATHER CARSON



ANDREA CAUFFMAN



LACEY CHALFANT



JACOB & GERI CHANDLER



HSIN TING CHANG



CHIEN LIANG CHEN



MICHAEL & AUDRA CHESTER



BING CHUNG CHEUNG



MEI YING CHIEH



YEN CHIUMAN



TERPSY CHRISTOU



GABRIEL & TIFFANI CISNEROS



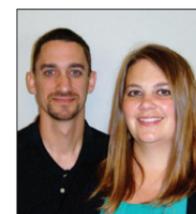
MIKE & RACHELLE CLEARY



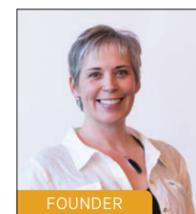
NIKKI CLEARY



JORDAN CLIBER



JASON & JODI COBB



ALLISON COCHRAN



RICK & ALISSA COIL



EVE COLANTONI



KARI COODY



CINDY COONS

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



ADAM COPP & ROSIE GREANEY



OSCAR CORDERO & BRENDA ALTAMIRANO



ERICA CORNWELL



ELIZABETH CORTES



TOM & ANITA COTTAM



ALISHA COTTERELL



JEFF & COLLEEN COTTERELL



CRAIG & KRISTIN COTTLE



ANDREW & KELLY COUCH



TAMMY COUNTS



TERESA COYNE



LUISA CRANE



SPENCER & APRIL CRAWFORD



VERN & JENNY CRAWFORD



CHRISTINE CREEL



RICH & BARBARA CROCE



CINDY CROSBY



SPENCER & JAN CROSLAND



ANA PAOLA CASTILLO CUEVAS



CATHY FORT-CURRIGAN



LISA CUSANO



DR. JAMES & KIM DAHLIN



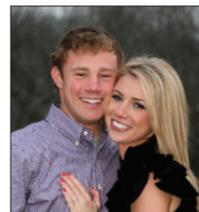
HEATHER DAHLSTROM



MATHEW & OLIVIYA DAUGHERTY



SHELLY DAUGHERTY



ANDREW & BRITTANY DAVIDSON



SUSAN DAVIDSON



JENNIFER DAVIS



LUCINDA DAVIS



PAULETTE DAVIS

GOLDS



KEITH & KENDRA DAVY



MARQ & BRI DAWKINS



JOYCE DAY



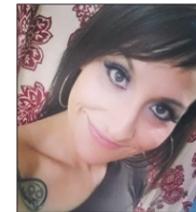
JARED & MINDY DEGRAFFENRIED



DIANNE DELREYES



SARA DEREK



ERIN DESANTIS



ISAAC & LINDSEY DEURLOO



KARUNA DILIBERO



KARLEL CROWLEY & STUART DIXON



JEREMY & HOLLY DIXON



ERICA DOLAN



MIKE & KELLY DOLLINGER



ANDREW & JEFFREY DONOVAN



DEANNA DOYLE



JULIE DRIGGS



LUKE & MAGGIE DUBOIS



JUSTIN & LELIA DUKE



CANDACE & SUSAN DYER



MARIAN EDVARDSSEN



JEFF & GINNY EISEMAN



STEVE & LORRAINE ELJUGA



BOB & JANICE ELLIOTT



VIVIAN ENGELSEN



SHANE ENGLAND



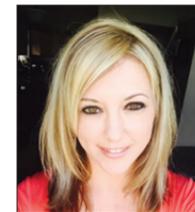
DENNY & MARY ENGLERT



CHRISTIAN & ELISABETH ENSOR



JOEL & FAY EPPS



MICHELLE ESPER



PAOLA Y SILVANO ESPINDOLA



JEFF ESSEN



LUIS & CAROL ESTEVEZ



MATT & RYANN ETTER



JULIE EUBANKS



FORREST & LESLIE EXLEY



HALEY FACHNER

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



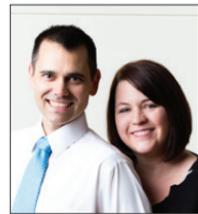
MARIA FAHRNER



SALLY FARB



SALLY FARNICK



MANDI & JACK FELICI



YUWEI FENG



DALE & TONYA FERGUSON



CATE FIERRO



SHARON FILA



LYNN FINGERHUT



MARK & TIFFANY FLAKE



HAYLEY FLEMING



GLENDA FLYNN



LISA FORD



CLAUDETTE FORREST



CRICKET FORSTER



TAMMY FOSSETT



JAKE & JOANN FOWLER



ROBIN FOWLER



FOUNDER
DEVAUGHN & KELLY FRASER



SHELBY FREED



JENNIFER FRINK



GERRY & CHRISTINA FROESE



LI FRYLING



STEFANIE FUNK



LISA ANNE GAFKJEN



KENNY & LINDSEY GALE



VICKI GALLOWAY



JUDY GANN



JACQUELINE GARCIA



KATE GARLAND

GOLDS



JAKE & LINDSEY GARRISON



MARY GAULDIN



ALICIA TORRES GEARY & KYLE LISABETH



FOUNDER NZ
ANGELA GEEN



MICHELLE GETZ



RACHELLE GIBSON



LUIS & EMILY GIL



TIM & KAREN GILROY



DIANE GJELAJ



CHRIS & KRESTA GLASER



KARLA GLEASON



DR. CYNTHIA GLENDENING



KIMBERLY GO



CARMEN GOLDSTEIN



RACHEL ADAMS GONZALES



ERICK & EDGAR GONZALEZ



TAYLOR & LAURIE ANNE GONZALEZ



CRAIG & SHEILA GOODSELL



JONI GOULD



VANESSA GRANATA



JANIS GRAZIANO



LARRY & STEPHANIE GREEN



LEON & LYNDA GREEN



JENNIFER GREEN



KACEY GREEN



BILL GREENWALD



NATALIE GREIG



ROSIE GREMMERT



TODD & RENE GEMPEL



CARY GRIFFIN



SHANNON GRIFFIN



KENT & HELEN GRISWOLD



JODI GRUBBS



KAREN HADLEY



DANIELLE HAHN



NATHAN & TASHA HAKEEM

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GOLDS



MATTHEW & ANNA
HALES



JANEAN HALL



TERESE HAMILTON



TIM & AUDREY
HAMILTON



TROY & KRISTEN
HAMILTON



LINDSAY HAMM



DR. SANDRA HANNA



GIADA HANSEN



STANFORD & HEIDI
HAO



DANIELLE HARDEE



CURTIS HARDING



RUSTIN & CORINNA
HARPER



DAVID & JOLENE
HARRIS



NICK & KELSZI
HARRIS



TODD HART



LOTUS HARTLEY



SALLY HARVEY



JACK & HOLLY HATCH



KRISTINE HAUCK



BERIC & LORI
HAUKAAS



BLUJAY HAWK



EVELYN HAZEN



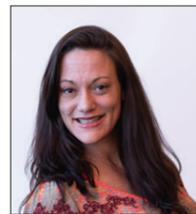
KIM HAZEN



JUDY HEBNER



ELLIE HEDLEY



TONYA HEFT



ANTHONY & DANIELLE
HEIZENROTH



NATHAN & ANGEL
HELDRETH



KRISTIN HELTON



EUGENE & DIANA
HENKEL

GOLDS



WAYNE & JENNA
HENRIE



LISA HENTRICH



KARLI VON HERBULIS



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JUAN CARLOS
HERNANDEZ



DR. ELIZABETH
HESE SHEEHAN



MIKE & BETH HICKS



IZUMI HIGA



JASON & STEPHANIE
HILL



MAGGIE HILL



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HOLLY HIRT



GREGORY & SUSANNA
HOBELMAN



PAULA HOBSON



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HOEHNE



MARK & TRICIA
HOFFMAN



SHALEEN HOGAN



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HOLMES



NICOLE HORSCH



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CAROLINA CEREZUELA



BREANNE HOUSTON



CHIAH LING HSIEH



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CORY HUGHES



JENNI HULBURT



VIRGINIA HUME



RITA HUNG



BRIAN & ALLISON
HUNT



KUN YOUNG HWANG



MARISSA HYATT



NANCY ILLMAN



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INCHIOSTRO



CHARLOTTE
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RICHARD IREDALE



KELLY IRIZARRY



BERET ISAACSON



YUKI ISHIDA

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CAROLINE JACKSON



TRISHA JACKSON



SCOTT & TONI
JAEKEL



SABINE & HARALD
JAHN



SUNNY JAMES



TREY & AMY JAMES



GORDON & JILL
JANKULOVSKI



DALE & JENNIFER
JARAMILLO



DR. BARBARA
JENNINGS



KURT & LINDSAY
JENSEN



HABONG JEONG



CHUN HWA JEOUN



JAN JEREMIAS



AARRON & HEIDI
JOHANSEN



AARON & JESSA
JOHNSON



NANCY JOHNSON



TRACY JOHNSON



BILL & KELLI JONES



JARED & RACHEL
JONES



LAURA JONES



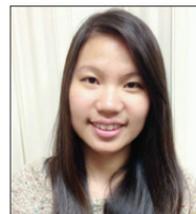
STACY JONES



HAGAN & DENA
JORDAN



NOELLE JOYE



CHIAO EN JUAN



LISA JURECKO



MARY KAHN



LEILANI KANE



KYUNG AEE KANG



LEAH KARRATTI

GOLDS



REBECCA KASELOW



CHELSEY KAYSE



KRISTA KEHOE



JOE & KRISTAL
KENDALL



JUSTINA KERSTEIN



KRIS KESKE



KATE KETTLEWELL



DR. JENNIFER KEYS



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KINSER



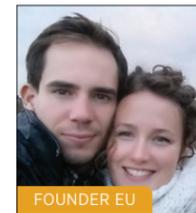
MIE KIRA



JANI KNOX



YASUKO KOBAYASHI



FOUNDER EU
WILLEM-PAUL &
LOUSSANNA KOENEN



DEAN & TERESA
KOERNER



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KOLODGY



DAN & JES
KOOPMANS



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JENNIFER KOURTEI



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CLARK KUNZLER &
LAURA WYNN



JON ERIK & LYNN
KVAMME



BILL & KELLI JONES



JARED & RACHEL
JONES



LAURA JONES



STACY JONES



HAGAN & DENA
JORDAN



NOELLE JOYE



JANICE LADNIER



EILEEN LADWIG



ALLEN & HEIDI
LAFFERTY



MARY LAGASSE



YEE MUN LAM



CHIH LAN



CHIAO EN JUAN



LISA JURECKO



MARY KAHN



LEILANI KANE



KYUNG AEE KANG



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LINDSAY LANE



JONI LANG



IVY LARSEN



MARGIE LASH



JEFF & KATE LASSON



LORI LATENDRESSE

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HONG CHUA & SHULI LAW



GORDON & RENEE JONES-LAWSON



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SHELLY LOYD



BROC & CHRISTINE LOZA



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MITCH & ANNA MCCLARY



GINA MCCONEGHY



JACLYN MCCORMICK



BRITTANY MCDONALD



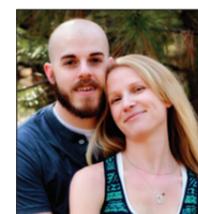
BROOKE MCGLOTHLIN



MIKE & MELISSA MCGREGOR



URIAH & LISA MCHAFFIE



GASPARE & COLLEEN MCINTOSH



ALLISON MCNAMARA

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DR. ALLIE MENDELSON



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MONA MERZ



KELI MESSERLY



CHELSEY MILLER



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JIM & AMY MILLER



KAREN MILLER



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BETTINA MOENCH



GREG & DR. JULIE MONTGOMERY



SUSAN MONTGOMERY



CRAIG & KIMBERLY MOORE



NANDI MOORE



ANDREW & TIFFANY MOOSMAN



LORENA ALVARADO MORALES



SHANNON MORGAN



HELMUTH & VERA MÖRWALD



NATASHA MOSES



VASKOVÁ ANNA MOTÝLIK



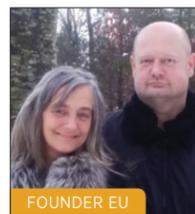
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BERIT MUNRO



ETHAN & JUSTINA NADOLSON



BRIAN & RIKKE NÆSTED



YUKARI NAKAGAMI



HOLAN & CASSY NAKATA

GOLDS



HOWARD NAKATA



MATTHEW & ANDREA NATELBORG



ILEANA NAVARETTE



CAROLINE NAVARRO



JODI NAYLOR



LISA NEEDHAM



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BOBBI OGLE



YUI OKUMURA



BROOKE OLIVER



ROBERT & HOLLY OLMSTEAD



WADE & KRISTIE OLSEN



TAMMY OLSEN



FOUNDER AUS
KERY O'NEILL



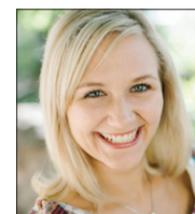
HOLLY ORGILL



DEBBIE OROL



DANIEL & LESLIE OSBORNE



JENNY OTIS



CHRISTOPHER & AMY OUELLETTE

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PAMELA PARKINSON



ELAINE PARSLY



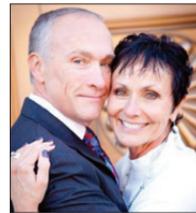
ESPIE PASIGAN



JASON & RACHEL PASSINI



BOBBI PEARCE



TED PECK & KAYELLYN BASTIAN



ANNA PENICK



SHEEN PERKINS



MARIAH PESKIN



JAMES & VICKI PETERS



MIKE & ELAINE PETERS



STEPHANIE PETERS



PAUL & ABBY PETERSEN



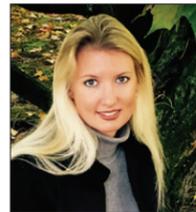
BETSY PETERSON



TIM & BRENDA PETRU



BELINDA PETTY



BETH PHILLIPS



ANGELA PIJANOWSKI



INGA POACH



MAYRA POWERS



ALLISON PREISS



CHARLEY & JESSICA PRESTON

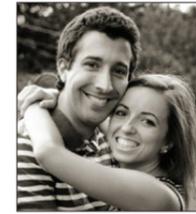
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CINDY PRICE



RAYMOND & TRACY PRICE



MATTHEW & RACHEL PRIMEAU



RUTH PRINCE



AUBREY PRUNEDA



SHANE & BROOKE PUGH



JENNETTE PULECIO



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JEFF & HOPE REASONS



TAMI REDMON



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DENISE REED



LARISSA REED



CORINNE REESE



MEGAN REEVES



BRAD & LILLY REID



SUSAN REIS



BRYAN & JENNIFER REMBOLD



RUTH REYES



TRACY RHODES



LINDA MARIE RICHARDS



BRAD & DARCI RICHARDSON



WINDI RIFANBURG



LORI RINALDI



DAN & JAMIE RIP



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GOLDS



ELAINE RISER



VANESSA ROACH



SHAWN & AMANDA ROBERTS



ELLIE ROBINSON



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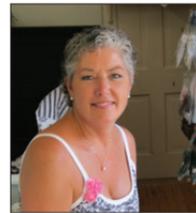
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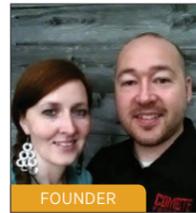
DAVID ROOKSBERRY



DEBORAH ROSE



KEMMERA ROSEMA



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RENE SPALEK



DON & PATTI SPIEGEL



ELMER & RENE SPIRES



ASHLEY SROKOSZ



KIM STAFFIERI

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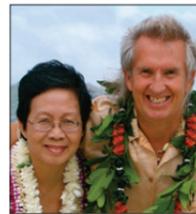
GOLDS



ALYSSA STANLEY



STEFANIE STAVOLA



BILL & PAULYNE STAYBERG



DANIEL & ALLISON ROTBERG



JAMES & ALICIA STEPHENS



DR. ANNA STID



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MEGAN USHER



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STEPHANIE VANDEGRIFT



WAYNETTE VANFLEET



LAURA VARNADORE



JEN VAUGHAN



CAROLINE VINAL



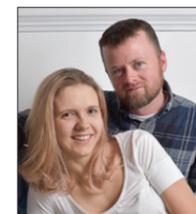
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STEPHANIE WEBB



KAREN WELCH



LYDIA WELLS



LI HSIU WEN



RYAN & TARA WERNER



CORY & KIM WESSON



ELLEN WEST



LYNDSEY WESTERMEYER



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DR. PHIL WILHELM



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DINAH WILSON



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GOLDS



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YUKO YAGUCHI



DR. BRENDA YANOFSKY



DAVID & CLAIRE YARRINGTON



KEIKO YOSHIDA



DRS. DAVID & EMILEE YOUNG



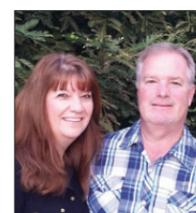
WEN PING YUN & YI YING TSAI YUN



TOMOKO YUTAKA



RAVEN ZAAL



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SCOTT & LISA ZIMMER



ETHAN & CHRYSTELLE ZIMMERMAN



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WEI CHIEH HSU
MICHAEL & DAWN HUTCHISON
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KATIE KLINE
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ANGELA WATKINS
JULIE WEINBERG & MEREDITH KELLY
NICOLE WIDDISON
YUNG TING YANG
NICOLA YOUNG
CHING AN YU
KEVIN ZHOU

RECOGNITION IS BASED ON THE HIGHEST RANK REACHED TWO TIMES IN THE PREVIOUS SIX MONTHS. RECOGNITION IS CURRENT AS OF JUNE 2015.

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