

dōTERRA[®]ESSENTIAL

LEADERSHIP

RECOGNITION MAGAZINE • ISSUE 2

new
presidential
diamonds

Patrick & Allyse Sedivy

global
expansion

steps to
achieving
diamond

tips for daily
essential
oil use





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RECOGNITION

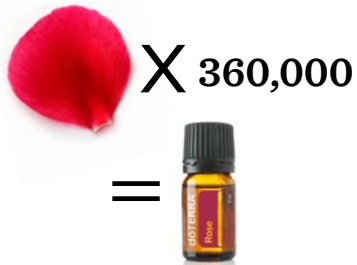
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WE WANT TO HEAR FROM YOU

What do you think of dōTERRA's Leadership Magazine? Write to us at editor@doterra.com.

It takes **60,000** roses or **2,160,000** rose petals to make just **1ounce** of rose essential oil.



Every professional employee, who has left dōTERRA, has become an Independent Product Consultant.

11,385

In the month of February 2012, **11,385** individuals joined dōTERRA.



The **retention** rate of dōTERRA consultants is **over 60%**.

dōTERRA®
facts & statistics



SPRING 2012

Over **FIFTY** dōTERRA consultants have reached **DIAMOND.***



*Diamonds are recognized in print and on the web once they have hit the rank three times.



In February 2012, dōTERRA consultants held over **1,200** 'New Year, New You' events.

dōTERRA has a social networking base of **9,225**. Join us on Facebook and help increase our reach.



www.facebook.com/doterra



There are over **500** consultants participating in dōTERRA's Slim & Sassy Lifestyle Change Competition.

Visit www.iamslimandsassy.com to meet our contestants.

CONGRATULATIONS ON REACHING

Presidential Diamond

Allyse & Patrick Sedivy

LEARNING FROM LEADERS



PATRICK AND ALLYSE Sedivy set themselves apart as model business builders when they went from Consultant to Diamond in a short sixty-two days. That momentum continues as they mentor their leaders to become independent and dynamic. The Sedivy's active interest in the success of others has allowed them to achieve the rank of Presidential Diamond.

JOIN US AS WE CATCH A GLIMPSE INTO WHAT TOOK THEM FROM SMALL HOME EVENTS TO GLOBAL SUCCESS.

Q: What were the key strategies that helped you achieve Presidential Diamond?

First, we focused on building our key leaders. We tried to help our top leaders reach their goals and become increasingly independent. We knew that if our top leaders were meeting their goals then we would certainly meet ours.

Second, we focused on duplication. We have found that the key is simplicity. We teach simple concepts, which everyone can implement, to aid them in building their business successfully.

The third strategy, which has proven to be very important, is training. We have implemented daily mentor calls that hold members of our team accountable and weekly webinars. Proper, sustainable training has had a great impact on our business.

Finally, the key to reaching Presidential Diamond was our personal mentoring program. This program helps leaders stay accountable for their daily progress. It also gives us additional opportunities to coach and train.

FAVORITE PRODUCTS

Melaleuca (Item No. 3015) "My oldest daughter's skin looks beautiful now." -ALLYSE

LifeLong Vitality (Item No. 3421) "I used to spend \$700 a month at the chiropractor, that's no longer necessary." -PATRICK SEDIVY



What are the benefits of working as a couple towards a common goal like Presidential Diamond?

Allyse and I have very much enjoyed working together in dōTERRA. We have started a number of businesses together, and in fact, have worked together since we were married. One of the great things about working together is that we understand one another's strengths and weaknesses. There are challenges when working as a couple, but we have learned to communicate effectively. We get more done together.

What advice would you give business builders seeking to achieve the rank of Presidential Diamond?

Anyone seeking to achieve the rank of Presidential Diamond should understand that it is a lot of work. However, as you work consistently and strive to improve, you can make it. This is a great business because it forces you to constantly learn and become better. So, set your goals, create a plan, and get to work.

What does reaching Presidential Diamond mean to you?

I know that this will sound silly, but my first thought upon reaching Presidential Diamond was, "Now that we have the start up phase of our business complete, we can go out there and build."

For those just starting out, what topic do you feel is the most successful for a home event?

Over the past year we have really honed in on a very specific message. Many people are disappointed with our current healthcare system. They are looking for alternatives that are less expensive and safe. They are demanding natural products without side effects. We have found that when we present on "Reinventing Healthcare at Home", that 75% of attendees enroll with a Family Physician Kit.

"Many people are disappointed with our current healthcare system. They are looking for alternatives. They are demanding natural products without side effects."



"Anyone seeking the rank of Presidential Diamond should understand that it is a lot of work. However, as you work consistently and strive to improve, you can make it."

What is the best way to invite and encourage people to attend?

Since we joined dōTERRA, our biggest challenge has been getting people to attend events. We have tried many different tactics to increase attendance, and we have found that people are more likely to attend when you offer free product. We have created a system, around a voucher for free product that acts like an invitation. You may think that this is an expensive incentive, but we have found that it is more cost-effective than handing out samples.

How do you then build from that home event?

There are two things that are key when building from a home event. First, you need to make sure that as part of your presentation you discuss the

business. If you don't talk about the business, people won't know about it. There is a very simple way to introduce the business: follow up your presentation with an invitation for them to share the oils. You can tell them that all of us know someone who could benefit from essential oils. Second, ask guests to host similar events in their home. When we do this we offer an incentive or gift in exchange for hosting an event. It can be anything and we usually attach a goal.

Any other advice you would give to IPCs on holding their own events?

The greatest key to home events is to do them consistently. The most successful people in dōTERRA hold events regularly. You can't do one or two events and become Presidential Diamond. Remember that everything duplicates; if you hold events sporadically, then so will your leaders. If you hold events consistently, so will your leaders.

DAILY *Essential Oil Use*



Sandy Truman, dōTERRA Blue Diamond, is a dynamic leader, teacher, and essential oil expert.

A RESOUNDING THEME when speaking to dōTERRA consultants about building their business is that you must love the product. It seems apparent to most that you can't sell what you haven't experienced. We caught up with dōTERRA Blue Diamond, Sandy Truman, and asked her to walk us through a typical day. We were amazed at the ways in which she integrated essential oils into her daily routine. It's no wonder the Truman's are having success. They sleep, eat, and breathe dōTERRA everyday.

[READ ON FOR SANDY'S IDEAS>>](#)



MORNING

Start your morning off right by diffusing your favorite dōTERRA essential oils.

Rejuvenate yourself with the Citrus Bliss Invigorating Bath Bar.

Wake your family to the scent of peppermint.

Enjoy cinnamon french toast prepared with On Guard or cinnamon bark.

Take LifeLong Vitality.

Shave using the On Guard foaming soap. Try Breathe or frankincense as an alternative to aftershave.

SCHOOL

Arrange for a day of learning by applying Balance, vetiver, peppermint, or Citrus Bliss to the bottom of the feet.

Sterilize children's hands with On Guard, lemon or melaleuca.

Prepare bottles of water and On Guard for sanitizing your child's hands and desk throughout the day.

Offer to provide your child's classroom with a diffuser.



ALL DAY

Sterilize your hands without chemicals. Try using On Guard, lemon, or melaleuca.

“As soon as we started using dōTERRA essential oils, neighbors began asking why our kids were so healthy. We were being approached by so many people that we decided to begin holding Family Physician events. People wanted to know what we were doing and we wanted to tell them.”

-SANDY

AFTERNOON

Add lemon or lime to water for a midday pick-me-up.

Wash fruit with water and a splash of lemon essential oil before serving.

Apply lavender to the bottom of the feet before an afternoon nap.

Meet friends for lunch. Place citrus oils on the table and soon all will be asking for some.



CLEANING

Prepare a spray bottle with 10 drops of On Guard or Citrus Bliss to clean light switches and door knobs.

Mist carpets with your favorite oil and water prior to vacuuming.

Wash clothing and bedding with Purify.

Mist mattresses and pillows with Balance, On Guard, or lavender for a refreshing scent.

EVENING

Apply PastTense to the base of the neck.

Apply vetiver to the back of your child's neck prior to homework.

Use Breathe, AromaTouch, Deep Blue, and lemongrass during and after sports practice.

Add citrus oils to water at dinner.

Wash hair with dōTERRA's Sanobella™ Protecting Shampoo and Smoothing Conditioner.

Place lavender on the bottom of the feet before sleep.



FAVORITE PRODUCTS

Immortelle (Item No. 3714) "I love everything about it, even the name!" -Rebecca

Lifelong Vitality (Item No. 3421) "This product has been a life changer, I am addicted. I never leave on a trip without it." -Shane

REBECCA & SHANE HINTZE



"Our dōTERRA business flows easily, effortlessly, and with purpose."



BUSINESS TIP

"IF YOU ARE WAITING FOR OTHER PEOPLE TO HELP YOU SUCCEED, you will never go anywhere. Success is a matter of doing. Be consistent. Hold classes the same time and same place every week. If you have initiative and are consistent, you will grow."

Along the eastern coast of the United States, Shane and Rebecca Hintze have started a momentum of dōTERRA living that is highly contagious and attracts the attention of others everywhere they go. Each Sunday in church, members of their local congregation like to sit by the Hintze family because they love the smell of essential oils. There is no stopping the attention dōTERRA essential oils have brought to the Hintze family in Washington DC.

Between telecommunications, broadcast journalism, and family sciences both Shane and Rebecca Hintze have been busy making their mark on the world. Rebecca is a published author of two books, "It's Time to Dance" and the international best seller, "Healing Your Family History." Shane, on the other hand, was influential in launching the world's largest commercial satellite in 2009. In the midst of their exciting careers, they have made a point to set aside time for their four children, Ashlee, Nicholas, Katie, and Michael. When dōTERRA entered their lives, the last thing they were looking for was a business venture.



The Hintze family in Washington DC

FAMILY MOTTO

“Dream, believe, create. When we dream and then believe, we have the power to create.”

Rebecca’s love for essential oils stemmed from her ability to help people emotionally. As an advocate of self-help and family health, essential oils complimented her teachings perfectly. Although she never thought she would sell dōTERRA, she couldn’t hide her passion for the products! In the beginning she found herself signing people up without realizing she was beginning to build her business.

Rebecca found that building a dōTERRA business, in unpaved territory, can bring its own set of challenges. Living far from other dōTERRA consultants and the corporate office can feel isolating. Hard work and follow through were essential during the tough moments. She implemented a pattern for holding dōTERRA meetings—the same place, the same day, and the same time, every single week—no matter what.

Despite Rebecca’s positive attitude and consistent efforts, a troubling time came when everything felt like too much. Her commitment to her family, published books, and dōTERRA seemed to be more than she could handle. At this same time, Shane began

to understand the larger purpose of dōTERRA. From his own powerful experience with essential oils, he realized that if others could experience just a couple drops, their lives would be changed forever. When he understood that dōTERRA is an opportunity to serve others, he knew he needed to support Rebecca in her efforts to grow. “When Shane jumped in and supported me, my whole world came together,” Rebecca said.

Shane has learned that there is no substitute for planning. They encourage others to ask themselves, “What needs to happen? Where will we be holding meetings? Where will we be traveling?” They say, “Follow through with your plan no matter how hard it gets.” Shane and Rebecca attribute their growth from Silver to Diamond to their consistent planning.

Rebecca adds, “Believe in yourself and that you can do it. Believe you deserve it. When you pair a heart full of conviction and belief with detailed plans, you will get there. It is inevitable.”



IPCs in the Mayan Riviera, January 2012

HEALING HANDS

dōTERRA Consultants
Making a Difference

IN JANUARY 2012, dōTERRA consultants earned or purchased their suite at the exclusive Moon Palace Golf and Spa Resort, in the gorgeous Mayan Riviera. There they sampled local cuisine, snorkeled in crystal blue waters, and toured ancient ruins. Friendships were formed and business building tips shared as consultants discussed their trials and successes.

How can you help?

■ Set up a monthly donation through our Loyalty Rewards Program. Log onto mydoterra.com and select Loyalty Rewards Orders, then edit Loyalty Reward items to include a dōTERRA Healing Hands Foundation contribution of \$1, \$5, \$25, \$100, or \$300.

dōTERRA's **HEALING HANDS FOUNDATION** seeks to bring healing and hope to the world—to help people live free of disease and poverty, and to ultimately teach impoverished cultures how to be self-reliant.



IPCs and executives deliver educational materials to young students



DESPITE THE INCENTIVE TRIP

being a time to relax, consultants couldn't help but embrace the opportunity to serve. They reached the Mayan Riviera loaded down by baggage filled with educational materials and games. These items were broken up into 100 bags containing much needed school supplies. The dōTERRA Healing Hands foundation partnered with Educacion Viva to distribute these bags to children in need.

Consultants agree that one of the highlights of the 2012 incentive trip was spending the day with twenty-six local children and school administrators who seemed overwhelmed by their small gift. They met on Maramo Beach for an ice cream social and games. It wasn't nearly as extravagant as some of the other activities they enjoyed, but it was by far one of the most memorable.

For more information visit: doterrahealinghands.com



OUR FAVORITE PRODUCTS

Balance (Item No. 3101) "I love using it in my yoga practice." -RACHEL

Deep Blue (Item No. 3138) "My first comment after finishing the Iron Man was, 'If I didn't have this oil, I wouldn't have made it.' Rachel has it on video." -BRIAN

RACHEL & BRIAN JONES



"I bought each of my children a Family Physician kit. They love it. They feel my same sense of empowerment."



BUSINESS TIP

"IT'S OKAY TO FEEL UNCOMFORTABLE. It's when we feel comfortable that we need to step up and push ourselves. It's up to us to succeed."

If you have had the opportunity to know Rachel as a dōTERRA consultant, then you might be shocked to hear her describe herself as "once too timid to go after my dreams." Rachel describes dōTERRA as a road to self-development. "It has changed everything," she said. "The person I am, the way people see me." However, dōTERRA can't take all the credit. dōTERRA gives an individual the opportunity and resources to build their own business. It's what people do with that opportunity that counts, and Rachel has done some amazing things.

Rachel was a new high school graduate, ready to experience life and not interested in anything serious, when her sister suggested she go out with Brian. At the time, they were in two different areas of life and Rachel wasn't sure if it would work. However, when her friend piped in and said she would go, Rachel's competitive nature inspired her to jump in with a, "No, she asked me." She never expected to like Brian, but sometimes our best laid plans give way to something better. Rachel did like Brian, a lot. Despite her busy schedule, working full-time, and attending massage therapy school in the evening, they continued to date and were soon married.

While attending school to become a massage therapist, Rachel was introduced to aromatherapy. However, at the time she just wasn't interested. It wasn't until she



The Jones family in Hobbie Creek Canyon, UT

FAVORITE QUOTE

“You can be anything you want to be, if only you believe with sufficient conviction and act in accordance with your faith; for whatever the mind can conceive and believe, the mind can achieve.” —Napoleon Hill

became pregnant that Rachel gained a desire to shift her life towards natural health. She applied for a job at a health food store in Provo, Utah and became a wellness consultant. She worked in health and beauty where essential oils were prevalent. The essential oils she used while working there would often go rancid, so she would keep them refrigerated. She attached little value to the oils because of their poor quality.

One day, Natalie Goddard called and invited Rachel to her home. She had a bottle of dōTERRA peppermint essential oil and wanted to know what Rachel thought. When Rachel first tried the oil, her response was immediate. “What is this? If this is an essential oil, then what was the other stuff I was using?” That experience alone inspired Rachel to become a part of dōTERRA. However, at the time Rachel was home schooling her children and had no idea how to do two big things at once. “Natalie took off. She kept saying ‘come with me,’ but I just didn’t know how.” Rachel said.

In the summer of 2011, Rachel decided to quit home-schooling and said, “I’m in!” Rachel went home knowing that she would never get anywhere if she didn’t

believe. She immediately sat down and began writing out her goals. She chose the month she would achieve Diamond. She wrote out her structure, penciling in the names of her leaders, their future ranks, and the date they would achieve it. Rachel said, “I would joke with my team and say, ‘well my goal is Diamond, so I guess yours is Silver.’” She kept things light and fun, but by writing it out she was able to focus and believe. Her team stepped up, they reached ranks faster, and she was forced to adjust her goal from August to July.

Rachel is a firm believer in visualization. She feels that with a goal or vision, a person can break through any barrier because they see farther. Her goal as a leader is to support her team by being a sounding board, by inspiring them, and by never allowing them to give up. Rachel said, “I want them to see that it’s not as difficult as it sometimes seems.” She feels that it’s okay to feel uncomfortable because that is what pushes us to progress. Rachel said, “It’s when we feel comfortable that we need to step up and push ourselves. It’s up to us to succeed. We are our own boss.”

8 STEPS to DIAMOND



1 PERSONAL CHOICE

Future Diamond IPCs should give every person who shows an interest in sharing the oils or building the business a clear understanding of the different ‘builder options.’ It is very important that the requirements for each of these options are clear. Once you have shown them the options for building dōTERRA, you let them choose. This way, every person you work with knows exactly what they are getting themselves into. As you work with your builders, and hold them accountable for meeting requirements and expectations, there can be no frustration because they chose their plan. This is key.

2 COMMITMENT

Each time a future Diamond IPC works with a leader, they should help them commit to finding three business builders. A builder is defined as someone who is committed to 20+ hours of work per week, 150 PV Loyalty Rewards order a month, 3-5 new contacts a day, sets written goals, and holds events and trainings.

3 SHARING

A future Diamond IPC should encourage their builders to host at least one class each week. At that class, the leader should focus on scheduling classes with each attendee. Builders who do this well grow quickly. One way to encourage this behavior is by providing incentives for hosting a class.

4 STRUCTURE

It is important for a future Diamond IPC to help builders structure their team in a way that maximizes the Power of Three bonus. This will set them up perfectly, for moving up in rank, as their team grows. Their main focus should be to help their three builders hit their \$1500 bonus. When one of their builders hits that bonus, comes close, or is

becoming extremely independent, then the time is right to add a 4th leg. When a builder's second leg reaches that point, then they can start a 5th leg, and so on.

5 ENROLLMENT

A Consultant working towards Diamond should retain enrollership when they enroll a new IPC despite where they are placed. If however, that consultant has a builder who is ready to move up in rank, but cannot because the enrolling IPC has retained enrollership, then they should immediately sign the enrollership over to the builder who needs it. However, only sign enrollership over on the day that your builder is hitting rank, not before.

6 COMMUNICATION

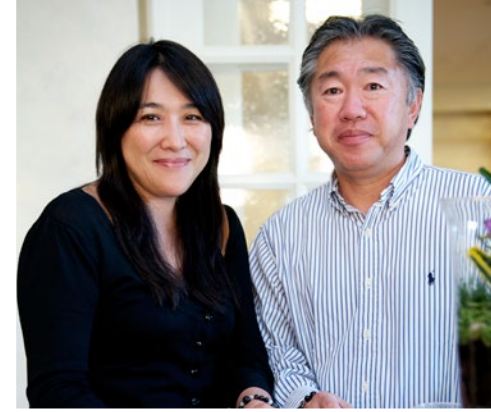
Those seeking to reach Diamond must be in contact with their front-line builders every business day; more if necessary. They should contact their second level leaders once a week, and their third level builders once a month. They should teach their leaders this same behavior.

7 TRAINING

When a future Diamond trains their builders to teach a class they may do the following: teach the first class, bring handouts or help your builder arrange handouts. Team teach the second class, giving the less difficult portions to your builder to provide confidence. Aid in teaching the third class, choose one section in which your builder is least confident. Simplify the content and show your builder how easy that section can be. Show support in the final training class. Introduce your builder, then allow them to teach, stay close by to aid if they get stuck or need help.

8 BUILDING OUTSIDE YOUR AREA

If your builder is not local, the same requirements still apply. In order to achieve Diamond you must be consistent with all builders. Travel to their area once or twice a month to hold classes with them. In the meantime, they should be required to hold weekly classes, build from those classes, report progress, and continue with all other requirements previously discussed. Work with them over the phone even though you cannot be with them.



Thanks to Teresa Harding for providing these tips. Teresa is a dōTERRA Founding IPC and Blue Diamond. She lives in Utah with her husband and three children. She loves photography and being with her family.



Lemongrass (Item No. 3103) “For its versatility, healing power, cleansing effect, and harmony!” -Sharon

LifeLong Vitality (Item No. 3421) and **On Guard** (Item No. 3110) “These keep Jason energized and feeling healthy.” -Sharon



SHARON & JASON McDONALD

“People are naturally competitive, but it’s not about us, it’s about others.”



BUSINESS TIP

“MANY OF US GO THROUGH LIFE AT THE RATE IT CHOOSES. To be successful, we can’t allow life to dictate our path—we must dictate our own!”

Sharon, during a graduation party at Disneyland, made a wish at Snow White’s wishing well. She wished for a husband, but vowed she would never marry a man from California. Four short months later, she met her husband Jason, a native Californian. Apparently wishes come true and thankfully, stipulations are ignored. It was love at first sight, two weeks later they were engaged and four months from their first date they were married. Skeptics would say that this couldn’t possibly work, but Sharon and Jason have been happily married for fourteen years.

Sharon was an educator, teaching first and third grade. Later, she would work within the community teaching citizenship and English classes before becoming a stay at home mom to her five children. Jason’s work allowed his family the opportunity to live overseas. They had the wonderful experience of living in the Czech Republic and Slovakia. Ezra, their fourth child, was born in Austria, on the coldest day in European history.

In 2007 while preparing to move back to America, Sharon broke her foot. For four months, her foot could carry no weight. She was told she would need surgery. A dear friend informed Sharon that essential oils would heal her foot. Sharon’s response was clear, “I don’t want your black voodoo magic.” However, two months



The McDonald family in Gilbert, AZ

“Look up—you get more accomplished when you can see where you are going!”

later she called her back as a last-ditch effort prior to surgery. When she returned to the surgeon and x-rays were performed he exclaimed, “What did you do?” In his seventeen years of practice, he had never seen anything like it.

Prior to this experience, Sharon’s response to essential oils would have been, “It’s great that you have found something that works for your family, but I’m not interested.” However, this experience opened her up to new possibilities and she began implementing essential oils into her family’s life. Sharon experimented with several essential oil companies before being invited to an event hosted by Allyse Sedivy. She felt obligated to attend because she had lived with Allyse in Europe.

In August of 2010, after taking a month to decide, Sharon became a dōTERRA IPC. According to her, it was her husband’s idea. When he suggested she become a consultant she laughed stating, “I need an extra job like I need a hole in the head.” Unaffected by her response, he challenged her to think about it. dōTERRA wasn’t something Sharon was looking for, it wasn’t even on her radar. There was no financial need, Jason was a very successful executive, but still she felt inspired.

Sharon was already a product user so when she committed to become a dōTERRA IPC her focus was 100% business. She immediately became an active member of the Diamond

Club. Sharon has this to say about her experience, “I have been able to do things in the last 14 months that are not humanly possible. I couldn’t be an assistant, business partner, business owner, organizer, and mother. There is no way that I could do this on my own.”

“I recognize that joy comes from truly reaching in and digging deep,” Sharon said, “working in the trenches with your team changes a person.” She is motivated by the passion of ordinary people who are digging deep, changing their lives, and creating magnificent outcomes, while managing to stay out of their own way. Her team is small and financial benefits are not readily apparent, but the emotional and health changes are inspiring their growth. Her advice to others seeking success is first, stay true to yourself and second, collaborate and work with others regardless of the organization they are in. “People are naturally competitive,” Sharon exclaims, “but we need to remember it’s not about us, it’s about others. When we collaborate and reach our arms wide to embrace everyone, then we are adding to what creates the culture of dōTERRA.”

dōTERRA's REACH AROUND THE WORLD

INTERNATIONAL GROWTH

HOW TO GET INVOLVED: We take wisdom from Kenichi Ohmae, a globally respected business leader. He said, "Think Global, Act Local." For IPCs who are anxious to get involved with the international expansion, the best approach is to understand the global reach of dōTERRA, but to look locally for global contacts as you build your business. There are international contacts everywhere within the United States.



dōTERRA IS EXPANDING GLOBALLY IN THREE WAYS:

1 dōTERRA HAS OFFICES supporting IPC activity in Taiwan and in the United Kingdom. They have recently built a facility in Japan that will be fully operational in the spring of this year.

2 dōTERRA SHIPS products and pays commissions to IPCs in Australia, New Zealand, Singapore, Hong Kong, Tahiti, Costa Rica, Guatemala, and throughout Europe.

3 dōTERRA'S GLOBAL Access program allows an IPC to enroll their contacts living in other markets, but the upline IPC will need to provide shipping and commission payment support.





“dōTERRA is focused first and foremost on the products. Once products are understood and used, the business becomes a reality.” -Corey Lindley, CFO

TAIWAN: PAVING THE WAY FOR ASIAN MARKETS

Taiwan is dōTERRA’s largest international market. In December of 2011 they had their first million-dollar month! Success in the Taiwan market has given dōTERRA high expectations for other Asian markets. Asians have been using essential oils for thousands of years for therapeutic and medicinal purposes. The purity of dōTERRA’s essential oils is something that is taking Asia by surprise. They have never experienced essential oils of such high integrity.

JAPAN: A LAND OF POTENTIAL AND PROMISE

dōTERRA products were first shipped to Japan in 2008. Over the past three years, the quantity of products shipped to Japan has expanded exponentially. Even without an office in Japan, dōTERRA has grown significantly.

dōTERRA is different than many of the direct selling companies in Japan. Many companies are focused first and foremost on making money. dōTERRA is focused first and foremost on the products, including a wide variety of essential oils, nutritional supplements, personal care, and household products. Once products are understood and used, the business becomes a reality.

Japan is the 2nd largest direct selling market in the world, second only to the United States, with several hundred companies operating there. The Japanese market understands and appreciates

essential oils, but is very discriminating, demanding only the highest quality of products. The potential for Japan is large, but the strategy has to be just right.

GUAM: A PLACE FOR STRATEGY AND PLANNING

In January 2012, current and future leaders of the Japan market were invited to attend a three-day strategy conference in Guam to prepare for Japan’s opening. Dynamic strategies for the Japan launch were discussed, as well as specific product trainings, and certifications. This conference allowed dōTERRA executives to build long-term relationships with current and future leaders in Japan.

FUTURE: WHAT COMES NEXT?

Although dōTERRA is in its infancy when it comes to international expansion, growth is happening everywhere! There is significant growth in every market dōTERRA is providing services. We are committed to supporting this growth in a systematic and orderly manner, so that IPCs around the world can succeed in taking essential oils into mainstream society and improve the world in which they live.



Gregory C. Cook, Vice President Operations and International



IPCs from 16 countries and 5 continents attended convention in late 2011





FAVORITE PRODUCTS

DigestZen (Item No. 3103) "It changed our family!" -TAMMY

Peppermint (Item No. 3019) "It opens the airways and increases endurance." -TAMMY

Lifelong Vitality (Item No. 3421) "I love it! I believe in it!" -DAVID

Fennel (Item No. 4129) "Whether I need it or not, I like the taste of it." -DAVID



TAMMY & DAVE MILLER

"Be patient. Do something every day that will build your business."



BUSINESS TIP

"YOU MUST HAVE A VISION, something that you can look forward to, something that will prevent you from getting bogged down in the day to day. Set benchmarks that will help you get there."

Being employed in the commercial print industry, Dave Miller was exposed to a wide variety of business models. However, much of his work came from direct sales. In addition, several of Dave's friends were founding members of large, multi-level marketing companies. Despite being so closely tied to the industry, Dave and Tammy never had a desire to become involved. Dave explained, "After selling print options to people all day, I really wasn't interested in selling products to people all night."

Although they weren't interested, the Millers couldn't help but notice the lifestyle some of their friends enjoyed. While the family was staying in a friend's cabin in Montana, Dave had an epiphany. "I was trying to stand by the right tree in order to find cell service, clients can be demanding and I needed to stay in contact. It was at this time that I started to think that multi-level marketing might just be a good thing."

Dave and Tammy had been approached often about direct sales but it wasn't the right time or product. They knew about dōTERRA early on, and wondered how it could be successful. "I remember them having something like 17 oils, and thinking how is anyone going to build a business with that? People are



The Miller family in Pleasant Grove, UT

“This isn’t a six-month business. You wouldn’t choose to close your restaurant after six months. This is a long-term process.”

going to have a pantry full of the same products,” Dave said. However, that didn’t stop Tammy from accepting a few essential oils from a friend. The Millers were going out of town and she simply stuffed them into a bag.

Kaitlin, their daughter, had been suffering with digestive problems for nine years. While out of town, she realized that she had forgotten her medication. Kaitlin had a severe stomachache, so Tammy pulled the essential oils from her bag. She used the lavender and peppermint from the trio kit. “Ten minutes later, she was feeling better. We thought it was a fluke.” Tammy said. However, mother’s intuition made Tammy take a deeper look.

Tammy knew nothing about essential oils. She assumed that they could only be used if someone was ill. “I was like, ‘come on everyone get sick, so I can experiment.’ It was like my own little chemistry set,” Tammy said. Their initial knowledge was limited, but as they continued to use the essential oils the impact was the same. They wanted to learn more. They spoke with the dōTERRA executive team about the company and how it worked. They learned about the products, and finally, they agreed to do the business.

That decision was not easy. Dave had a full-time job that he needed to maintain, and Tammy was the full-time mother of four. They had a lifestyle to which they had grown accustomed and a couple thousand dollars a month wasn’t going to do anything for them. Neither Dave, nor Tammy could give up their current role, but they could do something each day to build their dōTERRA business. Tammy said, “I share dōTERRA if it comes up naturally in conversation. I’m not aggressive, but I am consistent.”

The Millers understand that this business takes time, especially when you choose not to give up on current pursuits. Dave said, “Really, three or four years is not that long. I have to laugh when after six months people want to give up because they aren’t where they want to be financially. This isn’t a six month business. You wouldn’t choose to close your restaurant after six months. This is a long-term process.” For the Millers, this is about helping people and obtaining the lifestyle that comes with owning a successful business. They are familiar with the company and the people it attracts, and that is something they want to be a part of.



Working with What You Have



We may look at new consultants and lump them into categories based on what we see, but the truth is that each of us has a unique story and diverse struggles. Each of us steps into this industry with a different level of business understanding and knowledge about alternative health methods. We may be business owners, stay-at-home moms, or unemployed due to today's economy. However, each of

us has an opportunity within the structure of dōTERRA to work with what we have. The advantage of owning your own business with little to no overhead is that you can make of it what you desire. You choose the outcome based on the hours you put in, the attitude you take, and the dedication to your team. There is no one to stop you from succeeding but you. Here is a consultant who understands firsthand the saying, "working with what you have." [AIMEE MCCLELLAN'S STORY>>](#)

I AM A REAL LIFE “SOCCER MOM” in the truest sense of the word. There is nothing extraordinary about me. My husband and I have been married for 20 years and we have five amazing children. Before I was introduced to dōTERRA, my time was filled with running kids to practices, PTA, volunteering at church, and all the necessary tasks meant to keep a household running. I have a bucket list of things that I want to do “someday” but haven’t found the time for yet.

When I was presented with dōTERRA, I was not looking for something else to fill my time. However, I became infatuated with dōTERRA essential oils. I knew they were better than anything I had been using previously. I couldn’t stop myself from sharing them. This of course, translated into me “doing the business” without even knowing it. I was teaching classes, talking to friends and strangers, and doctoring up kids on the soccer field, all while balancing the responsibilities of being a wife and a mother. My business grew and I was content to do dōTERRA ‘on the side,’ so to speak. I set goals to advance in rank, but I did nothing to push myself outside my comfort zone.

FINDING MY “WHY”

About eight months ago, everything changed for me. After a lot of careful consideration and prayer, we decided that my husband would take a job out of state. He would be moving to North Dakota, over 800 miles away, and the kids and I would be staying behind. I knew having him gone 3 weeks out of each month was going to be a challenge, but I had no idea just what I was getting into.



More free time for family ranks at the top of most IPCs’ wishlists.

A few months into this new arrangement, I found what I had been missing, my “why.” A reason to push myself outside my comfort zone, I wanted to build a business where I could work side-by-side with my husband. I wanted to create more family time.

COMMITMENT AND DESIRE

Fortunately, at the same time, Diamond Club was beginning. No matter how I spun it, both on paper and out loud, it seemed like the worst idea possible. I had no idea how I was going to make it all work, but I knew that I wanted it. I was committed to seeing it through. My circumstances were not ideal, but I suddenly had a desire that was not there before.

BEING HONEST WITH MYSELF

I could have waited until the next time around, when

No matter who you are, no matter what obstacle you think lies in your path. No matter how many other things you have that create demand on your time, if you can figure out your “why” then you can do this.

things in my life were calmer, but I knew that if I was to be honest that there would never be a perfect time. I have a friend whose mother used to tell her, “If you don’t want something bad enough, any old excuse will do!” I had a list of excuses—I didn’t have enough time for a business, I wasn’t business savvy. My kids were too busy, my husband was working out of town, and I didn’t have the help. There were so many people better suited for this, I didn’t like network marketing, and the list goes on. I had to decide to work with what I had rather than wait for some ideal situation that may never come. I could have sat back

content with making excuses and waiting, but instead my “why” propelled me forward.

My point is this, no matter who you are, no matter what obstacle you think lies in your path, if you can figure out your “why,” then you can do this. It won’t matter what unique circumstances you find yourself in. With desire and commitment, you can turn today into the first day of an incredible journey. I am so glad that I did! Every day I get closer to my goal. I WILL be a dōTERRA Presidential Diamond. I WILL have the family time that I want. I WILL spend every day working with what I have in order to reach my goals.



FAVORITE PRODUCTS

Lemon (Item No. 3012) "I keep it close. I love its many benefits."
-Rhonda

Frankincense (Item No. 3007)
and Peppermint (Item No. 3019)
"I place a drop of each in the palm of my hand and breathe it in. It is a great jump-start to my morning."
-Scott



RHONDA & SCOTT FORD

"If you are trying to do this business, then stop trying and just do it. Be persistent and consistent."



BUSINESS TIP

"THERE IS ALWAYS A SOLUTION TO EVERY DILEMMA, whether it's what oil to use, where to place a new IPC, what step to take toward building your business, down to something as simple as a misplaced order, with dōTERRA, there is always a solution."

"I was brought up in a family that was focused on health, nutrition, and living a healthy lifestyle," Rhonda said. "I was raised by a mother who found creative natural remedies to help her children stay well." Rhonda and her siblings learned about and experienced whole foods even before they understood the mechanics of walking. She rarely had white flour or sugar in her home and can remember a breakfast of fresh squeezed, hot lemon juice and honey. "Yes, I was starving and couldn't wait for lunch," Rhonda exclaimed. "However, without my mother's wisdom and experience, I would not be where I am." Rhonda's mother provided her with a base of knowledge from which to build.

Rhonda met Scott, her husband, in California where she had taken her first job teaching school. They moved often, living in five different states, before settling in Nashville, Tennessee. They had some great experiences and made amazing friends along the way. Rhonda counts herself lucky, not only does she have two beautiful, college-age daughters, who she describes as the joy of her life, but she's been married to her "biggest cheerleader for nearly 25 years."

Both Scott and Rhonda are familiar with the struggles of starting a successful business. Besides being a school teacher, Rhonda has been a realtor and



The Ford family in Mesa, Arizona

“Life is a marathon. How are you preparing for it? It takes time and work for our bodies to reach marathon condition. Our health is no different, by using dōTERRA products and making simple lifestyle changes we can condition our health for life’s marathon.”

a fundraising business owner. Scott has been a general contractor for nearly twenty years, but their dōTERRA business has by far been their most fulfilling and rewarding business venture.

Essential oils were not new to the Ford home. As a family, they had been using essential oils since the early 90’s. However, they noticed a difference when introduced to dōTERRA. “When compared to the essential oils we had used in the past, it was immediately apparent that the quality of dōTERRA was top notch,” Rhonda said. Despite this realization, the Fords drug their feet and did not become completely engaged in the business opportunity. It was not until their second year as consultants that they began to see the opportunity the company presented.

“It was slow going and we experienced many frustrations, but we did not give up. We were consistent in sharing the oils,” Rhonda said. With any new business venture there are struggles, but Rhonda is a fairly stable optimist. She believes that because she and Scott are so passionate about dōTERRA products, their excitement shines through when sharing. Rhonda said, “When people find you’re not so serious, but knowledgeable, they have a smile on their face and enjoy the presentation a little more.” The Fords feel that dōTERRA has provided them a vehicle worth smiling about, despite their struggles.

Their advice would be that if you are trying to do this business, that you stop trying and just do it. Their motto is “be persistent and consistent.” They, like others, have experienced moments of defeat. They realize that new consultants will want to throw in the towel more than once, and say, “this isn’t worth it!” However, the Fords feel that if you love dōTERRA products and fail to share that knowledge, you are cheating others out of an experience. “It is amazing that when you begin to share something personal, 90% of people respond with similar concerns. Share, share, share, you have nothing to lose, and so much to gain,” said Rhonda.

In their persistent efforts, the Fords have found that their previous knowledge and experience has better prepared them to aid others. They have worked to empower families as they educate them on natural health. Through their efforts they have seen changes in the lives of so many. These changes have not only been physical and emotional, but also financial. “It is wonderful to be able to share the possibilities that open up for people as a result of simple lifestyle changes. There is an alternative way to achieve health and financial security,” Rhonda said.

PRESIDENTIAL DIAMOND



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



FOUNDER

ANDY & NATALIE GODDARD

"Finding dōTERRA has changed my life. It has given me the passion to teach and empower everyone I meet to become a healer in their home." **JANYCE LEBARON**



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dōTERRA GLOBAL—CHRISTIAN OVERTON & MARK EWEN

"I have grown immensely and have seen lives transformed, since I began working with dōTERRA. I love dōTERRA not just for the health benefits the products provide, but also for the friendships I have developed and the positive impact I have made in people's lives." **ATANASKA ADAMS**



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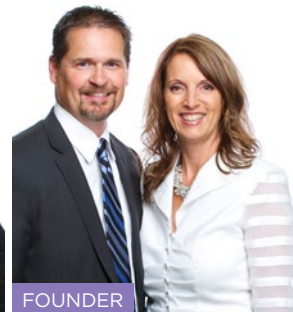


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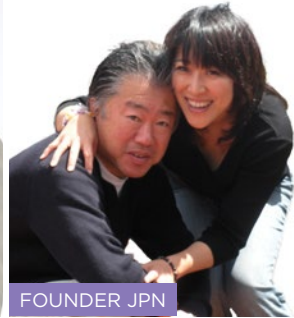
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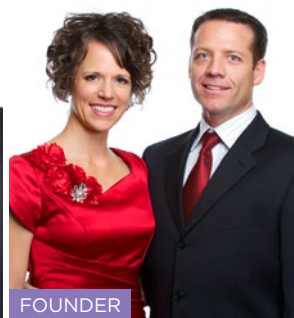
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"I love that I am empowered to help my children with essential oils! I love when they ask for 'oils please!'" MELISSA ZECH



ROD & JENNIFER RICHARDSON



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MARK & KAREEN CROSBY



VICTOR & AMANDA DARQUEA



LORI DAVIS

"I have been in this industry for over 10 years and dōTERRA is the first company I've seen that literally has it all!" DOUG OSMOND



JARED & MINDY DEGRAFFENRIED



CURT & TONIA DOUSSETT



AL GARCIA



VINCE & TERESA GARCIA



FOUNDER AUS

MAX & CHERI GARRETT

"The best part about dōTERRA essential oils is sharing them with my friends and family. I enjoy showing them a different way of life. I have seen so many lives change for the better. Thank you dōTERRA for bringing this opportunity to me and the ones I love."

SALLY HARVEY



DAREN & CRYSTELLE GATES

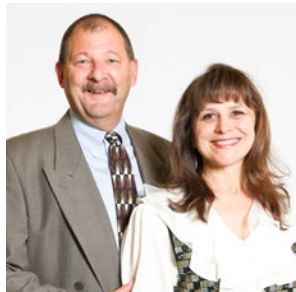


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RHONDA KAHALEWAI



DEBBIE KRAHN



JOE & AMBER KROPF



ANDREW LA TERRA

"It's hard to believe that three years ago I didn't even know what essential oils were, now I can't imagine my life without them. dōTERRA continually blesses my life and the lives of those around me." LISA LUKE



PEGGY LANGENWALTER



LISA LUKE



BRETT & BROOKE MAGLEBY



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



JOHN & PATTI MASON



AIMEE MCCLELLAN

"One of my greatest joys is receiving daily emails and phone calls about 'miracle moments' that others experience because we shared dōTERRA with them. It is truly the gift that keeps on giving!"

KARINA SAMMONS



ANGELA MOFFITT



CRYSTAL MOKATE



MICHEL & SWEELIN MONTANDON



RIYO OGAWA



SPENCER & LAURA PETTIT



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ROSS & CATHERINE ROGERS



KARINA SAMMONS

“Receiving a dōTERRA box on our door step is like Christmas. The oils, supplements, and the people we have come to know through dōTERRA, have changed the way we treat, heal, and view everything in our lives.”

SUNNY & BENJAMIN THOMAS



JULIE ANN SCOTT



KACIE SHOBER



RYAN & DANI SMITH



JIM & TAMMY STEPHENS



CHRISTINE STOLWORTHY



BILL & ERLEEN TILTON



BETTY TORRES-FORBORD



KATE WAGNER



JEAN WANG



MARK & TAMALU WATKINS



JOHN & KALLI WILSON



JARED & SHAREE WINGER



KRISTI ZASTROW

NOT PICTURED: Christina Gardner, Alison Mehio, Mary Lou Palmer, Robison Marketing, Teariki Saoyao, Lana Smith, Wei-Wu-Wei Business Trust

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