

# LEADERSHIP



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# Congratulations on Reaching Presidential Diamond

## Matt & Sara Janssen

ON THE ROAD, USA



### What were the biggest challenges you overcame on the way to Presidential Diamond?

We built our business primarily while traveling and living in a 40-foot motorhome with our three girls and two dogs. We had traveled this way prior to finding dōTERRA and knew it would be a perfect fit for building our business; however, it was not without its challenges! I didn't have a "real office" most of the time, but instead used the back of our minivan to conduct mentor calls and video trainings. Sometimes we would travel a long distance to teach a class, and no one would show up. We rebuilt our organization many times on our way to Presidential. There were times when we would have to take a step back and reevaluate what was truly important, but we never took our eyes off our goals of time freedom and financial freedom. We had a substantial amount of debt and were living paycheck to

paycheck. We were running on pure faith and didn't have a "Plan B." But when an obstacle presented itself, we found a way to keep going! We were able to hit Diamond in 6 months, Blue Diamond in 11 months, and Presidential in 22 months, and we attribute it directly to the heart connections we made with our Tribe while we traveled to them. It's been amazing to work alongside our leaders, and we could not have done this without their vision, love, and support!

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

Figure out who you need to become in order to step into this rank, and then set about that task vigorously! Do the personal development and steep yourself in gratitude every day. When you do this, you will naturally attract others who are doing the

same, and your team will flourish. If you're having a hard time envisioning yourself as a Presidential Diamond, just envision yourself in your next rank, and then the next. The tools and mindset you need will develop along the way in perfect timing. Surround yourself with successful people! Our most beloved dōTERRA friendships came as a result of our first incentive trip to Jamaica. Being able to "watch how it's done" was so valuable for us. We found out that Blue and Presidential Diamonds were normal people who had been doing dōTERRA a little longer than us, but that each of them had a vision bigger than themselves. They were all focused on loving people, serving others, and making the world a little better every day. We discovered that we already had what it would take to get to Presidential inside of us, and that it was just a matter of continuing to work hard.

### How do you and your spouse work together in the business?

Sara: In the first couple of years, Matt cared for the girls, did laundry, made meals, and supported me in everything I needed to do. As we worked toward Presidential, his role shifted into one of strategist and "master of the back office." He took that weight off of my shoulders so that I could function in my zone of genius, which is coaching, encouraging, and sharing oils. I love seeing him interact with our team because he brings fresh energy to each situation.

### How have you learned to balance running your business and taking care of your family?

We have a unique situation in that we've all been home full time since the start of our dōTERRA business. We started traveling that very first summer (June 2014) and have never looked back. We are together 24/7, as we also homeschool the girls. I have scheduled work hours during the week so that they know when I'll be on calls, trainings, etc. That's the best thing about dōTERRA—you can run this business from anywhere in the world, while still spending time with family.

### Some people don't want to reach Presidential Diamond because of how hard and stressful it seems. What are the benefits of this rank? Why should someone want to reach it?

All ranks have their unique challenges and times of growth. But as a Presidential Diamond, when something comes up that requires my attention, my first thought is, "I've got this—no worries." When we were at the other ranks, I was still finding my way. As time goes by, you learn who you are as a leader, how you interact with your key leaders, what to focus on, and what you can let go. Presidential is a beautiful place to be because you get to see your leaders step into their own roles and watch them fly! Our absolute favorite part of this is watching our leaders' lives change before our eyes. There is nothing better!

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

The freedom that dōTERRA brings is something that we can't keep to ourselves! As our team grows and we see countless lives changed, there is no way that we could stop offering this opportunity to everyone. As we continue to travel, now in our 28-foot Airstream, we come across people every day who are hungry



for change. They want change in their health, in their finances, and in their family life. dōTERRA can help with all of that.

### How has this business changed your life?

Before finding dōTERRA, there never seemed to be enough money or time for all of the things we wanted to do. We made it work, but there was always stress and worry. We caught the vision of what dōTERRA could truly provide for our family and for those we knew, and we jumped in and never looked back. I cannot imagine what our life would be without this incredible company. The relationships and friendships we have now have changed our life. The people that this business brings across your path are the best part of it all, and as you work together to carry light out into a darkened world, you see just how powerful a few passionate people can be. 💧

## Congratulations on Reaching Presidential Diamond

# Nate & Dana Moore

RACINE, WISCONSIN, USA



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

It all starts with belief. I don't think we doubted for a second that we could do it—you cannot underestimate how powerful your thoughts are. We got to Presidential Diamond by taking it one step at a time, one enrollment at a time, one class at a time. Being consistent with the activities that you know work, coupled with belief, will bring success.

### What were the biggest hurdles you overcame on the way to Presidential Diamond?

There are specific hurdles at each rank. The key is to skill up every time you encounter a hurdle. When it came to hitting the rank of Presidential Diamond, we needed to facilitate a huge team effort and collectively lead our qualifiers to their goals. It required us to skill up as leaders. If you are not fully committed to personal growth, then hitting the rank of Presidential is not

possible. Each time you need to skill up, you need to look in the mirror, examine where you lack, and be willing to change.

### How do you and your spouse work together in the business?

Nate and I really enjoy working together—although it was a big adjustment at first. I definitely needed him to continue to grow our business and balance all the demands of the family. The

**How have you learned to balance your business and your family?** To stay in balance, we need to make constant, calculated adjustments. Here are my favorite tips for achieving sanity in the home while continuing to grow your business:

**1 A season of growing your business requires focus,** but if your life is full of little distractions, it can steal from your ability to focus. Saying no is a powerful habit for establishing healthy boundaries.

**2 Do not mix work time and family time.** I have set work hours and set family hours—and in seasons, work has gotten more hours, specifically when we are pushing for a new rank. In other seasons, we have given more attention to our family.

**3 Be kind to yourself.** We aren't superheroes—we are humans, and we have limits. Let go of some of your ideals for a season. To expect to launch to heights like Presidential while maintaining all of your normal responsibilities is not possible.

combination of it all and the pace we were growing was too much for me to handle alone. Nate quit his job just before we hit Blue Diamond. We quickly figured out that it would be best for me to continue teaching, enrolling, and training. Despite being very gifted with people and passionate about health, Nate filled some behind-the-scenes gaps. Nate now primarily runs our tools business and handles our personal and business taxes, budgets, investments, etc. We aren't one another's "boss," but we partner well, and we are both vital to the success of our business.

### Some people don't want to reach Presidential Diamond because of how hard and stressful it seems. What are the benefits of this rank? Why should someone want to reach it?

There is a level of amazing responsibility that comes with the rank of Presidential Diamond. To whom much is given, much is required. The benefits of Presidential Diamond are so numerous, but for us, the main benefit is that we earn much more than we need and are able to give generously. Nate and I have bankruptcy in our history; we understand what it means to have major financial stress. The stress we have now is a responsibility that we rise to, not run from. We have over 20,000 people in our organization, and although we didn't enroll all of them, the fact that we said yes to this opportunity and put our heart and soul into it means we have some level of connection to the health of thousands of families.

### How has this business changed your life?

This business has changed our lives in every way. Before dōTERRA, I was a stay-at-home mama with a lot of gifting that wasn't being used. The unused energy began to take root in discontentment and frustration at times. When we started with dōTERRA, the gifts I had ignited and surprised us both. It was an incredible mindset change. We understood residual income and the opportunity that we were given—and that changed the way we thought about our family, our dreams, and the impact we could have on the world.

Now we co-parent. Every morning we have breakfast as a family, see our kids off to school, hit the gym, and dive into our business—together. Our kids have time with both mom and dad; it's an invaluable gift that we wouldn't trade for anything. We also have time freedom that still astounds us.

### Do you have anything else you would like to add?

I often think we can dismiss the situations in our lives as coincidence; however, as we reflect on the past few decades, we can see the hand of God in our lives, preparing us for such a time as this. There have been countless challenges that have caused us to go face-to-face with choosing defeat or choosing to find victory, even when it seemed to be nowhere in sight. As we look back, our life choices have all led to this opportunity. But to think this is the end would be naïve—this is just the beginning. We are so excited to continue to say yes to a life that challenges the status quo, that breathes authenticity, that does brave things, and that ultimately pours out for others. Thank you, dōTERRA, for an opportunity of a lifetime. 💎

## Patrick & Kathryn Brown

CHARLOTTE, NORTH CAROLINA, USA

# SHARING FROM THE START

How many Wellness Advocates can say they started building before they enrolled? Kathryn Brown can. When she was introduced to dōTERRA, she was already familiar with essential oils, as well as herbal remedies and natural solutions. She recalls, "I did a lot of research into ethical and sustainable sourcing practices, as well as third-party testing practices for various essential oil companies. I was impressed that dōTERRA was the only company that met all of the sourcing and testing requirements I had learned about in my clinical herbal classes."

When Kathryn decided to commit to dōTERRA, she dedicated herself to sharing the product and the business from the beginning. She and her husband had been struggling with under- and unemployment, and from her studies in finance, Kathryn understood the powerful potential of residual income. She says, "I was tired of orienting our lives around the need to make money at the expense of so many other things that we valued." dōTERRA represented an opportunity for Kathryn to bring a new level of financial freedom to her family.

Kathryn has always felt the need to share what she is passionate about, especially if it can benefit others. She immediately began explaining the benefits of the oils to those she encountered, even before she

"I don't just sell oils. I meet felt needs and provide people with hope for their impossible or routine health and financial concerns."



enrolled. dōTERRA incorporated easily with her existing herbal practice. Kathryn explains, "I want to be a resource for people and truly give them my best. That frequently involves a dōTERRA product, but sometimes it doesn't, and that's okay. When I show up to serve regardless of immediate personal gain, good things come back to me."

As she has shared dōTERRA with others, Kathryn has attracted a unique team. She is dedicated to running with her team, not ahead of them. "I truly want to raise up other superstars more than I want to be one myself." Kathryn strives to help each member of her team find their own strengths and allow them to find success in their own way.

In addition to building up her team, Kathryn is also committed to building for her family. Patrick's work took them from the community they loved and where they wanted to raise their kids. This was unsatisfying to them, and they both saw dōTERRA as a way to orient their lives around their values instead of their need for income. Kathryn's original Why was to allow their family to live free from the stresses of financial problems so that they could choose where to make their home. Patrick is now able to pursue his career with the Air National Guard in traditional duty status, and has been able to come home from his full-time job to spend time with their family. They no longer worry about uprooting their lives due to a lack of money. "dōTERRA has given our family the possibility of stability, and my current Why is about our family receiving that gift and learning to thrive in new ways with the time freedom we've received."

As she reflects on the changes in her life since she began building her business, Kathryn feels blessed to see the positive impact on her family, her finances, and her personal development. Looking to the future, she is eager to continue sharing the benefits of dōTERRA.



"I realized early on that if my qualifiers reached their goals, I would surpass my own wildest imagination. Right then and there, I decided to forget about my goals and just help them make theirs a reality."

## THREE ESSENTIALS

**1 SIMPLICITY.** "Keep it simple. Tell everyone about this amazing new thing you're experiencing; don't over-rely on systems and programs. Your authentic love for the oils and passion to see lives changed will be more attractive and powerful than any beautifully printed material or rehearsed speech."

**2 DUPLICATION.** "This is the most powerful way to expand your impact on the world. Think of duplication beyond the desperate need to 'find your builders.' Instead think of who can take your vision and message, and expand it beyond your personal sphere of influence. That is meaningful duplication."

**3 FINANCIAL INTELLIGENCE.** "Take the time to understand the power of creating a cash flow asset and how to leverage the dōTERRA compensation plan to that end. If you understand the difference between building a pipeline and hauling a bucket, and if you understand the compensation plan, it will significantly impact the way you build your business."

“Doing the basics of the business is the single reason I reached Diamond. I never stopped teaching and enrolling.”



NEW dōTERRA DIAMONDS

## Wilbur & Jessica Andrews

CLIFTON HEIGHTS, PENNSYLVANIA, USA

# FREEDOM TO SHARE

Jessica Andrews advanced from Gold to Diamond in one month—skipping the rank of Platinum and propelling her business forward in a way she didn't expect. Her journey with dōTERRA as a whole has been one she didn't foresee. When she was introduced to dōTERRA in a small Facebook group a few years ago, she didn't plan to build a business. However, once Jessica tried using the oils for her family's seasonal issues and experienced impressive results, she couldn't resist sharing.

As she has shared the oils and built her business, Jessica's Why has evolved. She explains, “At first, I wanted to simply cover my new oil addiction. Then I wanted to pay some bills. Then I wanted to replace my income and quit my job. Now I want to bring my husband home from work; I want to give him the opportunity to do something he loves.” Jessica is grateful for her husband's ongoing encouragement and advice, as well the support of her family, friends, upline, and downline.

Jessica's family has always been at the core of her purpose. She loves being able to support her children's health with the oils, and she is passionate about sharing this opportunity with others. “I want everyone to have these oils. They are truly life changing! I love empowering other moms with natural solutions. It is so empowering to be able to help your children with something natural in a world full of toxins and chemicals.”

Another powerful motivation that pushes Jessica forward is helping her leaders reach their goals. She says, “I feel like a proud mama when they succeed and reach their goals.” One unique aspect of Jessica's team is that they are largely local. Her frontline leaders all live within 20 minutes of Jessica, and her close-knit “Freedom Tribe” is located nearby as well. This has presented both advantages and challenges for Jessica in building her business. “I had thought about doing Diamond Club in the past, but I could never qualify because my team and our customers are all extremely close to home. I would love

to expand my team through the US, but there is something so great about having my team right here!”

As Jessica looks forward to her next goals in building her business and expanding her team, she is amazed at all of the changes dōTERRA has already brought to her life. One of the biggest is the birth of her second son, Jonathan. She explains, “In my previous job, my husband and I felt we couldn't afford another child with our combined income. Between the cost of daycare and school tuition, it would have been an extreme stretch. Now, not only can we afford two children, but I get to be home with the baby as long as I want and enjoy time with my five-year-old, who will start kindergarten in the fall. This is just one of the many examples of freedom I get to experience because of this business.”

With a passion for sharing the benefits of the oils and the freedom brought by the business opportunity, Jessica is eager to see where her future in dōTERRA takes her.

## FOLLOW-UP TIPS

### SHARE FROM THE HEART

“Be genuine and share from the heart. I truly believe these products can help people. When you share from a place of love, people will trust you.”

### ASK IN ADVANCE

“I end conversations by asking if it's okay if I follow up in a few days. This way I already have permission to follow up, and they are expecting it.”

### SPARK A POSITIVE ANSWER

“I like to follow up by asking, ‘What is your favorite oil?’ This opens up a positive answer and leads to a positive discussion.”

### HELP PEOPLE USE THEIR OILS

“Most customers won't open their oils and use them without some education and guidance. If I don't follow up, their money is wasted and their oils collect dust.”



## Betty Magill

SMITHFIELD, PENNSYLVANIA, USA



# NATURAL POWER

“If someone loves the oils and is already thinking about how to help others with the oils, they usually turn out to be good builders.”

As a naturopathic doctor, Betty Magill had built a successful practice without essential oils. When she was first introduced to using oils in her practice, she used a different brand, but Betty’s friend encouraged her to look into dōTERRA. Betty attended a class taught by Jen Frey, and when Betty performed an electrodermal screening to test the efficacy of the oils, she found that the dōTERRA oils scanned at an efficacy rate six times that of the other brand. Even now, people bring different brands of essential oils to Betty, and none scan at a rate equal to dōTERRA oils. During the class with Jen, Betty also learned much more about essential oils and decided that everyone needed to learn about them.

To help more people learn about the benefits of oils, Betty scheduled several classes with Jen. When she received her first check in the mail, she realized the income potential that dōTERRA holds as well. She says, “Some people who come to me can’t afford the treatments or supplements I recommend. I thought that with dōTERRA, I could teach people

how to earn money so they could afford what they need. They can then afford to become healthier.”

As she has learned more and built her business with dōTERRA, Betty has become even more passionate about sharing the products with others. She explains, “Everybody needs the oils and supplements. As a naturopathic doctor, I have seen the power and potential of natural solutions, and there is nothing better I can recommend than dōTERRA.” Betty is dedicated to sharing these possibilities with everyone she can.

Throughout her journey, Betty has been supported by her family. Her husband, three daughters, and three sons have encouraged her the whole way, and when Betty understood the earning potential of dōTERRA, she especially recommended it to her daughters. She says, “dōTERRA gives them the opportunity to be stay-at-home moms but to also have a business. I believe in putting family first, and the beauty of dōTERRA is that you can do the business while still being

home with your children.” All of her children are finding ways for dōTERRA to work in their lives, and one of her daughters, Rachel, helps Betty build her business. Together, Betty and Rachel teach classes and have completed Diamond Club.

Even with Rachel’s help and the support of her family, reaching Diamond hasn’t been easy. Betty and Rachel regularly evaluate which of their team members need help, and they traveled to one of their teams in Ocean City multiple times to help them build. However, that team ultimately fell apart, and Betty and Rachel are now helping the leader in that area to rebuild with new leaders.

As she helps her leaders learn to build and lead, Betty keeps in mind her core Why—to help others improve their wellness. “The oils change people’s lives now and in the long run. dōTERRA helps people every day. I’m passionate about empowering them to help themselves and their families.”



“I believe God has raised up dōTERRA to help His people with their health concerns. Because of the superiority of the products, the care and concern of the leaders for others, and the cutting-edge business plan, dōTERRA is providing help to many.”

## dōTERRA NECESSITIES

1

**HELP YOUR LEADERS BUILD.** “Teach them how to teach classes. Teach them how to sample. Teach them how to build and lead. Hold their hand for as long as they need to be guided, but slowly and surely move away to allow them to take the reins for themselves.”

2

**GIVE TAILORED SUPPORT.** “My philosophy is that supporting your team shouldn’t be a canned approach. Tailor the basic principles to each person. Talk to them and see how much they need you. Tailor your support to what kind and how much help that person needs.”

3

**HOLD MONTHLY EDUCATIONAL MEETINGS.** “Hold an educational meeting at least once a month. It’s key for people to know how to make dōTERRA an everyday lifestyle. These oils aren’t for use only when you have a health concern—it’s a lifestyle to improve the health of the whole family.”

## Gabriela Häußner & Christian Neudel

EUROPE

# New Opportunities

**“My Why is freedom—being free to choose what I will do in life, when I will do it, and with whom. I want to help those who want to be helped.” —Gabriela**



“This is the fairest way to place a product, and it can be a major life changer. In this type of business, everybody has the same fair opportunity. It’s up to you!”

However, Gabriela didn’t start out with the business; she started with the oils. Gabriela’s first experiences with the oils were so positive that she was surprised. As she learned more about the company, she was even more impressed. “The founders of dōTERRA are unique. They’re well experienced and have an outstanding amount of knowledge, but they also have heart. They don’t let ego get in the way.”

Gabriela’s initial interest in the essential oils has proved to be beneficial as she now builds the business. She loves sharing her experiences with others as she introduces them to dōTERRA. She says, “Having your own experiences with the oils leads to real success stories, and these are ultimately exactly what people want to hear.” As she moves forward, Gabriela is committed to continuing to share the benefits of dōTERRA with others. She especially enjoys seeing her team advance, and she is excited to share her success with them. “I believe we are at the beginning with dōTERRA. There are so many people waiting for

**A**lthough they live hours apart in different areas of the country, business partners Gabriela Häußner and Christian Neudel are committed to the same goal: sharing dōTERRA.

When Gabriela first heard of dōTERRA, she was intrigued by the product and the opportunity. She had previous experience with network marketing, and she loves the industry. She says,

## KEY DIAMOND ACTIONS

**Be patient and consistent.** “Do something every day for your business. Constant work is essential; success is a report on your consistency. You must have a vision for you and your loved ones, and then be patient and work on it every day.” —Gabriela

**Let people smell the oils.** “One sharing tactic I have found to be most effective is the art of letting people smell the oils. This is my key. I know that after they have smelled the oils, they will be open to an explanation of the oils and their effects.” —Christian

**Be genuine.** “As a leader, I have remained completely human and authentic. All of my knowledge is from my life experience, not from statements created by others. That makes a big difference.” —Gabriela

**Make an investment.** “New builders must understand that this business is an investment. You must be willing to invest about 3–5 years to reach a rank like Diamond. It isn’t the speed that’s important—it’s the stability.” —Christian

us to tell them about the products and lifestyle that dōTERRA offers.”

Christian is also passionate about sharing the benefits of dōTERRA with others. He says, “My Why is to share a product that everyone needs. When I was introduced to dōTERRA, I was completely surprised at the benefits of the oils.” From his initial experience with essential oils, he saw their power and wanted to better understand them. He immediately started using them in his family and noticed great results.

Now, Christian’s family loves using the oils. “We use the oils every day. It has become a beautiful family ritual.” Christian’s wife, as well as their children, use the oils for a variety of purposes, and their nine-year-old daughter even shares the oils at school. His wife also helps him with the business—supporting him when he travels, providing the AromaTouch® Technique, writing blog posts, offering consultations, and more. Christian is grateful to have her help and support throughout this amazing journey together.

In addition to the health support they gain from the oils, their success with dōTERRA has also given Christian and his wife greater financial freedom and time freedom. Christian explains, “It has



changed our family’s health. We have pure, natural solutions right in our hands. The business has given us financial freedom; I can travel to wonderful places,

I meet great people, and I can arrange my retirement with dōTERRA. What is more beautiful than this? I can enjoy all of this with my family.”



# DIAMOND CLUB



**The top winners from Diamond Club had the unique opportunity to accompany Emily Wright on a sourcing trip. As part of this trip, each winner was able to visit dōTERRA partner growers and distillers to see firsthand how the oils they share are changing lives from the moment the seed is planted. Some of our most recent winners shared their experiences from the trip.**

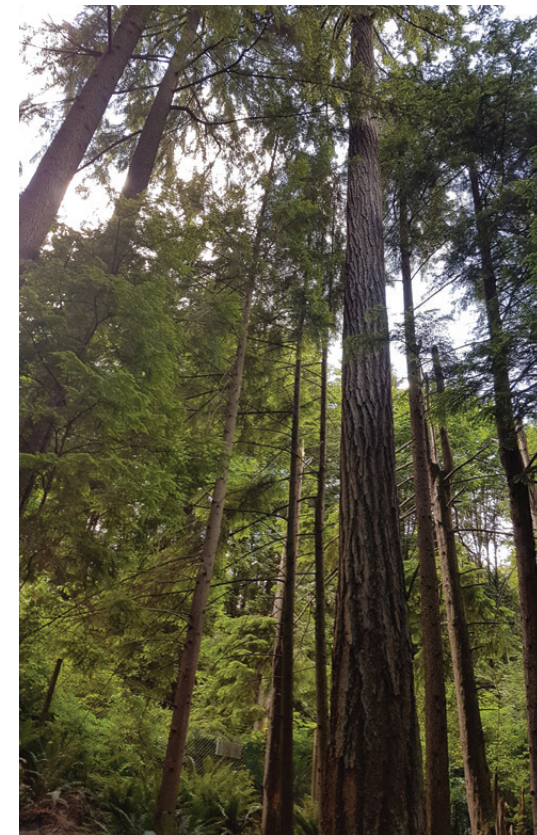
## USA

“This trip changed everything for me! It set my understanding of the oils, the distilling process, and the heart of our growers at a whole new level. Having the time with Emily Wright, with her speaking truth and hope into me at such a personal level, was a gift of its own. I now have relationships with 99 other Wellness Advocates that have become lifelong friendships. This experience was worth every ounce of effort put into Diamond Club.” *-Jessica Stapf*

“This trip allowed for bonding with Wellness Advocates like no other. Seeing the process by which oils are extracted from the plant was awesome, and talking with the farmers was priceless. Plus, where else can you perform karaoke with Emily Wright?” *-Rui Santos*

“We were each given a bottle of Spearmint essential oil distilled before our eyes that day. When I open the bottle and smell the distinctive aroma, I am reminded of the friendships I made and the ever-increasing confidence in dōTERRA and its products that was

# SOURCING TRIP HIGHLIGHTS



instilled in me on this sourcing trip. I witnessed firsthand not only the quality and integrity of dōTERRA products, but also the quality and integrity of the company’s leading Wellness Advocates and Leadership Team. My life is forever changed, all over again, by dōTERRA.” *-Kathy Cordell*

## Canada

“The Diamond Club sourcing trip was beyond amazing. Such a unique opportunity to connect intimately with what is now one of my favorite essential oils: Arborvitae! From the distillery tour,

connecting in a social setting with like-minded leaders from Canada, to personal time with Emily Wright, there is no way to put a nominal value on this trip. A memorable, once-in-a-lifetime trip that was simply incredible.” *-Dawn Jenkins*

“I was grateful to be able to attend the Diamond Club sourcing trip. It was my most amazing dōTERRA experience to date for many reasons. To be able to see the magnificent Arborvitae trees and learn about the sourcing was a once-in-a-lifetime opportunity. My favorite part of the trip was bonding with other

amazing, passionate dōTERRA leaders. We laughed, cried, sang karaoke, and stayed up late into the night, bonding and sharing our tips and strategies. I made some lifelong friends, which made the results of my Diamond Club journey even sweeter.” *-Wendi Kohler*

“The sourcing trip was a fantastic moment to get to know other wonderful leaders who share the same vision and passion. My beliefs in this heart-based company have been raised even more so.” *-Marie-Kim Provencher*

## Darnie Ewart

WICKHAM, NEW SOUTH WALES, AUS

# The Confidence to Make a Difference

“I have found my calling, and anyone who cares about people can do this.”

Darnie Ewart was introduced to dōTERRA by her best friend and bridesmaid, Jodi Naylor. At that point, Darnie had no idea how important that moment would be in her life. She had always loved diffusing essential oils, and while she was immediately impressed by the strength and purity of the dōTERRA oils, she didn't know she would discover so many more uses for them.

Because Darnie has always been interested in natural solutions, she jumped right in with dōTERRA. Although she initially had a negative view of direct sales, that quickly turned around as she noticed Jodi's success. Jodi has always been one of Darnie's greatest supporters. Darnie says, “I am eternally grateful for

Jodi. She saw in me what I did not have the confidence to see in myself.”

At first, Darnie was uncertain of herself and her ability to be successful in the dōTERRA business. As she trusted what Jodi saw in her, she grew in self-confidence. “I have struggled with self-worth all my life. I have never been more proud of myself, and I see this opportunity for so many other men and women.” Now Darnie is committed to sharing dōTERRA with as many people as possible.

In addition to the ongoing support of Jodi and her husband, Mark, Darnie feels blessed to have the continual encouragement and help of her

partner, Steve, and their children. Darnie's family is a big part of her Why. While her Why is multifaceted, one of Darnie's goals is to allow Steve to fully leave his job and be at home with their family. She is also passionate about providing herself, her family, and others with an optimistic health future. Her parents have struggled with several health issues, and Darnie hopes to provide health support with natural solutions through dōTERRA.

Furthermore, Darnie is dedicated to empowering other women. She explains, “To me, being a mother and housewife is the most important job in the world. I want to empower these women to know that they can also

improve their lives in all aspects. If I can do it, so can they. My advice is not to worry about the negative influences in your life; they don't always have your best interests at heart. Know that you are enough.”

Overall, Darnie is passionate about making a positive impact. Reflecting on her dōTERRA journey, she says,

“Nothing will stop me now. I know I can make a difference in the world. If I can inspire just a few people to do what I'm doing, I will be happy!” The change in her life from before dōTERRA, when she worked a monotonous job she didn't love, to now, as she shares with true passion, is simply incredible to her. “Everything is so optimistic. My

heart is full of happiness and passion. I'm going to be financially free, and I'm looking forward to doing charity work with abused women in my local town. Knowing that so many others on my team will also have such an amazing life makes all the challenges I've overcome worth it.”



“My heart is so full, knowing that I am now helping countless families be empowered to improve their health and also be on a path to financial freedom.”

## MOTIVATE YOUR TEAM

### INCENTIVES

“I use incentives to motivate my builders. I also do special incentives in areas where I need growth.”

### TRAININGS

“We run monthly business training sessions, and I also have smaller business meetings for new builders.”

### SUPPORT

“I am always here for my team. Don't assume that your team doesn't need your help; be there for them at every level.”

### EVENTS

“Events really help your team to feel a sense of community and belonging. They really change your team's level of interest.”

## Joanne Ling & Tracey Fry

ORMEAU, QUEENSLAND, AUS

# IN IT TOGETHER

When Joanne Ling and Tracey Fry first tried dōTERRA essential oils, their initial reaction was “Wow, these are strong!” As sisters who run a successful food blog called Sistermixin’, they simply wanted to experiment with the oils in their cooking. While looking for pure, high-quality, food-grade oils, dōTERRA came up again and again in their research. After more than a year of using the oils only in their cooking, Joanne used another essential oil from their kit for her daughter, who was experiencing a temporary health issue. The positive results surprised her, and she and Tracey decided to begin using the oils for health support as well as cooking. They recall, “We, of course, fell in love and decided to start sharing the oils with our blog audience.”

As Joanne and Tracey began to see the difference the oils made in their families’ lives, they were excited to share dōTERRA with others. The Fiji incentive trip motivated them even more, and they decided to go for it together. They won the grand prize and haven’t looked back as they work to share dōTERRA with as many people as possible.

Because they started their dōTERRA business through their blog audience, Joanne and Tracey’s following is largely online. This has led them to find solutions to keep their team connected and informed, including email series, Facebook groups, and more support via social media. However, Joanne and Tracey haven’t allowed the online

nature of their business to get in the way of their goal—to help others. “It’s never about ‘selling the oils.’ It’s about sharing and finding a possible solution for the person you are sharing with.”

The Why that keeps Joanne and Tracey motivated through it all is their families. They explain, “We strive to live as additive-free as possible. This started with food, but over time, it has moved on to include our body and cleaning products. Our motivation is our families—allowing them to live in a home free from as many toxins as possible and to be the best version of ourselves we can be.” As they work to support the wellness of their families, Joanne and Tracey are grateful for constant encouragement from

“There is no competition in our team—we bring each other up, we share ideas, and we work together.”



“When you are passionate about what you do, that radiates and shines all around.”



their husbands and children. They have found immense support in Rebekah Barlow, their team, and their personal business coach. Whether they are looking for answers to questions or moral support, Joanne and Tracey choose to surround themselves with others who are positive and uplifting.

With the impressive results they have seen in their own families, as well as the financial blessings from their business, Joanne and Tracey remain committed to sharing the benefits of dōTERRA with other families. “We honestly believe that if every home in the world had essential oils, it would be a different world. Just be true to yourself—trust who you are and what you do. Don’t let anyone tell you that you aren’t worthy of this, because you are.”

## ESSENTIAL DIAMOND STEPS

- 1 Set a goal with a timeframe and a deadline, write it down, and keep it in front of you.
- 2 Work out how you’re going to meet that deadline, including the number of classes, enrollments, and builders you will need. Have a dedicated plan and stick to it.
- 3 Share, share, and share again. Consistency is key!
- 4 Surround yourself with people who bring you up, not down. And be your own support crew!
- 5 Be comfortable trying new things that might scare you. The magic happens when you’re outside of your comfort zone.
- 6 Accept that you may fail—everyone does! Learn from your mistakes and keep going.
- 7 Always work on self-development, whether it’s from YouTube clips, training sessions, dōTERRA trainings, webinars, books, seminars, etc.

## Meaghan Terzis

LONDON, ONTARIO, CAN

# A New Path

After facing a serious health concern, Meaghan Terzis was looking for a new direction for her health. She wanted to improve the way she cared for herself and her family, and that was when she was introduced to dōTERRA essential oils.

While she had a negative view of network marketing from past experiences, her introduction to dōTERRA was completely different—and entirely positive. Meaghan recalls, “When I purchased my first starter kit, I sat down with a good friend, and she shared from the heart and really helped me

to understand the oils. I bought them because I had a health concern and these oils were giving me a solution. I had no idea dōTERRA was a direct sales company. I loved the experience I had, and I knew when I was ready to grow my business that I wanted to give people the same experience I had.”

Meaghan was a pleased product user before she decided to grow her business. She explains, “I was looking for something. My kids were going to school full time, and I was

searching for that perfect thing that was going to fill my cup and really help empower others.” She found that in dōTERRA.

Just as her friend initially helped her find solutions for her health concerns through dōTERRA, Meaghan is committed to helping others through the oils. Meaghan worked in the dental field and the fitness industry before starting her business, and her passion has always been to help others better care for themselves. She says, “I love connecting and helping others. I have so many Whys, but one of the greatest is that I love being able to help people. I have always wanted to inspire people to be their best selves and to help them take care of themselves.” In addition, Meaghan is motivated by personal and financial goals as she continues to build her business.

Meaghan loves the changes she has seen in her family thanks to dōTERRA; her entire family uses the oils for daily support. Her husband is a dentist and works at the dental practice they run together, and Meaghan is grateful for his constant support that enables her to build her dream. She has also found great mentors in her upline and feels blessed to have their insights and encouragement.

Now that she has reached Diamond, Meaghan has greater goals in mind. She says, “I saw myself as a Diamond from day one. I printed off a diamond, put it on my vision board, and always knew I would hit it. Now my goal is to keep doing what I’m doing—inspiring people, holding classes, sharing, and helping people. My advice is to never give up. You’ll have good days and bad days, but never give up.”

“What other business allows you to be your own boss, work your own hours, take your kids to school and pick them up every day, and have financial freedom—all at the same time?”



## THREE STEPS FOR SUCCESS

### 1. LOVE THE OILS FIRST

“Fall in love with the product first, and then go from there. If you take advantage of all of the resources available, you can be successful in this business. Reach out to your upline and other mentors.”

### 2. HELP NEWCOMERS

“When someone first enrolls, I send them a nice welcome email. I make sure they are plugged in to support groups and the oil community. I also set up a welcome call to help them create a game plan for using their oils.”

### 3. SHARE THE DIFFERENCE

“When I first share the oils with someone, I love to point out the importance of dōTERRA and how unique a company it is. I point out that our products are tested and that we have access to the test results.”

“THE PERSONAL DEVELOPMENT YOU EXPERIENCE IS INCREDIBLE. dōTERRA HAS MADE ME A BETTER FRIEND, A BETTER WIFE, AND A BETTER MOTHER.”



# Kelly Mallinson

SURREY, BRITISH COLUMBIA, CAN

## THE RIGHT FIT

When Kelly Mallinson was first introduced to dōTERRA essential oils by her lifelong friend, Sarah-Jane Pepper, Kelly wasn't at all interested in starting a business. In fact, she didn't even like the smell of the oils at first! However, Kelly wanted to support her friend, so she purchased a Family Essentials Kit. Even after she saw incredible results with using the oils on her four children, Kelly remained adamant that she did not want to start a business.

Kelly hosted her first class a few months later after hearing about Sarah-Jane's financial success in the business. Nine people enrolled at her first class, and Kelly hit Silver only a couple of months later. She has been impressed with the dōTERRA business model since she first started learning about it with sincere interest. Kelly says, "I thought you had to get in early with a company to be successful in network marketing. I had no idea I could do well at something like this, but having natural solutions has always been important to me. The passion was a fit for me, and I haven't taken a break since."

From the beginning, Kelly has seen herself reaching Diamond. She recalls, "Especially after I hit Silver, I knew I was going all the way. I just chip away at it every day." She is grateful for her family's ongoing support as she works daily to build her business. Kelly's husband, Chris, has a background in medical sales and helps her with organization, strategizing, and learning how to motivate people. Their children are still young, but they share in the ways they can—inviting their friends' parents and their school teachers to attend Kelly's classes. Kelly feels incredibly blessed to have the support of her mom, husband, and children, which has kept her going through it all. She wouldn't have been able or wanted to do it without them!

For Kelly, the key has been to never give up. She says, "I don't give up on anyone. I don't want to be pushy, so I'm gentle, but I always go back to them if they've said no. Don't forget about anyone. Even if someone enrolled and then cancelled their LRP, don't write them off. They might still want

the product." Now, as she works on building her team, Kelly reminds them to "keep on swimming" and to be persistent when challenges arise.

While the financial opportunities of dōTERRA motivated Kelly at the start, she now has a broader vision of what her business means. She explains, "I want to help empower other people to help their families. The beauty of dōTERRA is that you're helping people while you're helping to build your own financial freedom. I never have to trick anyone into joining the business—we are genuinely helping others."

As she reflects on the changes dōTERRA has brought to her life, Kelly feels grateful for the opportunity she has to help her family and others. She says, "Our family's life is busier now, but we're also healthier, and we are in a better financial situation. We've made so many friends; we're part of a community dedicated to empowering people. It's an amazing feeling to be able to help so many families."

**"You really need to believe. Believe in the product, and believe in yourself that you can do it."**



## WORDS OF ADVICE

### DON'T GIVE UP ON ANYONE

"Keep sharing. If you shared with someone a year ago and they haven't said yes yet, don't give up. Give them a break, but keep following up. They might be ready at a later time."

### ATTEND EVENTS

"Attend as many dōTERRA events as you possibly can. These promote a sense of belonging to something bigger and greater than yourself. This is a worldwide community."

### FIRE YOUR UPLINE

"Don't depend on your upline to do everything for you. This is your business, so treat it that way. You won't hit Diamond if you expect your upline to do the work for you."

Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.

# Leader

Lassen Phoenix & Bryan Huddleston  
*Blue Diamonds*

You asked, they answered. We took your most pressing questions about the business and asked one of our top dōTERRA leaders for their advice from their years of experience.



**When introducing people to the products, how do you explain the difference between dōTERRA oils and other essential oils?**

When we were introduced to dōTERRA, we already had a few oils from other companies, but we intuitively knew something was different about these. It was more than the scent—it was something we felt. We had our own experiential clarity that proved stronger than facts ever could, bringing lasting certainty that has assisted us in sharing.

We have incredible information to scientifically back up why dōTERRA oils are the purest and safest. Not only can we explain the third-party testing that each batch of oil goes through, but we can show a person how to look up an individual bottle's test results. We can share stories and videos about individuals, families, and communities that have been transformed because of dōTERRA.

In the end, however, nothing will communicate the dōTERRA difference better than opening up a bottle and giving someone an experience.

**I teach classes regularly and I have a few builders, but I seem to have difficulty getting people to enroll. What can I do to further promote trust in me and belief in the product and company?**

"Certainty sells," and certainty is conveyed in what people feel. Under everything you say is a belief that creates what you actually experience. Perhaps you are sharing products you don't have experience with, or maybe you're projecting limitations onto your audience based on your own limitations.

When we work with a leader who isn't enrolling and is hitting limiting beliefs, we encourage them to share what they are not

only confident in, but what they are passionate about. We remind them to share their personal oil experiences, and why they started sharing dōTERRA essential oils in the first place. We get them back to the enthusiasm. We reconnect them to why they care about sharing oils with the people in their class.

Be yourself. Share from your heart. Being excited for others to experience the goodness you have is the place to start. This will connect you to people's hearts, you will feel what they need, and you will inspire them to get these precious oils into their homes.

**How do you effectively support your team in other states and countries?**

When we started growing our business, the majority of our efforts were in other states. For the first few years, we traveled monthly to these places. We knew the leaders and frequently attended classes

and trainings. We were connected and trusted. Even when we went home, we maintained these connections. People felt we were there, we were on their team, and we were someone they could look up to and count on. Ultimately, they believed we cared about their success, which we believe was the secret to ours.

Now we can see areas where we have done a good job of staying connected and cultivating relationships. In these places, we see continual growth. In other areas, where we have not stayed as connected, we are experiencing challenges.

It is clear that developing, strengthening, and maintaining connections is key. We also believe some amount of face-to-face interaction is important; this will give you a sense of what to do next, when to come back, and how to empower individuals to take on more responsibility. The law of the harvest applies to this business—we reap what we sow. 💧

## Chikako Nishimizu

JAPAN



Chikako Nishimizu was introduced to dōTERRA by an old friend who was visiting. Her friend let her smell one drop of Lavender and try a cup of water with one drop of Lemon. Chikako immediately felt refreshed and calmed. After this simple yet impactful experience, Chikako felt eager to learn more about dōTERRA.

In the beginning, Chikako was only a product user. However, that changed as she learned more. She says, "I came to love the products, as well as the dōTERRA mission, product concept, and the company's social impact on the world. I felt sure that dōTERRA offers products that are desirable to many people. I also love how dōTERRA takes care of the environment. Considering all of these factors, I gained confidence that I chose the right company."

As Chikako began to share dōTERRA, she quickly discovered the importance of having a strong support system. Her supporters include her family, upline, downline, leaders, and the company. Chikako attributes her success to their ongoing support, encouragement, and

mentoring. She is especially grateful for her husband, who is her greatest supporter and even shares dōTERRA with others sometimes.

Just as Chikako's introduction to dōTERRA started with a couple drops of essential oils, she loves to share with others by allowing them to experience the power of the oils. In her experience, she has seen the greatest success in sharing when she lets people use the products. Chikako has also found it useful to share her own experiences with dōTERRA with others. She explains, "I openly express how much I enjoy my lifestyle with dōTERRA when I talk with people."

This approach also applies when Chikako shares the business opportunity. When she notices that people have a strong interest in business or have ambitious goals and dreams, she shares the opportunity with them. Chikako says, "I let people decide whether they want to do the business or not. I explain to them the potential of the dōTERRA business, the social impact

we can make, and why I do a business with dōTERRA. This helps them to see the opportunity as whole." She has also found it important to point out what sets the dōTERRA business opportunity apart from others, including the high retention rate, the number of new enrollees every month, and the education system.

When Chikako considered pushing for Diamond, she first thought about the impact she could have on her team members by reaching Diamond. She explains, "I got excited to think about reaching my potential, gaining new perspectives, and changing myself for the better on the journey to become Diamond. I felt a strong desire to experience all of this." As she worked hard to reach her goal, she better understood the opportunities available with dōTERRA. "I know that anyone can be successful if he or she works on this business with true intent and determination. I have a strong desire to share this opportunity with others." Going forward, Chikako is eager to continue sharing the possibilities of dōTERRA with others.

## INSPIRATION TO SHARE

## THE POWER OF

## ONE DROP

"When I shifted my normal motivation to serious motivation to hit Diamond, I realized that others started to move with me."

## DON'T HESITATE TO SHARE.

"If you feel something special in your heart as you come to learn more and better understand dōTERRA, please don't hesitate to share that with other people you care about. Take action. Don't keep it to yourself."

## KEEP FOLLOW-UP SIMPLE.

"I always follow up with people when they receive their products. I teach them how to order products, and I explain the products that would most benefit them. It's crucial to understand the products, as well as the dōTERRA culture."

## BE A GOOD LISTENER.

"I used to work in the nursing and care industry, which helped me develop skills in listening to people. This has helped me with my dōTERRA business—I can listen attentively so that people feel comfortable talking to me."

## Anthony &amp; Danielle Heizenroth

DELWAN, NEW JERSEY, USA

"I have always felt that we can accomplish anything we put our minds to. Advancing to Diamond just confirmed it."

## Caring with Passion

After the birth of their first son, Anthony and Danielle Heizenroth became interested in finding natural solutions for their family's health needs. Danielle was offered a sample of essential oils by a fellow mother in a Facebook group, and she loved them. Anthony bought a kit for Danielle for Mother's Day, and, as they say, the rest is history.

Danielle began sharing almost right away. She recalls, "I immediately started integrating dōTERRA essential oils into my daily life, and I became so passionate about the oils, the company, and the culture of the dōTERRA community." Danielle shared this passion with her friends and family, which quickly led to her becoming a Wellness Advocate.

One of the aspects of sharing that Danielle loves most is the ability to help others. Before she decided to stay home to be with her children, she worked as a pediatric nurse. Danielle explains, "I became a nurse because I truly enjoy helping people. I have

always found my work as a nurse to be so gratifying, and I already had a love for educating and nurturing others. When I started sharing essential oils with family and friends, I found that same gratification." Her dedication to helping others has kept Danielle on course as she builds her business.

Danielle's interest in the oils began with a desire to support her family's health with natural solutions. Her children now love the oils. She says, "Children are so intuitive. When something goes wrong, even my one-year-old is quick to ask for his oils. I remember the first time he asked—I was so proud at that moment because I knew that the work we are doing is making a difference, starting in my own home."

Building a business has, at times, presented challenges for Danielle in finding balance between work and family. However, she is ultimately grateful for the opportunities dōTERRA gives her. She explains, "Family will, and always has, come first. It's been an important

realization that I do not have to sacrifice that in order to have a thriving business as well. I can be a good wife and mother while also being a successful Diamond by managing my time, staying organized, and planning." For Danielle, one of the keys has been to focus strictly on one aspect at a time—family or dōTERRA. This allows her to be as productive as possible in each.

In addition to using dōTERRA to support her own family, Danielle is dedicated to sharing the benefits of the oils with others. She also strives to motivate her team to be successful by setting an example. "I really love and respect my team, so I would never ask them to do something that I am not willing to do. I strive to model for my team the consistent habits that are necessary to succeed in dōTERRA. Many of the women I work with told me that seeing me reach Diamond made them feel that they could too." With a firm commitment to both her family and her team, Danielle says, "I am so excited to see what is next for us!"

### HEARTFELT ADVICE

**SET GOALS.** "Be aware of your personal goals and your team goals. It is so important to put out to the Universe what you are wanting to achieve together."

**REASSESS OFTEN.** "Reassess your Why and your goals with each rank advancement. They both feed each other and provide the purpose behind all of your actions."

**PUT YOUR HEART INTO IT.** "Go deep into your Why. Your Why is what drives you—this is your motive for taking action. If you have not developed your Why, I truly encourage you to start there."

**LET GO OF PERFECTION.** "Don't get caught up in being perfect. Be yourself, and people will connect with that. So often people are too focused on perfecting a presentation or email, and they miss opportunities."





Elizabeth Matsakis

CHESTER, PENNSYLVANIA, USA

## A More Abundant Life

When Elizabeth Matsakis decided to try an internship with Melyna Harrison, she had no intention of starting a dōTERRA business; she simply wanted to learn more about the oils and try them with her family. She had always believed in natural solutions, and she quickly saw how effective the oils were in her family. With such amazing results, Elizabeth couldn't stop herself from sharing with others, especially other moms. After considering the benefits of the oils and the financial possibilities with her husband, Elizabeth decided to commit to the business.

Since then, Elizabeth has witnessed incredible changes in herself and her family. Her son, who is now five years old, has always known dōTERRA as a way to support his health, and Elizabeth loves seeing him able to care for himself. She has also experienced immense personal development. She says, "My husband tells me all the time that he never knew I had this ability within me. I've grown so much as a

person. I have more confidence in who I am, and I feel it's such a gift."

Elizabeth's husband works as a football coach, and she feels she has learned from and been inspired by watching him work for his passion. He in turn supports her in building her business, and together they enjoy the new possibilities dōTERRA has brought to their family. Elizabeth explains, "We have struggled with finances in the past. I had worked as a yoga teacher and physical therapist assistant, but when I found dōTERRA, I was staying home with our son, Eli. Now we have really seen our finances start to turn around. We took consistent action in our planning to create the life we wanted with intention." Since Elizabeth has seen such a change in her family's financial situation thanks to dōTERRA, she is dedicated to sharing it with others as well.

Sharing both the business opportunity and the benefits of dōTERRA products are paramount to Elizabeth. She wants

to see others experience financial freedom, and she also has a goal to be able to donate oils to people who cannot afford them. "We've personally gone through ups and downs with our finances, so I know firsthand that you can't always afford the healthier lifestyle you desire. I want to be able to gift that to others." In addition, Elizabeth is motivated to see her team members grow into the leaders she knows they are meant to be. For her, the key to continual growth is being flexible and willing to try new things. And when challenges arise, Elizabeth is inspired by her Why and her long-term goals for herself, her family, and her team.

With a dedication to sharing and helping others, Elizabeth is excited for her future with dōTERRA. She says, "From here, it's a journey. I have rank advancement goals, and I want to help people—it all goes hand-in-hand. My passion is helping people, whether that's financially or by helping them find natural solutions for their families."

"There will never be a perfect time when everything will line up perfectly for you to reach a goal like Diamond. Believe in yourself and believe in dōTERRA, and just go for it."

### FIND YOUR BALANCE

#### PUT FAMILY FIRST.

"I put my schedule in a planner every week. Start with what you need to do for your family, and then put in dōTERRA around that. Make it work, whether you need to wake up earlier or get things done during naptime."

#### FIND THE HOURS THAT WORK FOR YOU.

"Right now my son goes to pre-school, so I try to lay out the path activities I need to accomplish that day while he's in school. I do the top three and more if possible."

#### SET A WEEKLY SCHEDULE.

"I have certain days of the week where I work on certain activities. For example, I try to do most of my mentoring on Mondays, and the rest of the week I can focus more on contacting and following up."

#### DISCONNECT AND RECHARGE.

"I try to take at least one day a week to turn off social media and not be on my phone as much. It's important to recharge and to have clear on and off times. You can't be on all the time."

## Audra Robinson

DENVER, COLORADO, USA

# A LEGACY OF LOVE

**“I would recommend this business to others because of the integrity of the owners and the impact dōTERRA is making around the world. Plus, why not be your own boss?! It’s amazing.”**

When Audra Robinson’s friend, Amy Thedinga, shared dōTERRA essential oils with her for the first time, Audra thought Amy was crazy. Having been raised with traditional Western medicine, Audra was skeptical that essential oils could actually have a noticeable effect on her body. She allowed Amy to enroll her, but Audra told Amy that she would never build a business with dōTERRA.

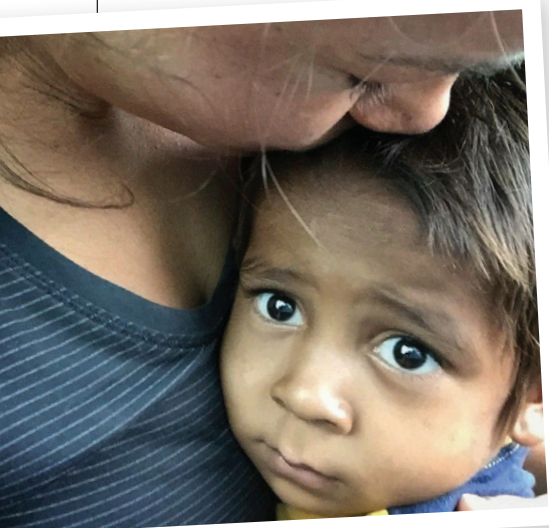
Fast-forward just a couple years, and Audra is more passionate than ever about essential oils and natural solutions. Her journey has been one of love. After she participated in a trip to Nicaragua to work in an orphanage, she became committed to helping the community there. She organized a successful fundraiser to benefit the community, but dōTERRA helped her connect the dots in an even bigger vision. Audra says, “I learned about dōTERRA Cō-Impact Sourcing®, and it suddenly hit me that if I wanted to make an impact on this community in Nicaragua, it would be incredibly challenging to do so without financial and time freedom. I made a promise to myself to create this freedom so I could try to support the community of people who had such a huge impact on my life.” She was also inspired by Amy’s success, watching her friend build an impressive income and advance to Diamond.

Audra’s initial Why in sharing dōTERRA was to increase her financial and time freedom, which would allow her to travel,

adopt a young boy from Nicaragua, and never have a traditional boss again. However, her Why changed drastically just over a year ago. Audra explains, “My dad had a health issue and passed away in 2016. I realized that if someone had shared dōTERRA with him 10 years ago, he could have been introduced to the importance of properly caring for his body, and he might still be alive today. I didn’t gain the knowledge in time to help him. My dad loved helping others more than anything. Through dōTERRA, I am able to carry on his legacy of loving and helping others.”

Her dedication to loving and helping others has served her well in building her business. When Audra shares dōTERRA, she focuses on finding the solution each person needs. Her advice for sharing is, “Listen, listen, listen. Once you have established the relationship with a new friend, they will feel comfortable sharing with you what they are struggling with. Once this happens, ask if they are open to trying a natural solution.” Audra is committed to building real relationships through her sharing, which has made all the difference.

Audra also loves seeing her team members advance. “My amazing team of leaders has become like family. It’s the best feeling ever to watch them build a business through dōTERRA, and because of that, they have more freedom in their lives to do the things they love and are passionate about.” As she presses on in sharing dōTERRA and loving others, Audra says, “I am excited to spread the oil knowledge around the world and to watch my friends and leaders accomplish the same success I have.”



### KEEP MOVING

**STICK TO THE BASICS.** “Share oils with two new friends every day, and spend thirty minutes a day following up. Create community and real relationships.”

**ALWAYS KEEP PRODUCT WITH YOU.** “Always have product with you, no matter where you are. It’s challenging to share the product when you don’t have it with you.”

**SHARE THE BUSINESS WITH CONVICTION.** “Inspire others. Friends don’t join the business because we are shoving it down their throats; they join because of the lifestyle we are living and the light that shines wherever we go.”

**EVENTS CHANGE EVERYTHING.** “Seeing the Cō-Impact Sourcing® map at the first convention I attended in 2015 was the moment I realized I was going to fully dive into this business.”

# BE A GREAT

# Communicator

## The Importance of Good Communication

Communication may seem simple—you do it every day, right? That's exactly why it is so important: it is part of your life every day. Whether you are developing a professional partnership or building a personal relationship, communicating clearly and effectively is essential.

## Parts of Communication

For our purposes, we will look at four main components of communicating with someone:

**Initial Message**—This is the message that necessitates communication. This could be an initial contact with someone, an invitation to connect further, a question about a product or program, a request for assistance, and so on. This can take many forms, depending on the method of communication—a spoken conversation, a text message, an email, etc.

**Hearing**—This is when you hear (or read) the initial message. Hearing does not necessarily include understanding.

**Listening**—Listening differs from hearing in that listening includes a focused effort to understand. This may also include the start of formulating a response.

**Responding**—This is the feedback given to the initial message, whether it is an answer to a question, a request for further information, an agreement or disagreement with the initial message, an acceptance or rejection of an invitation, etc.

These steps take place in an ongoing cycle throughout the communication.

## Tips for Being a Great Communicator

Even if you're already a good communicator, there's always room for improvement. Here are five of our top tips for boosting your communication skills!

**1 Be a good listener.** There's nothing worse than speaking to someone who isn't listening to you. To be a good listener, make sure you are truly paying attention, and if you are part of an

in-person conversation, maintain good eye contact. Sincerely try to understand, and respond or react appropriately. Focus more on listening and understanding than on preparing what you want to say next, and be sure to let them finish without interrupting or cutting them off.

**2 Think before you speak.** Consider the impact your words will have on the other person. Even if you need to give a critical or negative response, try to remain polite and tactful. Everyone deserves respect.

**3 Be confident in your ideas.** Remove filler words like "um" and "uh," which suggest that you aren't certain of what you want to say. Also try to avoid phrases that underscore your confidence in your opinions and ideas.

**4 Choose your communication method carefully.** There are lots of options for communicating—an in-person conversation, a phone call, a text message, an email, a message on social media, a carrier pigeon, and so on. Select the method of communication that will allow you to most effectively and clearly convey your message. Also be considerate of the person you are communicating with, and think about which method would work best for them.

**5 Ask questions to clarify.** If you aren't exactly sure of what the other person is trying to convey, or if you need more specific information, ask a clarifying question. This could be as simple as, "So to recap, you would like me to follow up in one week?" or, "To clarify, you would like to change your order from one bottle to two?" This also lets the other person know that you are truly listening and trying to understand. 💧

## Carmen Gairn

TUMBARUMBA, NEW SOUTH WALES, AUS

# THE dōTERRA LIFESTYLE

Like many other Wellness Advocates, Carmen Gairn was already aware of essential oils when she was introduced to dōTERRA. As a remedial massage therapist with aromatherapy qualifications, Carmen had previously used essential oils in her work. Thanks to her experience, she could smell the quality of the dōTERRA oils right away.

However, when Carmen purchased her first dōTERRA oils kit, she intended only to replace her existing oils collection. She recalls, "I had no idea where this would take me. Over time, I heard about the positive experiences people were having with the oils, and I realized it was more than just a product—this was a lifestyle, and I wanted everyone to know about it."

Because Carmen had been running a health and wellbeing center for several years before finding dōTERRA, she was already well connected within the

community, and sharing was easy. Her family and friends were supportive from the start, and Carmen is especially grateful for her parents, who have always been 100 percent supportive in all of her endeavors.

Carmen's family is also a large component of her Why. She explains, "I'd love to have my husband at home more. I want us to eliminate the glorification of being 'busy' and do more things as a family." She is also passionate about educating and empowering others as she shares the oils and their benefits. Her goals for empowering others encompass several aspects. "Food and nutrition, exercise, and overall wellbeing are all part of my vision. I know I have a greater purpose in life, and dōTERRA will allow me to achieve this."

When Carmen decided to start building her business, she knew from the beginning that she would hit Diamond—nothing less would

satisfy her. For others hoping to reach Diamond, she says, "You can absolutely do it! Break it down and focus on how many Elites you need, and it may not be so overwhelming." She doesn't deny that reaching Diamond requires immense commitment and hard work—and she hit Diamond in the same month that she had her first baby! Thanks to dōTERRA, Carmen is able to stay home with her new son and enjoy her time with him.

In addition to finding her own success in her business, Carmen loves helping her team reach their goals and achieve their dreams. "When my team members advance in rank, I get so excited—almost more than when I do myself. I can see their hard work, and I am overjoyed that so many people can have this in their lives."

As she looks back on her journey with dōTERRA, Carmen is overwhelmed at the positive changes and new opportunities in her life. She says, "I have done things I never thought I would have. I have been so proud of all of the things I've been able to 'tick off' my list. I have grown, gained confidence, and found my life purpose. Life is awesome."

**"There is absolutely nothing like dōTERRA anywhere else. It is the most rewarding job, and there is nothing to lose."**



### TRIED-AND-TRUE

## TIPS

**RECOGNIZE YOUR TEAM'S ACHIEVEMENTS.** "I have a big social media presence, and in my team support groups, we always recognize achievements and talk about what volume is needed where to hit ranks. I love the enthusiasm, passion, and determination that everyone shares."

**FOCUS ON THE BASICS.** "The complexity and amazingness of what we have to offer can simply be overwhelming! In the beginning, I always focus on the oils from the Home Essentials Kit, which is certainly most popular and is an exceptional value. Keep it simple."

**SHARE THE BUSINESS OPPORTUNITY WITH SIMPLICITY.** "I start by talking to people about getting their oils for free. Once people realize how easy it is to share the product, they see it's easy to enroll others and soon start seeing an income. I find the 'hard sell' isn't necessary at all."



## Ben & Hayley Wiese

SINGLETON, NEW SOUTH WALES, AUS



# FIND YOUR PURPOSE

Hayley Wiese was able to attend her first essential oil workshop by chance. Her husband, Ben, was home sick that day, which allowed her to get out of the house without her two children. As Hayley learned about essential oils, she realized they could support several areas of her life. She felt dōTERRA oils were the right choice for her family.

As Hayley began using the oils with her family, she was amazed at how effective they were. She remembers, "I thought

the results were flukes, so I researched the oils to figure out how and why they worked so well. I started trying the oils on my neighbors, family, and friends as well. Sure enough, they got the same results as I did, leading to instant enrollments." Hayley and Ben's children also loved the oils right away, and the instinctive way in which they accepted them inspired Hayley.

Now, Hayley and Ben's two children know the oils as part of their everyday life. Hayley says, "Emma and Bernard

have really shown me how intuitive this whole process is. Even before my son could talk, he knew which oils he needed to support himself, and that blew my mind." As a family, they are committed to using the oils to support their physical and emotional health on a daily basis.

dōTERRA has also had a significant impact on Hayley and Ben's everyday roles. Before starting the business, Hayley stayed home with their two children, and Ben worked a full-time

job as a mechanical engineer. Thanks to their success, Ben has been able to leave his job and join Hayley full time in dōTERRA. They love working together and enjoying more time together at home as a family. Each of them works to their strengths—Hayley focuses on team support, planning, training, workshops, events, content creation, and social media, while Ben's responsibilities include budget management, taxes, back office tracking and projections, systems and processes, and everything IT.

While the way they run their business on a day-to-day basis has changed since the beginning, Hayley's passion remains the same. She explains, "I truly believe these oils are a platform for people to find their purpose—their *Ikigai*. I want every woman, and especially every mother, to know that she is completely capable. No matter what happens, there is a solution in these little brown bottles, and that is empowering!"

When Hayley started in dōTERRA, she was intrigued by the financial possibilities of the business and the benefits of the oils. While she still appreciates those aspects of her journey, she is also grateful for the unforeseen personal development she has experienced along the way. "It has been a profound change from the person I was when I first enrolled to the life, friendships, and self-confidence I now have as a Diamond. We are also now earning enough to replace the family income, which means my husband is at home full time with me and the kids. It's going to be a family adventure now toward Blue Diamond and beyond. This is by far not the end of my journey—in fact, I feel as if I am only just getting started."



"This will be the best journey you will ever go on. Get really clear on where you want to go, why you want to go there, and what you want to feel when you arrive."

## BUILDING YOUR TEAM

**EVENTS** "The things you learn at dōTERRA events are priceless. It's the only way to truly immerse yourself in the culture and to meet owners, leaders, and other like-minded people. If you can't get to dōTERRA events, create your own where Wellness Advocates can meet up, collaborate, be educated, and inspire each other."

**EXAMPLE** "I lead by example. I never ask my team to do something I haven't done myself. So far, so good! Consistency and commitment are essential. No matter the pace, just jump in with both feet. People will be attracted to your energy."

**STRUCTURE** "Only put on frontliners when you have someone committed and competent, and someone you are truly inspired to work with. A leadership agreement of understanding is a lovely way to begin a business relationship with a friend or person on your frontline, and it encourages clear communication and sets expectations."

"With dōTERRA, I have found myself! There is no better gift you can give yourself than to realize your fullest potential in life was always within you."

## Tim & Emily Mascarenhas

BRITISH ISLES



**“We want to teach our children about how to do good in the world. dōTERRA has given us the opportunity to really serve others, and we are excited about it.”**

# JUST BE LOVELY

“We see dōTERRA as a means to give us the life we desire, and now that this is a reality for us, we are determined for that to also happen for the people who have supported and stood by us.”

**T**im and Emily Mascarenhas’s journey with dōTERRA started with an interest in natural health. Emily was especially interested in using natural solutions to support her children’s health, and she had heard about essential oils. When she met her uplines, Rebecca and Nathan Bowles, Emily had an instant attraction to them, the oils, and the company. She says, “The oils spoke to me like no other essential oil ever had. I was very excited! I believe things happen for a reason.”

Emily had tried working with a direct sales company once in the past, but she quit after one day because she didn’t believe in the product or the company. With dōTERRA, it was different from the beginning. Emily explains, “I knew I couldn’t share something unless I really believed in it. It was thrilling when we realized that dōTERRA fit the picture, even though we hadn’t been looking for anything at the time. It just felt right!” Since then, Emily and Tim have both been passionate about sharing dōTERRA.

Tim and Emily love working together now. Emily started out building the business, and thanks to her success, Tim has been able to leave his job to join her in dōTERRA. Emily says, “We have always been a strong team, and now that he is able to join me on this journey, it is very exciting for us. We have been together for sixteen years, so we are very similar, but we also have our own strengths and weaknesses. We help to move each other in the right direction, to stay on track, to always do our best, and to try to make the right decisions for ourselves and for others.”

They also love including their children in their business. While their three sons are still young, they love the oils. “They often create their own blends, and they tell everyone about dōTERRA. We explain to them that this business is going to be able to give us more family time together, which they are excited about. We love being together as a family.” dōTERRA has also provided a pathway for Emily and Tim in teaching their sons about health.

They explain, “We talk to them about their choices with health a lot—about why they should think about what they are eating, how they are feeling emotionally, and about using natural solutions. The oils align so beautifully with what we believe as parents.”

Emily is especially grateful for the opportunities dōTERRA has given her as a mother. The business opportunity gives her a natural option for supporting her family’s health, and she is also able to run a successful business while still embracing her family. She loves sharing this possibility with other mothers as well.

As they continue to grow with dōTERRA, Tim and Emily are committed to sharing the benefits of the oils with as many people as possible. They have goals not only for their own family, but for their impact in the world on a larger scale by being involved in the dōTERRA Healing Hands Foundation® and other service opportunities. Looking forward together, they say, “Bring on the future!”

## MAKING IT MANAGEABLE

### START SMALL AND BE CONSISTENT

“Just do a little bit every day to get your snowball rolling and gathering speed. There’s always something you can do to move your business in the right direction. Don’t be overwhelmed—there’s a lot to get your head around, so just learn as you go and enjoy the ride!”

### TAKE BREAKS FOR IMPORTANT THINGS

“It’s important to still have time for other things in your life and not only dōTERRA. Taking breaks and spending quality family time is important to us. We are not always great at finding the balance, but we are learning and growing all the time.”

### RESPOND IN A TIMELY MANNER

“We have always tried to get back to people straight away for fear of forgetting! We would hate for anyone to think we didn’t care or have time for them. People feel cared for when you get back to them as soon as possible and do your best to help them.”

## David & Dana Watts

BEND, OREGON, USA

# FOCUS ON HEALTH

When David and Dana Watts were introduced to dōTERRA essential oils, they both immediately felt they were the best oils they had ever encountered. David and Dana are both licensed healthcare professionals and had used oils in their acupuncture practice for many years. They recall, “We noticed a dramatic, positive impact on our patients and on ourselves right away.” While they had both been approached by various health-oriented network marketing companies in the

past, none of them felt right until they found dōTERRA.

In the beginning, when David and Dana were dating, they set up individual accounts with dōTERRA. When they got married a couple of years ago, they combined their accounts and are happy to now build their business together. They split the responsibilities according to their strengths—Dana is in charge of generating, creating, mentoring, and social media, while

David analyzes the numbers to strategize their placements and growth, as well as being a natural networker.

David and Dana love that their dōTERRA business allows them to focus on family before work. They explain, “We prioritize taking care of our family first. We are so grateful that our business supports us when we can’t be there 100 percent. We recently had a death in the family, and we were able to be with those family members in a significant way while still

running our business from another city.” They also love sharing dōTERRA with their family—Dana’s mother and sisters all use the oils.

As they share the oils with others, David and Dana love seeing the positive impacts on people’s lives. Because they both have backgrounds in healthcare, they are familiar with supporting others in choosing a lifestyle of health and wellness. They say, “We love hearing the personal stories of how a sample we have offered someone has helped them have a great night’s sleep or supported them through health challenges. These person-to-person shares of how the oils uplift lives are what nourish us and help reaffirm our commitment to being of service in health and wellness.”

David and Dana are driven to help others regardless of financial situation. In explaining their Why, they say, “We both have master’s degrees, have been to college, and Dana also has an additional associate degree in massage therapy. All of this in-depth education left us with amazing knowledge and a tremendous combined student debt. Participating in the dōTERRA Free to Give® Program and working to become debt free is our first mountain to climb. After that, we would like to reopen a clinic and offer sliding-scale treatments, so no one is turned away because of financial strain.” In addition, they dream of purchasing property and their first home together.

Looking to their future, David and Dana are dedicated to sharing the health and financial blessings of dōTERRA. Their next goals include achieving Presidential Diamond and financial freedom to open their own clinic, and they are eager to see how dōTERRA will continue to enrich their lives.

## START OFF RIGHT

### FOCUS ON HELPING OTHERS

“Approach this business from your heart, and know that you can truly help others. Remember that you are in a position to help others with a tool that is life changing.”

### BE A GOOD LISTENER

“Never assume to know what someone’s needs or resources are. Learn to ask good questions and be a good listener—these are skills we can all learn and continuously improve upon.”

### USE AND STUDY THE OILS

“Educate yourself on the oils. We strongly believe in the power of education as a foundation in every dōTERRA business. Start with education on the top, most-used oils.”



“Earth-based remedies have always been part of our passion and vision, and we love how well dōTERRA integrates with that.”

# AS SIMPLE AS SHARING

Building your business may feel daunting and overwhelming, but it doesn't have to be! Growing your team and building your business can be as simple as sharing your favorite essential oils. Sharing oils in a meaningful way can help you build relationships with potential team members and is a great way to show your passion for essential oils. Follow these three simple guidelines for sharing, and watch your business bloom!

**LIVE dōTERRA.** Successful sharers live and love the oils they share, making their sharing genuine and effortless. Gaining knowledge and experience with the oils will not only make you more credible, but it will also help you be able to share the oil that will be most beneficial for the person you are sharing with. You don't need to know everything about every oil, but the more you know, the more you can share. Remember, it's much easier to share an oil that you know and trust than an oil you've never tried!

**KEEP SAMPLE OILS CLOSE.** You never know when you're going to meet someone who would like to try dōTERRA essential oils, so it's a good idea to keep some of your favorite oils on hand. (The dōTERRA eight-vial keychain is a great way

to keep sample oils handy!) To kick your samples up a notch, keep a business card with your information and some essential oil application tips. This will be especially helpful for those who haven't used essential oils before!

**BE SURE TO FOLLOW UP.** Many people will have questions and concerns when trying essential oils for the first time, but most will be too shy to reach out and ask you. Following up and answering any questions is a good way to start building a relationship, and it also creates a great first experience with essential oils. Follow-ups can be as casual or as formal as you'd like them to be. Find the method that works for you, whether that's in-person meetings, phone calls, texts, emails, or

social media. If you feel that the person is ready to enroll, offer to help! Or, if you feel like they may need more time, offer to teach them more about dōTERRA and the oils, as this will help them feel more comfortable.

Sharing essential oils and growing your team doesn't have to be stressful—just take it one step at a time. Keep in mind that these are just guidelines, so if you have a system that works for you, keep it up. Everyone has a different way of sharing and growing, and this can be a great way to get started. Have confidence and be passionate—it will take your sharing to the next level, and help you expand your team and grow your business. 💧



# Tanner & Cierra VanderPol

RAPID CITY, SOUTH DAKOTA, USA



## Countless Blessings

**“I can’t imagine our family’s life without dōTERRA, and I want everyone in the world to see that too!”**

After Cierra VanderPol’s first experience using dōTERRA essential oils, she was blown away by how well they worked. Every time she tried another oil, she became even more intrigued. While she had initially been skeptical about the oils’ benefits, she quickly changed her mind and started

using them regularly to support her family’s health.

At that time, however, Cierra was completely unaware that dōTERRA came with a business opportunity. She had been a faithful user for a couple of years when her childhood best friend, Stephanie Martin, introduced her to the business aspect. Cierra recalls, “It opened my eyes to a whole new world of opportunity. I didn’t know much about network marketing, but I was open to it

because I loved the idea of being able to stay home and make an income.”

In addition to the financial possibilities that appealed to Cierra, she felt something within her that pushed her to take advantage of this opportunity. She says, “I always had a drive to become something more than I was. I always felt as if something was missing, and God just told me to keep going.” Now, Cierra feels she has found exactly where she needs to be.

Although Cierra feels passionately that dōTERRA is right for her, she has still faced challenges and discouragement. When she encounters disappointments and setbacks, she reminds herself of her vision and her goals. She says, “Find that drive, dig down deep, give it to God, and just keep going!”

Cierra is also grateful to have a wonderful support system to lean on in hard times. Her husband, Tanner, has always been supportive, and she loves being able to talk about the business with him. She is encouraged by her dōTERRA family as well. “Your upline trains you and gives you the tools you need to be successful and become a leader. Your crossline is amazing for bouncing ideas off of and having support outside of those on your tree. Your downline becomes your very best friends, and there is nothing I want more than to see each of them reach their goals.”

Cierra’s greatest motivation has always been her family. She loves the effect dōTERRA has had on her children. “My kids are a product of the product! They use the oils every day.” Thanks to their success in the business, Cierra and Tanner are close to reaching their goals of being debt free and purchasing land to raise their girls on. While building a business can present challenges in balancing work and family, Cierra is committed to putting her family first. She explains, “I struggled with always answering business texts and messages immediately. Then I realized I was ignoring my family 24/7. You need to fill your own cup before you can fill someone else’s. Your kids need your undivided attention at times, and that’s okay!”

As she considers the changes in her life that have come about in the last couple of years, Cierra is overwhelmed with gratitude for the opportunities she has found. “It brings me to tears to see how dōTERRA blesses my family. It makes so many things possible for us that were never possible before.”

**“Diamond takes strength, courage, determination, drive, and leadership. I knew I had all of those in me—I just had to prove it to myself!”**



### SMALL & SIMPLE STEPS

1

**STRUCTURE WISELY.** “Put rock stars on your frontline, builders and sharers on your second and third lines, and users under them. I always encourage my team to start structuring for Premier from the get-go to prevent them getting stuck at Elite. If you’re questioning yourself with a placement, get a second opinion or go with your gut.”

2

**FOCUS ON YOUR PASSION.** “When you’re teaching classes or planning events, focus on what you’re passionate about. We are all different, and it takes all kinds to build a team. If you love science, focus on that part; if you love Emily Wright and how she makes you tear up with her passion every time she’s on stage, focus on that. We shouldn’t all focus on the same thing because we are all so different, and that is a great thing!”

3

**KEEP IT SIMPLE.** “Whether you are sharing the product or the business opportunity, make it as simple as possible. Simplicity is key with everything in this business! I always remember the quote, ‘A confused customer won’t buy, and a confused builder won’t build.’ Keep it simple, and be yourself.”

## Seth & Lindsey Gunsauls

RED BLUFF, CALIFORNIA, USA

# SHINE IN YOUR STRENGTHS

When Lindsey Gunsauls became pregnant with her first child, she began thinking differently about how she cared for her health. As she and her husband, Seth, searched for health solutions for their family, Lindsey read about essential oils and received a sample of DigestZen® from a friend. She loved the results and felt she had found the answer she needed to care for herself and her family.

Although Lindsey didn't originally plan to build a business, she found herself naturally sharing with others. "I've always been a person who tells people about things I love. There was a moment when I realized I should do the business—it all came together, and I seized the opportunity."

Because her enroller was also new to dōTERRA, Lindsey did most of her initial learning on her own, finding resources to help her start her business. She recalls, "I decided I was going to do it. I didn't know everything, but I really loved the oils. All I could talk about in

my first class was how much everyone needed the oils. Almost every person in that class enrolled."

From there, Lindsey's team has grown immensely. She is passionate about helping her leaders find and use their unique strengths, and she has also learned how to lean on them. This was especially important during Diamond Club, which Lindsey says is the "most difficult, grueling, and challenging blessing" she has ever experienced. She hit Platinum during Diamond Club, but only a couple of months later, two of her frontline leaders stepped back from the business. For months, Lindsey stayed at Silver rank, wondering why her goal of Diamond wasn't happening in the way she had envisioned. One day, she felt impressed to call her friend, Amanda, and ask her to build the business with her. Lindsey was shaking as she called Amanda, but to her surprise, Amanda was open to the invitation. Amanda advanced quickly, and another of Lindsey's leaders was so inspired that she stepped back in. Shortly afterward, Lindsey hit Diamond.

This experience taught Lindsey to trust her vision. While it was difficult to not feel discouraged during that time, she continued to work toward her goal until she reached it. Lindsey says, "If you want to be Diamond, it will come to pass. It's just a matter of time. The key is to be fiercely committed, and know your goals and vision. Keep your eye on that vision."

dōTERRA has brought various changes to Lindsey and Seth's lives—they are on their way to being debt free, they are enjoying more time freedom than ever before, and they love sharing the benefits of the oils and the business opportunity. Lindsey is also incredibly grateful for the personal development she has experienced. She explains, "I have a strong, dominant personality, and over the years, people have made me feel like I'm too intense and I need to tame who I am. Now I've found my voice. I feel powerful and comfortable with who I am." Empowered in who she is, Lindsey is dedicated to sharing her journey with others through dōTERRA.

"We're healthier and happier than we've ever been—we're thriving. The oils are a huge part of that."



## T I P S F O R S U C C E S S

**CUSTOMERS FIRST, TEAM SECOND, YOURSELF THIRD.** "Every single time I've been stuck, it's because my priorities have been out of whack. Honestly evaluate your business and see where your priorities lie. Want to get 'unstuck'? Prioritize your customers first, your builders second, and yourself last. It has to be in that order, or it won't work long term."

**CHANGE YOUR PERSPECTIVE.** "I worked with a sales coach who asked, 'When you sell a customer a kit, who benefits more?' The answer is that they do. When they receive a kit, they have what they need to start using the oils and change their life. You aren't taking anything from them when you're selling dōTERRA—you're giving them a gift."

**KNOW YOUR VISION, AND KNOW YOU CAN ACHIEVE IT.** "Things will get tough. To push through the hard times, you need to have massive vision and know with absolute conviction where you're going to end up. Don't be afraid to ask yourself, 'Can I do this?' Remind yourself that you can do it and that you have the ability and strength to hit your goals."

Rachel Joos

PHILADELPHIA, PENNSYLVANIA, USA

# SHARING WELLNESS

Having previously worked as a dental hygienist, Rachel Joos is familiar with educating people on their health. When she was introduced to dōTERRA, the combination of the product, the earning potential, and the opportunity to educate others was irresistible. Rachel decided to be fully committed and began building the business the day she enrolled.

One of the aspects of the dōTERRA business opportunity that appealed most to Rachel was that her success was based on her own actions. She explains, "I love that I get to make it what I want. I wasn't hesitant in starting the business because I knew that if it didn't work out or I didn't like it, I could stop." Rachel also put her trust in the Lord to provide and bless her through dōTERRA. "My husband and I prayed a lot before deciding to jump in with dōTERRA, and I wouldn't be a Diamond today without the Lord's guidance and grace."

As she has continued in her dōTERRA journey, Rachel's Why has shifted. She says, "I have found it is important to revisit

my Why and evaluate how well it grows my business. From the beginning, my Why was to stay home with our kids and still bring in an income. I also wanted to support our family because my husband's job is based fully on commission, so being able to not rely solely on his income alleviates some of his stress." Patrick, her husband, still runs his successful real estate business, and Rachel is grateful for his constant support.

As Rachel continues to build her business, she and Patrick are committed to keeping their family as their top priority. "It is very important to put family first and find a balance between work time and family time. Patrick and I have started to create that balance with our son, Graham, while he's still young so we have that foundation built as he gets older and our family grows." Rachel feels blessed to have a business of her own that allows her to support her family financially, help others, and spend time with her son.

While she is proud of how far she has come, Rachel remains dedicated to

going farther with dōTERRA. She says, "Watching the continued growth of my team and seeing how the oils have helped people motivates me to reach more people with this product. One of my personal goals is to meet people where they're at in life when I'm speaking with them about health and wellness. I like to discover how I can best serve each person individually. My focus is on individual service."

Connecting with people on a daily basis has been one of the greatest benefits of Rachel's experience with dōTERRA. Looking back on what she has gained over the past few years, she says, "I've met amazing people and built relationships that are very important to my life right now. This business allows us to have goals for our family that we never thought possible, and we are debt free. dōTERRA has also given us a new knowledge of what it means to be 'healthy' and how to achieve a healthy lifestyle." Armed with this new knowledge, Rachel is excited to continue growing and sharing.

**"We are in the relationship business, not the oil business."**

## EFFECTIVE SHARING

### SHARE YOUR EXPERIENCES

"Sharing testimonies has proven to be most effective for me. When people share their personal experience with using the oils, it gives legitimacy to the oils and the variety of uses they have for all areas of life."

### HAVE AN ATTITUDE OF SHARING, NOT SELLING

"This attitude really makes a difference. I focus on making the point that I am there to share with them about this product, not just to sell it to them. I share how this product has helped me and my family."

### SHOW THEM HOW TO USE THE OILS

"I am a visual learner, so having someone show me how to use the oils really helps—so I do that for others. I am there to ensure they know how to use the oils effectively for their specific health goals."

**"Everyone has the exact same opportunity; it's what you decide to do with it that sets you apart."**

# Essentially Awake

BY LEATHA U. KINGI

**I call my business Essentially Awake because in dōTERRA, we are in the business of waking people up to the truth. If we are successful, we help wake them up to the truth of nature's power and of what their bodies are capable of.**

As extraordinarily powerful as that is, there is so much more! We can wake up to the truth of our purpose, and in turn the truth about the extraordinary capacity of each person. This is the essence of leadership to me—discovering truth and using it to bless and benefit lives, our own included.

As I've traveled this path, I have discovered specific principles that have helped me wake up.

## Purpose in Adversity

In the five years I have been a part of dōTERRA, our family has faced some daunting adversity: sadness, addiction, financial strife, death—it has been an intense season of life. At first, I felt like I was in a relentless hailstorm and all I could do was pray for deliverance. But, when I shifted my focus—when I woke up to the truth of the purpose of adversity in our lives—everything changed. Instead of trying to run, I began taking each trial as an opportunity. I continued to ask for help, believing that it would come, but I also asked for strength instead of respite, peace instead of escape, knowledge instead of numbness. Every trial in our lives will either make us stronger or weaker. The beautiful thing is that which way it goes is entirely up to us. Trust that God, Heavenly Father, the Universe, Atman, Allah, your higher power—whatever you believe in—can create something better of you than you are, and you will see miraculous changes in your ability to lead and inspire.

## Whole-Hearted Self-Care

With everything facing our family, I had to learn how to show up for my family in ways I never had before—as a wife, mother, sister, aunty, and daughter. I stepped up because I love my family. I had to learn a painful lesson about the importance of showing up for myself—of loving myself. Self-sacrifice to the point of martyrdom is not noble or strong. It dilutes our ability to show up completely. It halts our progression and ultimately sends others the message that they aren't worth caring for either. It's normal to have seasons of intense action in our lives as we pursue a large and worthy goal, but consider the message you send when you are frazzled, exhausted, and breaking down physically and emotionally. (Note: Downing a pint of ice cream and watching Netflix into the wee

hours of the night because, "Darn it, I need some time to myself and I deserve it," is not actually self-care. It is self-sabotage. Another hard-learned truth.) One affirmation I like to use is, "I care for myself with my whole heart so I can show up and serve others with my whole heart." Living this allows me to serve my family and my team with sincere commitment.

## Depth in Self-Reflection

Action is crucial, and we all expand our dōTERRA teams with the same vital actions: sampling, inviting, teaching, enrolling, and supporting. But if we do only those things, without constantly seeking personal development, our results will be shallow, and we will not be able to sustain our teams. After a while, surface leadership doesn't cut it anymore. Dig deep and figure out your Why. Be relentless in your pursuit of truth, and ask for divine guidance in uncovering your strengths and your purpose. Work on your limiting beliefs, your old family patterns that do not serve you, your emotional triggers—all of it, albeit a little at a time, every single day. These things diminish your extraordinary and unique capacity. Tagore also said, "Everything will come to us that belongs to us if we create the capacity to receive it." So create the capacity! Dig deep and work on yourself. Sometimes this gets ugly. That's okay! Don't shy away from it. It will ultimately work to enhance and magnify your influence. When we don't work on it, all that wounding and hurt seeps out on everyone around us—including our families and our downlines. When we do work on it, we not only profoundly heal ourselves, but also give others permission to do the same. Every time we cast off one of these lies that have limited us, we are waking up a little more to the truth of our individual, glorious purpose.

## Heart-Centered Leadership

Doing all these things—finding purpose in adversity, prioritizing self-care, digging deep to develop personally—molds us into heart-centered leaders. Heart-centered leadership is the ability to show up for others with your whole heart. Scarcity, fear, doubt, selfishness, insecurity, and a complaining, comparing spirit divide our hearts and leave us but a fraction for us to love and serve others.

Integrity of heart allows us to serve with our entire hearts—to show up and connect with others with intention and love. It enables us to show up for people who need us. Make a commitment to wake up. Wake up to the truth of who you are, why you are here, and whom you are meant to serve. The world needs your whole heart. 💧

**"I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy."**

– Rabindranath Tagore



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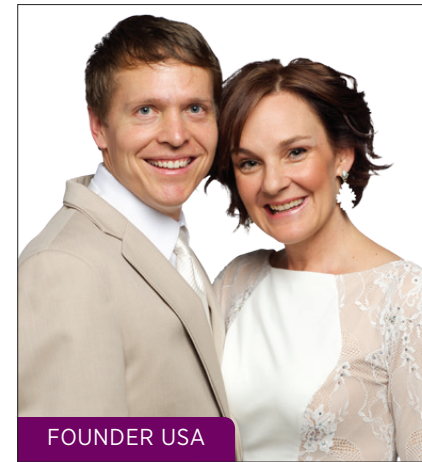
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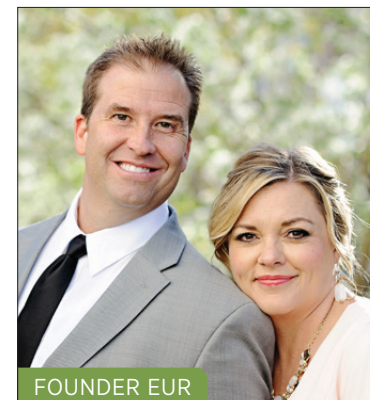
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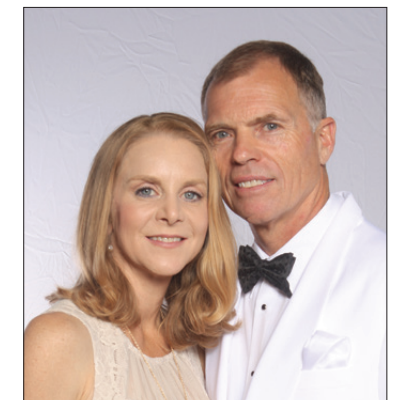


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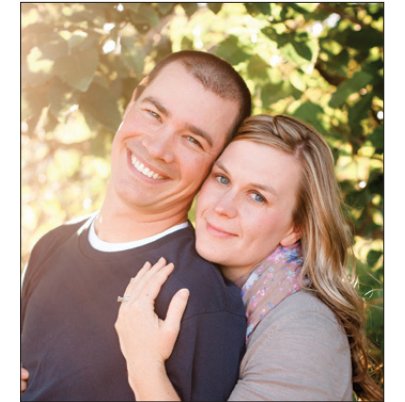
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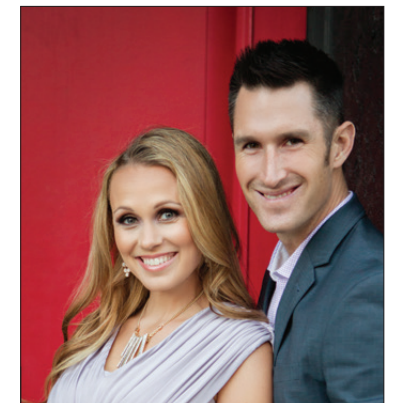
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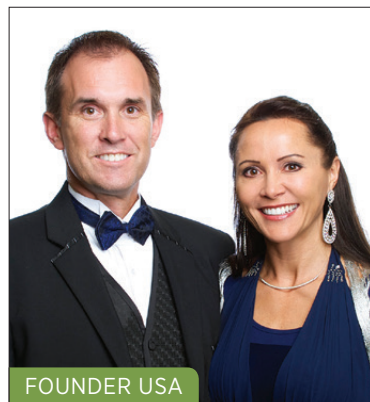
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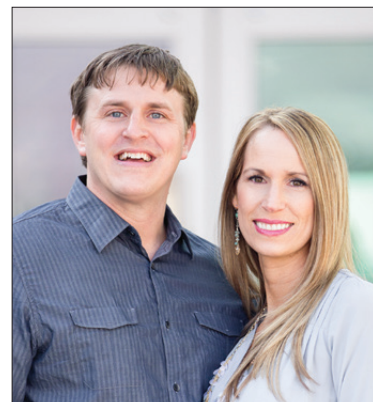
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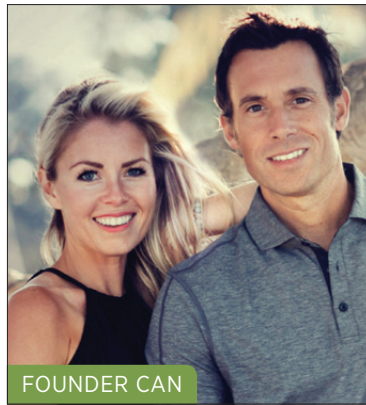
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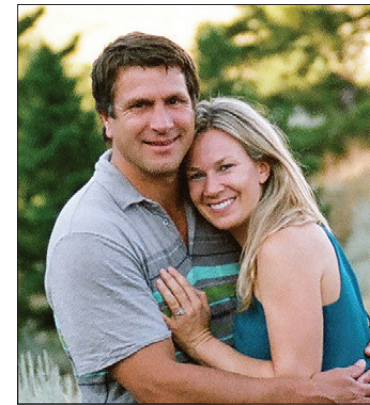
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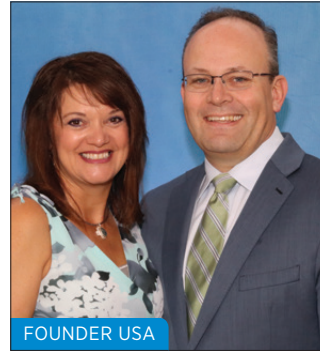


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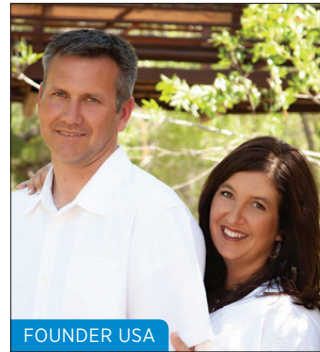
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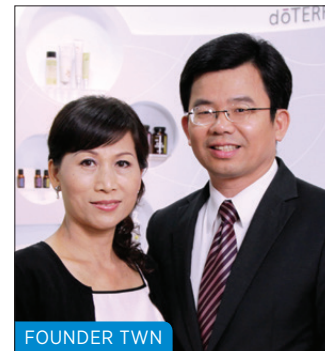


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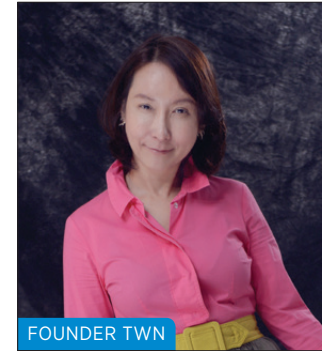
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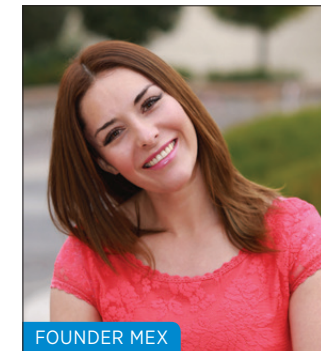
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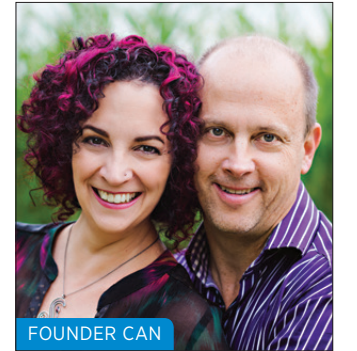
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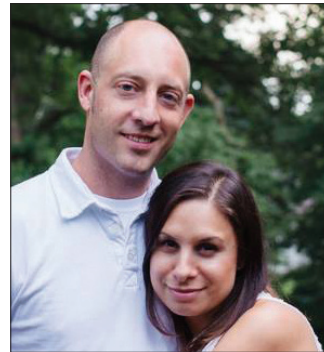
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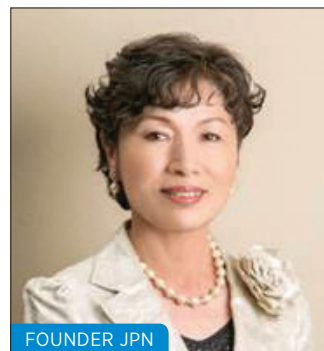
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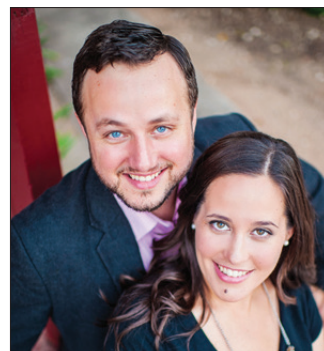
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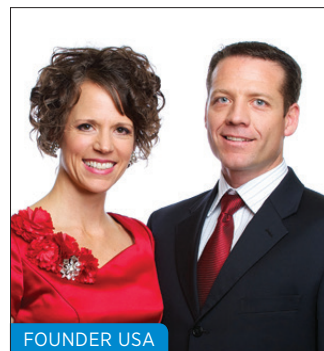
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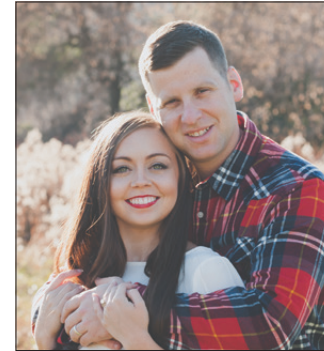
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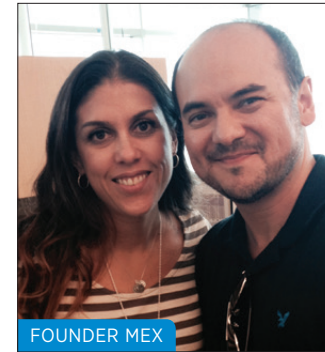
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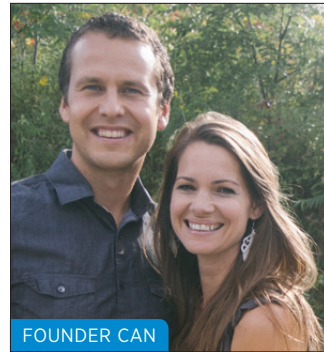
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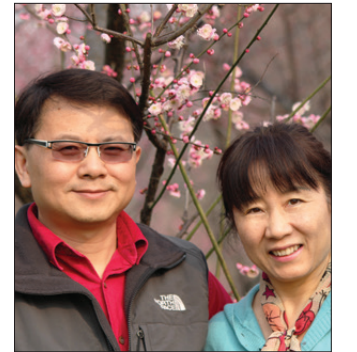
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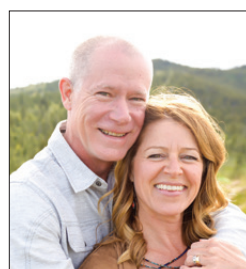
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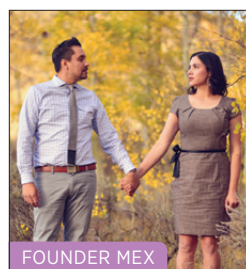
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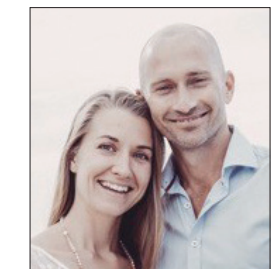


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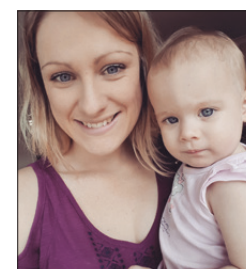


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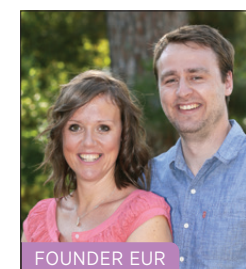
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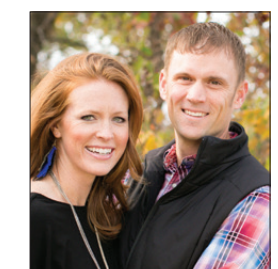
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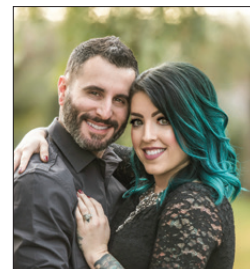
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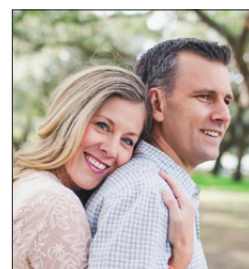
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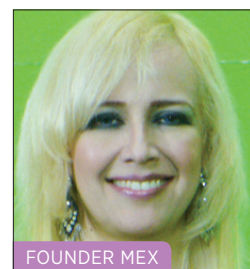
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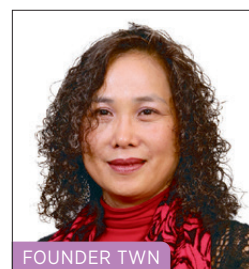
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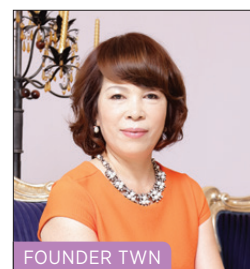
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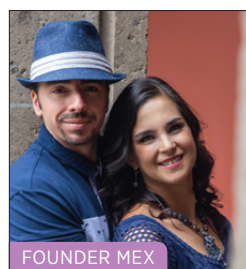
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BRENDAN & ALICIA GOODWIN



JAY & DEBBIE GORDON



DR. ANDREW & RUTH GOUGH



LAURA GARCIA



ADAM & LEAH GRAHAM



LINDSEY GRAHAM



MICAH & KRISTA GRANT

DIAMONDS



MICHELLE GROSS



CURT & CAROL ANN GUEST



LINDSEY & SETH GUNSAULS



FOUNDER KOR  
BOO KYUNG HA



SOO BIN HA



TASHA HAKEEM



KIRK & JENNIFER HAMILTON



KARA HANKS



DR. SANDRA HANNA



GIADA HANSEN



AISHA HARLEY & LARRY SPIELBERG



NATALIE HARRIS



RYAN & JENYCE HARRIS



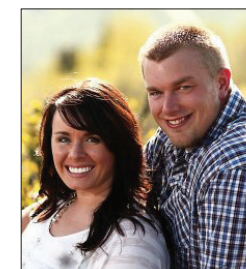
BRIAN & JEANNIE HARRISON



GARTH & JULIE HASLEM



SCOTT & SHYANNE HATHAWAY



MARK & ALICIA HAUGSTAD



ALLISON HAYS



JENNIFER HEATH



ANTHONY & DANIELLE HEIZENROTH



PAUL & TERI HELMS



SUSAN HELZERMAN



FOUNDER USA  
GORDON & JULIE HERBERT



RYAN & MELISSA HERMAN



FOUNDER MEX  
JUAN CARLOS SUAREZ HERNANDEZ & ARACELI VALENCIA SANCHEZ



dōTERRA® WELLNESS ADVOCATE Recognition

DIAMONDS



FOUNDER MEX  
IAN & PAOLA  
HERREMAN



FOUNDER USA  
TERRY & MARIA  
HEUSER-GASSAWAY



JESSE & NATALIE HILL



FRANI PISANO & HERB  
HOELLE



SHALEEN HOGAN



CASSIDY & ADAM  
HOLDSWORTH



TONI & ROBERT  
HOLLAND



JOY HORSEMAN



FOUNDER MEX  
OSVALDHO HOSORNIO &  
CAROLINA CEREZUELA



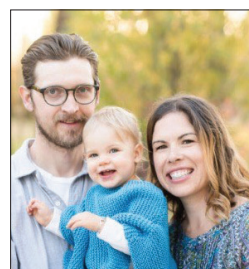
JENI HOUSTON



JESSE & BREANNE  
HOUSTON



TANYA HOWELL



JEN & MARTY HOYORD



FOUNDER TWN  
FU LUN HSIEH &  
CAROL SUNG



MENG CHIU HSU & HSIU  
LING HUANG



JEFFERY & MIRANDA HU



FOUNDER TWN  
SU WEN-CHANG &  
HUI YU HUANG



CHRISTY & REID  
HUGHES



JENNI HULBURT



MARGHERITA  
HUMPHRIES

DIAMONDS



JULIE HUNDLEY



BJ & MEGAN HUNTER



BRIANNE HURDAL



TAKESHI IGARASHI



HIROMI IKEDA



JENNIFER INCHIOSTRO



FOUNDER CAN  
CYNTHIA INCZE



YUKI ISHIDA



JACKIE ISLES



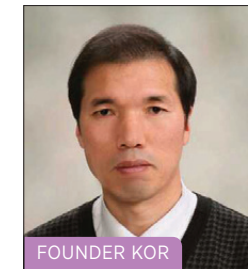
JASMINE JAFFERALI



FOUNDER USA  
ROB & WENDY JAMES



DALE & JENNIFER  
JARAMILLO



FOUNDER KOR  
HABONG JEONG



CHRISTINA & LEWIS  
JESSUP



AARON & JESSA  
JOHNSON



KILEY & NORA  
JOHNSON



BRIAN & RACHEL  
JONES



JARED & RACHEL  
JONES



LELAND & ROBIN  
JONES



LISA & RICHARD JONES



RACHEL JOOS



HAGAN & DENA  
JORDAN



CHIAH HO KAO



FOUNDER JPN  
MASAMI KAWAI



TRACI & JACK  
KENNEBECK

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DIAMONDS



MIKE & KALLI KENNEY



DRS. BRADLEY & JENNIFER KEYS



NICOLE KEZAMA



NICK & DYANNA KILLPACK



RYOKO KIMURA



MELISSA KING



MIE KIRA



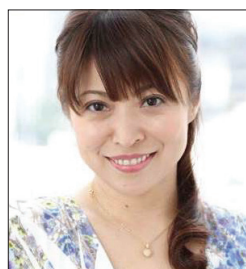
KENTA KIRIYAMA



MIKE & MEGAN KNORPP



WILLEM-PAUL & LOUSSANNA KOENEN



MICHIYO KOIDE



MIKI KOJIMA



YOLANDA KOOLE



JENNIFER KOURTEI



DEBBIE KRAHN



JOE & AMBER KROPF



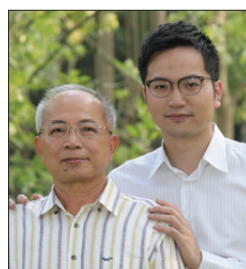
FREDDY & MANDY KUHN



SPENCER & RETA KUHN



PU LI KUO



WEN HUNG KUO & SHIH AN KUO

DIAMONDS



GARRISON & CINDY LANDES



DAVID & LOIS LANE



LAURIE LANGFITT



FOUNDER USA  
DANNY & NICOLE LARSON



JAMES & MICHIE LAYTON



FOUNDER USA  
NOLAN & PAT LEAVITT



BEN LEE & IONE SKYE



JOHN & CAROLINE LEE



ALLIE LEFER



DIANE LEFRANDT & JESSICA SMUIN



FOUNDER SGP  
CHUA HONG LEONG & LAW SHU LI



ZACH & KYLENE LESSIG



DR. DANIEL & KATIE LEVERENZ



CHAD & JODI LEWIS



FUXIAN LI & LING LING ZHANG



FOUNDER TWN  
YU YIN LI



HSIAO-CHING LIN



PO HSIU LIN & FANG SU KUAN



YI CHEN LIN



YU YU LIN



JOHNATHAN & RACHEL LINCH



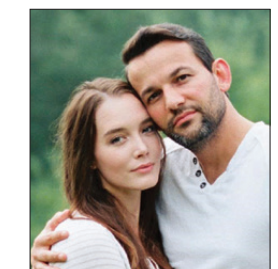
JOANNE LING & TRACEY FRY



FOUNDER TWN  
WEN CHEN LO



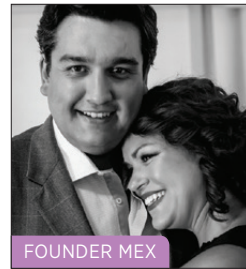
FOUNDER SGP  
LEE SEANG LOOI



CARDIN & MATT LOPEZ

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DIAMONDS



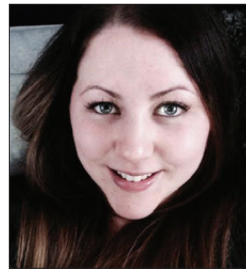
FOUNDER MEX  
CAROL LÓPEZ & LUIS ESTÉVEZ



SHELLY LOYD



YU JONG LU



ERICA ELDRIDGE LUCAS



DWAYNE & TRACY LUCIA



JEN LUKE



BETTY MAGILL



FOUNDER AUS  
TANYA MAIDMENT



KALIKO & MAILE MAII



KELLY & CHRIS MALLINSON



ALONTO & DESIREE MANGANDOG



FOUNDER  
MILTON MARIN



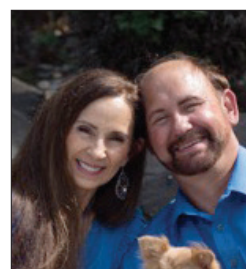
RICK & EMILY MARTIN



JULENE MARTINDALE



TIM & EMILY MASCARENHAS



JOHN & PATTI MASON



MANNY & ELIZABETH MATSAKIS



FOUNDER JPN  
SHOKO MATSUYAMA



PAUL & KRISTIN MAYO



DAVID & HOLLY MAYS

DIAMONDS



VICTORIA MCADAMS



TONY & AIMEE MCCLELLAN



KEITH & KERI MCCOY



BRITTANY MCDONALD



SHARON & JASON MCDONALD



JOSH JELINEO & BEBE MCFALL-JELINEO



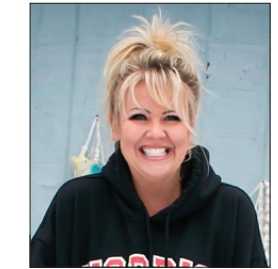
SUZANNE & ROBERT MCGEE



HEATHER MCKINNEY



BRITTANY MCLEAN



JEANNE MCMURRY



ROGER & CAROL-ANN MENDOZA



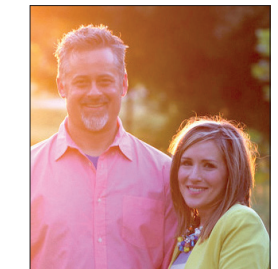
PRISCILLA & JERRY MESSMER



BECKY METHENY



DAVID & TAMMY MILLER



JIM & AMY MILLER



KAREN MILLER



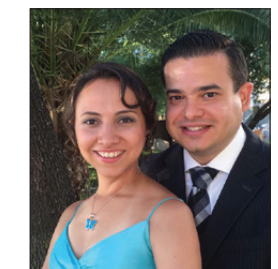
MAYUMI MINAMI



GREG & DR. JULIE MONTGOMERY



DRS. BRETT & RAECHEL MORAN



CECILIA MORENO & JAIME HINOJOSA



SHANNON MORGAN



MICHAEL & MELISSA MORGNER



JANELLE & JUSTIN MUELLER



YUKARI NAKAGAMI



HARUMI NAKATA

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DIAMONDS



HOWARD NAKATA



JODI & MARK NAYLOR



ROSIE NERNEY



FOUNDER  
DR. MARTHA NESSLER



FOUNDER EUR  
CHRISTIAN NEUDEL &  
GABRIELA HÄUSSNER



ALICE NICHOLLS



JONATHAN & DEANNA  
NICHOLS



JULIA NICHOLSON



FOUNDER JPN  
YOSHIFUSA NISHIDA



CHIKAKO NISHIMIZU



ERIC & KRISSEY  
NORDHOFF



AUSTIN & AMBER  
NORDSTROM



KERRY & DENISE  
NORRIS



ADAM & TAMI NUHFER



FOUNDER AUS  
KERY O'NEILL



MUNEHIRO OKUMURA



FOUNDER JPN  
KEIJI & EMIKO  
OKUYAMA



JOHN & AMANDA  
OLSEN



STEPHEN & DAWN  
OLSEN



FOUNDER AUS  
JOHN & PAULA  
OVERBEEK

DIAMONDS



JOHN & KIM  
OVERPECK



KATHY PACE



MELODY PAINTER



ROBERT & JANELLE  
PARRINGTON



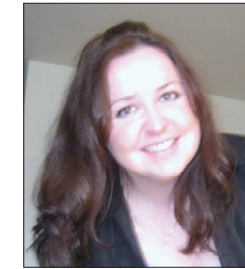
ELAINE PARSLEY



SANDRA PASCAL



JOHN & LAURA  
PASTERNAK



ERIN PATEL



CYNTHIA PATIENCE



DICK RAY & STACY  
PAULSEN



HOLLY PAURO



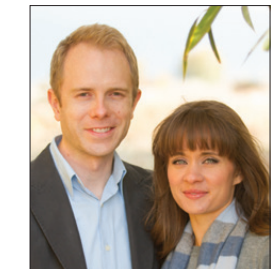
ANNA PENICK



SARAH-JANE PEPPER &  
TYLER HERR



CHRISTINA PETERS &  
MICHELLE MCVANEY



SPENCER & LAURA  
PETTIT



BETH & RYAN PHILLIPS



BRIAN & JEN PINTER



VICTORIA PLEKENPOL



MISH POPE



MAYRA & STEPHEN  
POWERS



JESSICA PRESS



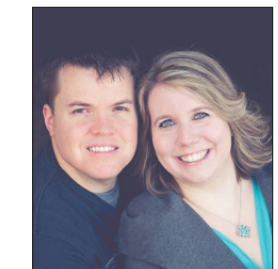
RUTH PRINCE



TRACY PRINCE



SABINE & MATTHIAS  
QUARITSCH



JACOB & ABI RAINES

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DIAMONDS



ANGELA J REED



WINDI & SAMUEL RIFANBURG



ADAM & NISHA RIGGS



FOUNDER MEX  
PATRICIA QUIROZ RIOS



REBEKAH & BOB RIZZO



JENNIFER & VERON ROBERTS



SHAWN & AMANDA ROBERTS



AUDRA ROBINSON



JAMES & KELLY ROBISON



BRITTANY ROSCHECK



FOUNDER AUS  
MICHAEL ROTHSCHILD



ANDREW & MINDY ROWSER



JOANNA RUSLING



DAVID & DENETTE RUSSELL



ANDREA RYAN



JESSICA RYAN



ERIC & GALE SANDGREN



ADRIAN & ROXY SARAN



JOSIE SCHMIDT



KATIE & CARLYLE SCHOMBERG

DIAMONDS



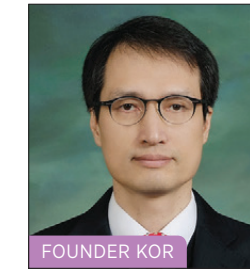
FOUNDER CAN  
JANE SCHWEITZER



JULIE ANN SCOTT



TERRI SELDON



FOUNDER KOR  
HOON SEO



FOUNDER AUS  
HELEN & MARK SHAW



COURTNEY & NICHOLAS SHEPARD



FOUNDER AUS  
MARK SHEPPARD & RANI SO



KIMBALL & YUKO SHUTE



ELENA SIMMONS



MARY SISTI



BRIAN & ELIZABETH SKAUG



TOM & ERIN SMEIGH



ADAM & RIGEL SMITH



DRS. JORDAN & TRACEY SMITH



KIRK & LANA SMITH



STEPHANIE SMITH



MARCY SNODGRASS



ROBERT & SHARLA SNOW



JOE & LAURA SOHN



ASHLEY SROKOSZ



ALICIA & JASON STEPHENS



JULIE STOESZ



AARON & AMY STORBECK



VICTORIA STRELNIKOVA



SHENGHAO SU

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DIAMONDS



YU KAI SU & LI NGEN HUANG



DR. MARA SUSSMAN & DWAYNE GRIM



TOMOMI TAKAHASHI



YOKO TAKAKU



FOUNDER JPN

HIDEMITSU & YOKO TAKEDA



CHIEKO TAKEKAWA



FOUNDER TWN

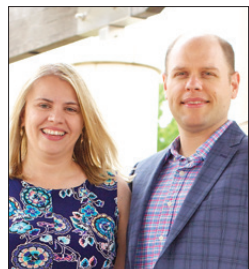
CHEN CHIEN TANG & CHIAH LING LI



JOY TARPLEY



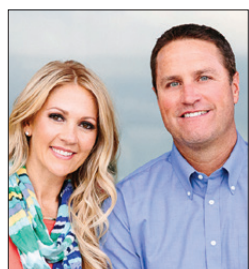
BILL & MEAGHAN TERZIS



JOE & ANNE TETZLAFF



PRAMELA THIAGESAN



EVAN & ADRIENNE THOMAS



DAN & AMY THYNG



BILL & ERLEEN TILTON



GLENN & JESSICA TRAVIS



JASON & ALLISON TRIPP



FOUNDER USA

GINA TRUMAN



FOUNDER TWN

HAO HENG TSAI & HSIN YUN CHANG



FOUNDER HKG

STEPHEN & YVONNE TSAI



FANG CHING TSAO

DIAMONDS



LYDIA TSENG



FOUNDER AUS

CHERIE & MAX TUCKER



RENEE & BYRON TWILLEY



RYAN & MELISSA VALLELUNGA



ANNET VAN DORSSER



SHANE & KRISTIN VAN WEY



CIERRA & TANNER VANDERPOL



JODI VANDERSTAAY



MICHAEL & SARAH VANSTEENKISTE



CHAD & ESTHER VERMILLION



SONDRA VERVA



EDDIE & ANGELA VILLA



PETE & CARRIE VITT



BROOKE VREEMAN



CATHI & BOB WAALKES



HEATHER & AARON WADE



DAVE & KATE WAGNER



TARA & JUSTIN WAGNER



KENNETH & STEPHANIE WAHLBERG



CHAD & SUSIE WALBY



LORINDA WALKER



BRENT & JENNY WALSH



ERIC & SANDRA WANG



BEN & MEGAN WARDEN



MARK & TAMALU WATKINS

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DIAMONDS



DANA & DAVID WATTS



ELISABETH WATTS



JULIE WEINBERG & MEREDITH KELLY



KAREN WELCH



WENNY WEN



FOUNDER SGP

LIU WENHUI



SHAUNA WETENKAMP



RICHARD & HEIDI WEYLAND



AARON & DR. RACHEL WHALEY



EMILI & DALLON WHITNEY



AMY & CHARLIE WIDMER



HAYLEY & BEN WIESE



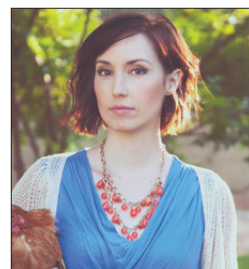
DINAH WILSON



JENNI & MIKE WILSON



ROB & MELISSA WILSON



DANELLE WOLFORD



DANIEL & AMY WONG



NEAL WONG & LISA NAKAMURA

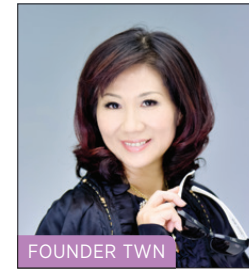


RAVEN WOODS



CHRISTINE WORTHY

DIAMONDS



FOUNDER TWN

CHING CHUN WU



HAN LIN WU & YUAN WANG



FOUNDER TWN

TUNG HAN WU



JOEY & CACHAY WYSON



MIDORI YAMAGUCHI



FOUNDER JPN

HIROKO YAMAZAKI



ELENA YORDAN



FOUNDER JPN

FUMIKO YOSHIMOTO



FOUNDER JPN

MIHO YOSHIMURA



FOUNDER JPN

YASUNORI YOSHIMURA

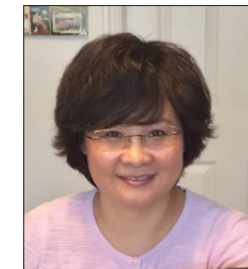


FOUNDER JPN

ATSUKO YOSHITOMI



MISKA & ROMAN ZACKA



LIE ZHAO

DIAMONDS NOT PICTURED:

HO NIEN HUANG  
CHAE MYUNG IM

ERIKA TRACHSEL  
QUAN JIN ZHOU

dōTERRA® WELLNESS ADVOCATE Recognition

PLATINUMS



KEVIN & KIM ABAIR



AKIKO ABIRU



ATANASKA ADAMS



KELLY ALVIS



CAROLYN ANDERSON



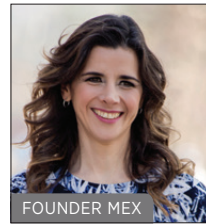
DAVID & SHANNON ANDERSON



SARAH ANDERSON



JENNIFER ANTKOWIAK



FOUNDER MEX  
LUZ MARÍA ARGUELLES



MARCO ANTONIO PAEZ ARGUETA



DAVID & KARLA BANKS



REBEKAH BARLOW



BRADEN & CAMILLE BAWCOM



ASHLEY BEANS



MAJA VODEB BECIC



PAUL & LISA BERGMAN



MELFORD & CONCETTA BIBENS



BRIAN & SHAWNA BIELMAN



JENNIFER BITNER



JON & KENDRA BODINE



VANEESA BOLLER



REBECCA BOTTS



FOUNDER EUR  
BECKY BOWLES



ALINA & RAUL BRACAMONTES



THERESA BROWN



TONI BUNTING



DEBBIE BURNS



CLAUDIA CALDERON



DAWN & MARCELLO CALVINISTI



LISA CANIPELLI

PLATINUMS



ASHLEY CAREY



CATHERINE CARRIGAN



JONATHAN & AMY CARVER



AMY CASSEDY



LACEY CHALFANT



KUI FEN CHANG



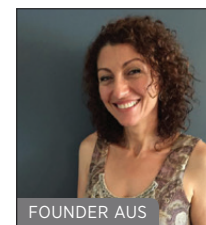
DAVID & ANA CHAPMAN



FANG CHI CHEN



GINA CHO



FOUNDER AUS  
TERPSY CHRISTOU



JESSICA & NIC CLARK



MERIDETH & BRIAN COHRS



ALICIA COTTAM



CRYSTY COVINO



ANDREW & BRITTANY DAVIDSON



RACHEL DAVIES



JOYCE DAY



CECILIA LÓPEZ DE LARA & ANDONI ROMERO



FOUNDER MEX  
GUILLERMO & IVONNE DE SUAREZ



DR. MARK & KRISTI DEBRINCAT



SARAH DEGROFF



JAMIE & TED DIBBLE



JOANNE DISSANAYAKE



JEREMY & HOLLY DIXON



ERICA DOLAN



SUSAN DYESS



STEVE & LORRAINE ELJUGA



MICHELLE ELSTRO



SAYAKA ENDOU



CAROLYN ERICKSON



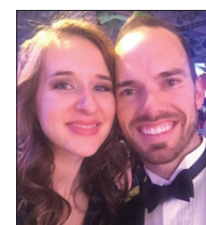
DAWN FARRIS



MIKE & JANA RANKIN FINCH



SHAYLEE FORD-MARTIN



DR. BRADLEY & ALANNA FRANKLIN



MARCIA FRIACA



PAUL & STEPHANIE FRITZ



dōTERRA® WELLNESS ADVOCATE Recognition

PLATINUMS



YOUKO FUJIMOTO



DAREN & CRYSTELLE GATES



SUE GAVEL



NATHAN & JOANNA GEIGLEY



JULIE & SCOTT GETTY



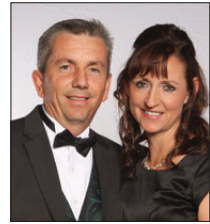
RACHELLE GIBSON



FREDRICK & ERIN GILES



KRISTANN GILLIES



CRAIG & LYNN GINES



VALERIEANN GIOVANNI



CARMEN GOLDSTEIN



LUCY GONZALES-ROMERO



LUKE & TERESA GOODLETT



SPRING & RICHARD GOUETTE



BÉNÉDICTE GRAF



LEON GREEN



DREW & LACEY GRIM



GRIFFIN GUNDERSON



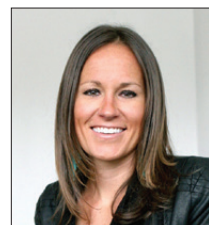
MELISSA GUTHRIE



FOUNDER EUR  
JÜRGEN & MARTINA HAKENJOS



DANIEL HAMILTON



GRACIE HAMMER



CLIFF & PJ HANKS



FOUNDER EUR  
MOANA & MATTHIAS HARDER



ARIANA HARLEY



KERRY HARPER



ROXANNE HARRIS



TODD HART



KRISTINE HAUCK



HEIDI & BILL HIGGINS

PLATINUMS



CHLOE HILTON-CLOW



JULIE & KAULIN HINTON



PAULA HOBSON



MARK & TRICIA HOFFMAN



GREG & MELODY HOLT



BRENT & ANNIE HONE



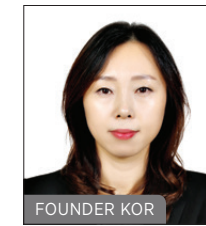
ROCHELLE HUBBARD



JEANESE & TROY HUMBERT



MICHAEL & NANCY HUTCHINSON



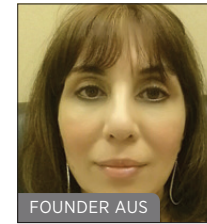
FOUNDER KOR  
KUN YOUNG HWANG



AMY INNES



KELLY IRIZARRY



FOUNDER AUS  
RELAFF ISMAIL



CAROLINE JACKSON



FOUNDER EUR  
SABINE & HARALD JAHN



ALICEN JOHNSON



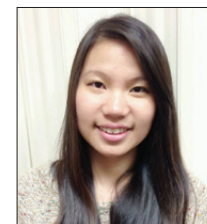
RACHEL JONES



TIFFANI & D'ARTIS JONES



BILL & DEENA JORDAN



CHIAO EN JUAN



TZU YUAN KAO



LEAH KARRATTI



CHELSEY KAYSE



KRISTA KEHOE



COLIN & JEN KELLY



JO KENDALL



KELLY KETLER



CADE & DOMINIQUE KING



TOM & ROMMY KIRBY



CHRIS & GARY KIRSCHBAUM



JESSICA HERZBERG KLINGBAUM



FOUNDER EUR  
JON ERIK & LYNN KVAMME



PEGGY LANGENWALTER



SHARA LANGFORD



SCOTT & JESSICA LAWSON



CECIL & LIANA LEE

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PLATINUMS



ARLA LEINS



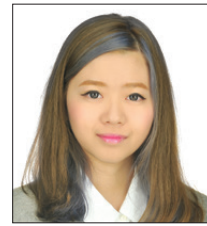
REBECCA LEONARDES



CHUCK & CHRISTINA LEROSÉ



HSIU FENG LIN



HSIAO CHUN LIU



XIANGLEI LIU



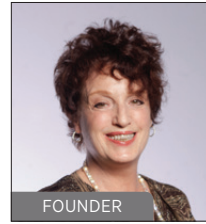
JEN & JEFFREY LONG



AVASA & MATTHEW LOVE



HEIDI LUEKENGA



ADELE LURIE



JING MA & JINHUI WANG



BRETT & BROOKE MAGLEBY



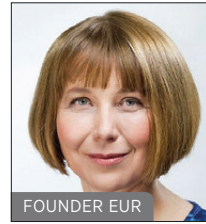
MELANIE MAITRE



ELIZABETH MARA



VICKI MARCUS



LENKA MARKOVA



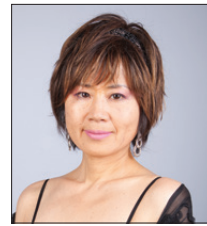
BERNY & JANET MARQUEZ



AMY MARTIN



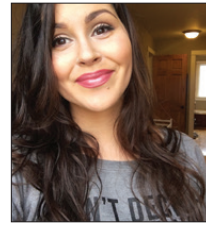
CRIS & PATTY MARTINEZ



KEIKO MARUTANI



SUSUMU MATSUZAKI



NICCI LYNN MCCLAIN



DR. ALLIE MENDELSON



WENDY MENDOZA



JIMMY & DEIDRA MEYER-HAGER



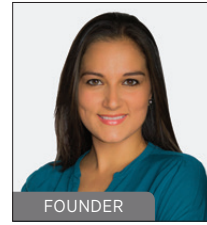
HOLLY MILLER



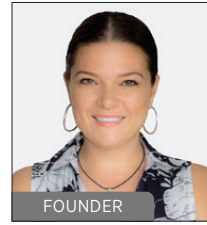
LIU MIN



ANGELA MOFFITT



ANDREA MONGE



IVANNIA MONGE

PLATINUMS



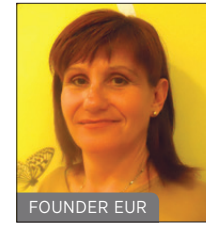
SHAE MORGAN



HARUMI MORITOMO



CAROLYN MOSHER



FOUNDER EUR  
ANNA VASKOVÁ MOTÝLIK



MARY LOU MULCAHY



EMILY NAVAS



RAY & LAUREN NEWSOM



JENNIE & MATTHEW NICASTRO



RENEE NOVELLO



BERNADETTE O'DONNELL



SARAH O'MAILIA



FOUNDER EUR  
FRANK ODDENS



NARU OGISHI



KAORI OKAMURA



BROOKE OLIVER



WADE & KRISTIE OLSEN



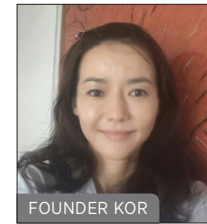
JENNY OTIS



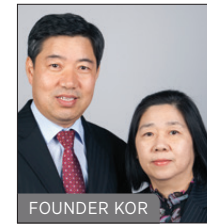
CHRISTOPHER & AMY OUELLETTE



RAYMOND PAN



FOUNDER KOR  
HA PARK



FOUNDER KOR  
DONGCHOL & SOON BYUNG BEH



JAMES & CHRISTINE PAYNE



BOBBI PEARCE



JON & EMILY PFEIFER



JESSIE PINKERTON



BRITT PIRTLE & KYLE HESS



TOM POLIFKA



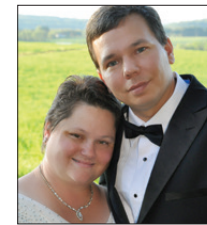
SHERRI PRICE & MITZI BYBEE MACLEOD



RACHEL PROUD



KATIE RAGSDALE



WILLIAM & ALICE RAHN



JANET RAMER



CLAUDIA RAMIREZ & SERGIO ANGE ABUNDIS RODRIGUEZ



SUSAN REIS



MILTON & TIFFANY REPSHER



NICOLETTE REYNOLDS

PLATINUMS



KC RHON



JILL RIGBY



JESSICA ROBERTS



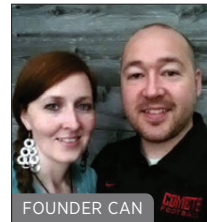
BIANCA RODRIGUEZ



CHANTAL ROELOFS



CANDACE ROMERO



FOUNDER CAN  
CORT & KARLI ROSZELL



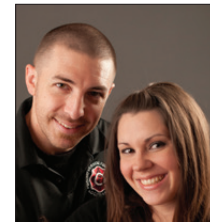
RITA RUNNELS



IAN & JESS SAGE



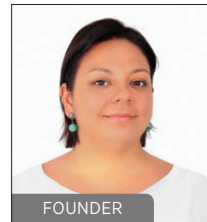
NORIKO SAKAGAMI



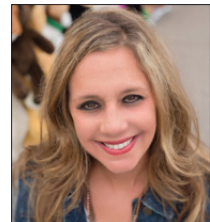
JAMES & MISSY SANDERS



RUI & JEANA SANTOS



FOUNDER  
ISIDE SARMIENTO



STACEY SARROS



JIM & SUSIE SCHIERING



LESLIE SCHMIDT



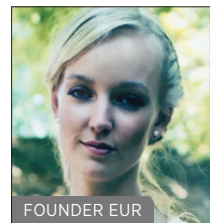
AVA & JACK SCHNEIDER



JENNIFER & CHANCE SCOGGINS



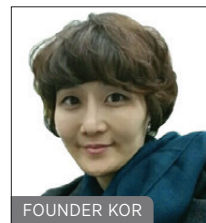
AMY SELLERS



FOUNDER EUR  
TJASA SERCER



KEVIN & KESHIA SHEETS



FOUNDER KOR  
EUN YEONG SHIN



LARRY & NIKKI SHORTS



KATRINA SIKORA



AMANDA SILICH



FOUNDER AUS  
ROBYN SIMON



KATIE SINGERY



DIANNA SMITH



THERESA SOUCY



MEGAN SPOELSTRA

PLATINUMS



ROBIN STEINFELD



DAVE & CALLIE STEUER



WADE & CHRISTINE STOLWORTHY



PHIL & LEEANN STORK



SHEILA SUMMERHAYS



JENNIFER SUN



SAMUEL & MELISSA TÆU



ATSUKO TAGUCHI



PAMELLA TANIMURA



KELLY TAYLOR



KEITH & KELLY TERRY



JEN TOMAZINCIC



ANI TOROSYAN



BRIAN & AMANDA TRENT



CORRIE TREWARTHA



SHIH TSENG



DUANE & CRYSTAL TUCKER



JENNIFER UPCHURCH



SHANDA VANDENBARK



BILL & MARILYN VANDONSEL



JENNIFER VASICH



LEIA VEARES



TYRONE VICKERSTAFF



MELANIE VIENNEAU



MATTHEW & NICOLE VINCENT



FOUNDER EUR  
ELENA VINOKOUROVA



CASEY VON IDERSTEIN



CHERYL & ALAN WAELBROECK



HIROMI & SHIGEO WATANAB



ANGELA & LANE WATKINS



NATE & KAROL WATKINS



ZACH & KELSEY WATSON



TODD & JODI WEAVER



THORSTEN WEISS



RANDY & SUMMER WHELCHEL



HALIE WHITAKER

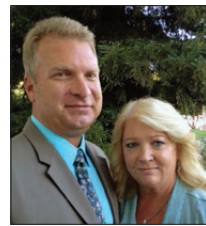
**PLATINUMS**



LORI WILLIAMS



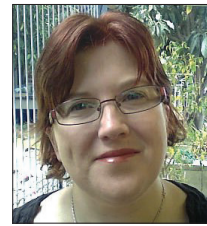
LINSEY & ERIK WILT



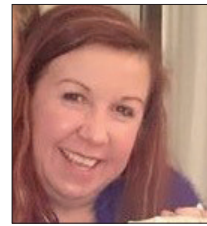
FRED & MARTI WINKLER



JOHN & CHRISTINA WOMBLE



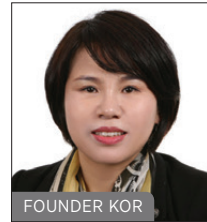
MICHELE WRAGG



PENELOPE WYNNE



ALISON YEO



YOUNG SUL YOU



TERUMI YUASA



KRISTI ZASTROW



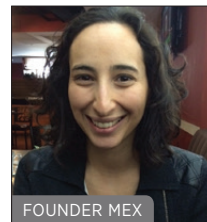
GARY ZHOU & LAURA WANG



SCOTT & LISA ZIMMER



ETHAN & CHRYSTELLE ZIMMERMAN



DIANA FALLENA ZONANA

**PLATINUMS NOT PICTURED:**

GUIHUA CAO  
AIMEE DECAIGNY

ADRYAN DUPRE  
CHRISTINA GARDNER

DR. KEVIN HUTTER  
KATIE KLINE

DALTON STEWART

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