

dōTERRA® ESSENTIAL

# LEADERSHIP

RECOGNITION MAGAZINE • ISSUE 3



## New Presidential Diamonds

Boyd & Sandy Truman

## 7 Tips to Navigate Family and Business

the  
dōTERRA  
difference



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WE WANT TO HEAR FROM YOU

What do you think of dōTERRA's Leadership Magazine? Write to us at [editor@dōTERRA.com](mailto:editor@dōTERRA.com).

### 12.5 million bottles

are currently in dōTERRA's supply chain—filled, unfilled, and on order.



dōTERRA celebrated **4 YEARS** of operation on April 25, 2012.

**1 drop** of dōTERRA peppermint oil contains as many aromatic compounds as **25+ cups of peppermint tea.**



### Over 40,000

Summer Sensation kits were awarded in 2012.

## dōTERRA® facts & statistics



**FALL 2012**



Over **1,000** dōTERRA consultants have reached **SILVER.**

**11 tons** of essential oil is filled into bottles **each month.**



### Over 6,500

Invite & Inspire events were registered in July and August.

dōTERRA processes over **50,000 LRP** orders monthly.



CONGRATULATIONS ON REACHING

# Presidential Diamond

*Boyd and Sandy Truman*

LEARNING FROM LEADERS



**BOYD AND SANDY TRUMAN** are two very genuine people. Their goal is simply to help others. They started out in dōTERRA as product users. However, as they started to use the oils daily, they couldn't stop teaching everyone they knew about them. They weren't professional network marketers, but their enthusiasm about the products was irresistible. Soon they had all their friends and family hooked. At that point they looked at the compensation plan like a game—just filling in numbers as they needed. They embraced the concept of TEAM: Together Everyone Achieves Miracles, and did what it took to make their leaders successful.

JOIN US AS WE CATCH A GLIMPSE INTO THEIR STORY OF SUCCESS.

**Q:** What was the key strategy that helped you achieve Presidential Diamond?

The strategy was to always stay one leg ahead of the rank that we were working on at that moment. For example, when we were working toward Diamond, we had already enrolled our 5th leg that would eventually help us earn Blue Diamond. We just felt like we never wanted to earn a certain rank, and then start from scratch with a brand new leg to try for the next rank advancement.

#### SANDY'S FAVORITE PRODUCTS

**Lemon, Lavender, Peppermint** "These three take care of anything and everything."

**LifeLong Vitality** "I can't survive without it. I'd be a stressed out mom, on depression medication, with no energy." -SANDY TRUMAN





#### BOYD'S FAVORITE PRODUCTS

**TerraZyme** "All of us need more enzymes and amino acids for our bodies to perform better."

**Immortelle** "It's all of my favorite oils in one bottle." -BOYD TRUMAN

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

We had to decide together that we were both completely committed. Although Sandy is still a full-time mom and I do most of the traveling and training, she is still very much involved. She is home base, not just for us and our children, but a home base for answering calls, giving parties, helping someone out with a sick child, making and handing out samples, and the list could go on and on. We each fulfill different, but necessary roles. When we do get to travel or teach together, it's just cream on top.

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

All around the world there has been a growing emphasis on going green—with our homes, our cars, our places of work, etc. Our emphasis has always been making our bodies green, so to speak. Getting back to more of a natural approach to health and nutrition, and this is how you can do it. At the end of your event it's not about which kit they decide to buy, it's about giving them choices. The first choice they need to make is to implement a change that will bring safe, natural, healing products to their homes.

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

We have always taught our team that the feeling they should get across is, "this is who I am, and this is what I



*"Our style is to lead with the products... first give people a good experience with the oils, then they start to ask us how to work the business. It just happens very organically for us."*

do, and it is not going away." Without making people feel bad, continue to invite them until they come.

### What little things have made the biggest differences in your team?

Since we are very product focused, we feel that the more our team understands about health, nutrition, and how the oils work, the less they'll be stumped by some of the questions they get asked. The greater their understanding, the more they can help people, the more people they help get well, the better their business will grow. Being a product of the product usually speaks for itself. We have been asked time and time again, 'why are your kids so healthy, what do you do for your skin', or 'why didn't your family get the bug that is circulating throughout the neighborhood?' When this happens, it is a perfect lead in to

dōTERRA. Now it becomes a teaching moment. We have found that this can happen on a daily basis.

### What do you know now that you wish you would've known at the beginning?

We know now that we should have been bolder the first few years in dōTERRA. We held back because we were concerned about the whole network marketing idea and how people might view us. When we realized that we were in the business of helping educate people, giving people choices, and simply caring about people, our business went to the next level. We also wish we would have shared a greater vision with many more people. We had a vision of where we were going, but it took us a few years to translate that vision to others.

*"Our emphasis has always been making our bodies green, so to speak. Getting back to more of a natural approach to health and nutrition, and this is how you can do it."*



**KIRK & JENNIFER HAMILTON**



**FAVORITE PRODUCTS**

**Lifelong Vitality** "This has been our Loyalty Rewards Order from the start. After trying it for the first month, neither one of us would give it up." -KIRK

**Frankincense and Balance** "These are two oils I could not do without." -JENNIFER



"I feel like I just made it over a wall, and I want to stop and help as many others as I can."



**BUSINESS TIP**

"I'VE BEEN INTRODUCED TO NETWORK MARKETING SINCE I WAS 21. It took me twenty years to be ready. You have to talk to everyone and not get discouraged."

**W**hen Kirk's grandmother passed away, a visiting family friend mentioned to Kirk that her daughter-in-law had a niece he should go out with. Kirk, finding out she worked at Maceys, decided to investigate. He found Jennifer attractive and agreed. What was supposed to be a blind date wasn't so blind for him. However, their differences became more apparent when Jennifer, a country girl, opened the door wearing jeans, boots, and a T-shirt to find Kirk, a college frat boy, wearing slacks and a sweater. At first glance, neither thought the other was their type. Fortunately for them, the couple they were meeting was late. Kirk and Jennifer, forced to get to know each other, realized they were actually hitting it off. That initial interest quickly became more, and within six, short months they were married.



The Hamilton family in Provo, Utah

Both Kirk and Jennifer were blessed with an entrepreneurial spirit. When given the opportunity to own their own restaurant they took it. They opened San Francisco Sourdough Pizza in Logan and eventually a second in Ogden. It was an exciting time for them. Their youth and ambition caught the attention of others and they were awarded the Young Entrepreneur of the Year by Cache Valley. Kirk joked that they won because they were the only entrepreneurs in that area, but when they won the same award for Utah's Rocky Mountain Region, they thought there might be something to it. Kirk said, "We were the most successful poor people in all of Cache Valley. Opening a restaurant can be extremely difficult."

Kirk eventually sold his restaurant to his business partner, which opened his family to new business opportunities. Kirk said, "I liked change. I got bored quickly and people often tried to recruit me. If the business opportunity sounded good, I usually jumped in." Kirk spent time in the cell phone industry, in truck stop restaurants for Flying J, and in real estate before trying to start his own merchant processing company. During that process, he met Patrick and Allyse Sedivy and they began to work together.

Teresa Harding had asked Kirk to look at dōTERRA a year prior to him meeting Patrick and Allyse Sedivy. Kirk said, "Teresa told me I would be great at it. That was something I heard often because of my sales background. It wasn't a new revelation. I told her no." However, a year later when Kirk wanted to recruit Roger into their trading company the door

once again opened for Teresa. Not only did she want Kirk to reconsider, but she insisted that Patrick and Allyse Sedivy become involved as well. Kirk came home and told Jenn, "I think I just sicced an MLMer on my business partner." However, much to Kirk and Jennifer's surprise Patrick and Allyse joined and immediately called to recruit them. "I was scared," Kirk said, "but I trusted their entrepreneurial ability." Kirk and Jennifer joined dōTERRA on October 31, 2009.

While working their dōTERRA business, Kirk realized that it was no longer about the business opportunity. "I saw that I could help people," Kirk said, "and I thought to myself if I can do this all the time and get paid, then WOW!" In the process of helping others, the Hamiltons have also helped themselves. Kirk explains, "The real estate market destroyed us. We were about as low as you can go and now we have passed as good as we have ever been."

Kirk's advice to others seeking the same success is first, duplication. He expresses the need to keep it simple so that others can shine. Kirk said, "It's good to be an oil expert, but not everyone can model that behavior." Instead he recommends that you set obtainable standards that are easily duplicated. Second, is timing. Kirk explains, "dōTERRA is at the top of what I do, but for most people it's not even in the top twenty. I've been introduced to network marketing since I was 21. It took me twenty years to be ready. You have to talk to everyone and not get discouraged."



## FAVORITE PRODUCTS

**Peppermint** "It gives me a boost of energy when I need it."

**LifeLong Vitality** "It helps me feel energetic. I could not keep up my vigorous lifestyle without it."



## RIYO OGAWA

"First, work on strengthening yourself and letting your light shine, then help others to do the same. Just keep going and never give up!"



**BUSINESS TIP**  
"JUST KEEP GOING  
and never give up."

**"E**ssential oils are something I absolutely need in my life," Riyo Ogawa states with great gratitude. "As a child growing up in Fukuoka, Japan I was physically weak. I faced continual struggles with health," she explains. When western medicine failed to provide relief, Riyo began to wonder if there was something else out there that would prove more effective. At the age of twenty-three, Riyo discovered holistic medicine and aromatherapy and began a quest to learn more about natural therapy.

In 2008, Riyo moved to the United States to study English. Fascinated at the time with essential oils, Riyo hoped she would somehow have the opportunity to learn from Dr. Hill. Just a few weeks later, Riyo's friend Miho met Justin Harrison who invited them to dōTERRA's convention. Her ex-





Riyo Ogawa in Japan

citement of meeting Dr. Hill, the warmth of her soon to be new sponsors, Daniel and Cristy Benitez, and the noticeable difference in the quality of dōTERRA essential oils, Riyo's decision was made to enroll.

Initially, Riyo didn't consider pursuing the business opportunity. "I considered essential oils to be a tool to heal people; healing others was my top priority," she points out. Although Riyo didn't consciously pursue the business aspect of dōTERRA, she couldn't help but share them with her friends. Many of her fellow classmates, who came to America in pursuit of economic opportunities, didn't have the financial ability to pay for medical assistance, despite their health issues. Many became very interested in dōTERRA essential oils as they created a cheaper alternative to expensive doctor visits.

The following year Riyo had the opportunity to return to Japan, taking with her this time a prized possession, her knowledge of dōTERRA essential oils. As she saw the great joy essential oils brought into her friends and families lives, a strong realization hit Riyo. "I began to realize that I could provide my friends, many of whom were housewives who contribute much to society and received little reward,

an opportunity to earn extra income." Riyo realized she could help those around her in more ways than just one, she could help them find health solutions and financial freedom. From that time forward, Riyo began to passionately share both essential oils and the dōTERRA business opportunity.

Today Riyo no longer struggles from the many health issues that plagued her in her youth. Riyo says, "I feel that through dōTERRA essential oils I am finally able to reach my full potential." She believes that when you allow yourself to experience the benefits of essential oils and your excitement increases, others around you will naturally have a desire to experience the same thing.

To those building their dōTERRA business, Riyo offers the advice, "Don't limit yourself, and do your best. First, work on strengthening yourself and letting your light shine, then help others to do the same. Just keep going and never give up!" With such a strong passion to help others reach their full potential, it is not surprising that Riyo is cherished and respected by many.



**FAVORITE PRODUCTS**

**Lifelong Vitality** "I wouldn't have the energy and lifestyle I have without it."  
-STEVE

**Myrrh** "It is the mother of all oils. I love the maternal parallels."  
-KRISTINE



## STEVE & KRISTINE HALES

"To be able to create the same income, in only 3 years, without any debt is a testimony that dōTERRA provides the right tools for success."



**BUSINESS TIP**

"DEVELOP A SYSTEM THAT WORKS FOR YOU AND STICK TO IT. For us, it was holding weekly classes at the same time and place each week. Be consistent."

**S**teve and Kristine were attending Brigham Young University when Steve kindly offered to carry Kristine's books. Later, in the midst of photo booths and homemade hamburgers, a romance developed. That romance has since transformed into a lifetime of companionship and love.

Steve was an entrepreneur who moved his family around the nation, and abroad to Israel, before finally settling in Virginia. His strong, entrepreneurial spirit allowed his family to begin a commercial book bindery. The Hales philosophy of, "if you want your children to be responsible, give them adult work," encouraged Steve and Kristine to include their nine children in the family business. Kristine says, "Our children developed self-esteem and knew that what they did mattered." Very quickly the book bindery grew and their garage was no longer sufficient to house their business. Many treasured family memories were made as they worked to grow their business and build financial security for the future.



The Hales family in Washington D.C.

In 2008, the Hales, like so many Americans, lost the retirement they had worked so hard to build. Not only were their investments no longer as promising, but the shift towards online literature greatly impacted their future success. Ready for retirement, Steve and Kristine sold their family business unsure of what the future would hold.

During this time, Becky Hintze and Connie Boucher introduced Kristine to dōTERRA essential oils. Growing up with a 'health nut' mother, Kristine was familiar with the idea of healthy living. In contrast, Steve grew up in a 'junk family' where the goal was to eat one Twinkie instead of five! Despite their differences, Steve supported Kristine in learning about and experimenting with essential oils.

It wasn't until Steve had a powerful, personal experience with the product, that his support became interest. He gave the compensation plan a thorough examination and made the decision to come aboard. Kristine's passion for health, wellness, and essential oils, combined with Steve's deep understanding of the compensation plan, has propelled this dynamic couple towards success.

When building in unmarked territory it is easy to feel lost and alone. "A river without banks is only a puddle," Kristine says, "and sometimes we certainly felt like a stagnant puddle." It is important to define your banks in order to allow your river to flow. "We realized our bank was the compensation plan," Steve explains. When you see the immense growth potential dōTERRA provides, motivation to work hard increases exponentially.

Steve and Kristine are certainly not ready for rocking chairs. dōTERRA has restored their energy and allowed them to dream. Steve said, "To be able to create the same income, in only 3 years, without any debt when it took us 20+ years before, with immense debt, is a testimony that dōTERRA provides the tools to create financial freedom."

Their favorite part of dōTERRA is being able to build their business alongside their children. Despite the many differences between running a commercial book bindery and building a dōTERRA business, some things will always stay the same for the Hales. Working together as a family will always bring the most joy and satisfaction into their lives.

# The dōTERRA DIFFERENCE



**I RECENTLY HAD A CONVERSATION** with a friend who also works in the direct sales industry. He told me that his company's executives are often discussing dōTERRA. They keep asking what it is dōTERRA does that has created such excitement, growth, and prosperity. As of yet, they haven't been able to figure it out. So, I thought I would let them know. I thought I would share what has been carefully and thoughtfully created by our IPC leaders and corporate staff. I thought I would let them in on the dōTERRA difference. by Nick Killpack, US Sales Manager

“We share and educate because we want that person in our lives to have the best options for health and wellness. We share because we know we can help, so it’s our responsibility to help.”

## WE IMPROVE THE LIVES OF OTHERS

First and foremost, we better the lives of others. The phenomenal products we have are just a tool we use to accomplish this mission. There are so many solutions that we offer to improve the quality of life of others. If someone lacks health, we have a solution. If someone lacks wealth, we have a solution. If someone lacks community, we have a solution. If someone lacks meaning or purpose, we have a solution. Every product, training, event, and interaction is focused on specifically improving the lives of others.

## WE APPLY OUR INTEGRITY

Second, we apply our integrity to our daily lives. We don’t pontificate about what is right or wrong and do nothing. We decide what is right and follow the course. We know that if we are to build trust and relationships, we must first be willing to apply our integrity to our daily lives.

Let me tell you a story about Warren Buffett—the mega billionaire. On the golf course, with his friends and partners, Warren Buffett was offered a wager. If he hit a hole in one, his friend would give him \$20,000. If he didn’t hit a hole in one, he would have to pay his friend \$20. Yet, Buffett turned it down. He knew the odds of him hitting a hole in one were too slim to make the wager worthwhile. When his friends said he was being too serious about a very small amount of money compared to his income, Buffett replied, “Being foolish in small decisions makes one foolish in big decisions.” We see our integrity as an amalgamate of small decisions and actions leading to integrity in big decision and actions. Where the rubber meets the road, we do our best to do the right thing.

## WE SHARE AND EDUCATE

Third, instead of just pushing an opportunity, we share the product with others and educate them on the benefits. We have enough faith in what we offer that we know, with proper education, a person

will see how they, and those they love, can benefit from the use of dōTERRA products. We share and educate because we want that person in our life to have the best options for health and wellness. We share because we know we can help, so it’s our responsibility to help. The result of sharing and education can be a successful business, a business founded on helping others.

## WE COLLABORATE

Fourth, we collaborate. We work together. We’re dōTERRA and we’re a team regardless of the group we’re in. Emily Wright, the Executive Vice President of Leadership Development has told me many times that we have a partnership with our IPCs. This partnership is key because in most companies out there, there is an “us and them” mentality between corporate and its lifeblood, the members. It never made sense to me. Even more, it is not just that corporate and IPCs work as partners together, it is that I have seen so many examples of where teams from different groups work together on events, collaborate on creating training materials, or even do trainings for people who are not in their groups. This environment of collaborative success creates a feeling that one’s success is everyone’s success.

## WE EXPECT GREAT THINGS

Fifth, we expect great things of ourselves, of others, and of life and because we have that expectation we find great things. Albert Einstein once said that there are only two ways to live: you can live as if nothing is a miracle or you can live as if everything is a miracle. We expect great things and so we find, create, and build great things. This is the dōTERRA difference. You don’t join by just signing up, you join by showing up and working with us to improve the lives of others. We apply integrity. We share. We educate. We collaborate and we expect great things.



Jenn Garrett and Natalie Goddard at Leadership Conference



Top leaders celebrating after meetings



Karina Sammons, LeeAnn Stork, Lori Vaas, and Tam Nuffer at the Canyons, Park City, Utah



Leaders toasting marshmallows after an event



**FAVORITE PRODUCTS**

**Clear Skin** "It has saved me from costly prescriptions." -DAVE

**Frankincense** "It is the ace in my pocket for keeping my family healthy." -ASTI

**LifeLong Vitality** "It is so great for improving sleep, mood, and energy." -ASTI



**DAVID & ASTI ATKINSON**

"In order to achieve success, there will be moments that you will have to step outside what is comfortable."



**BUSINESS TIP**

"FIND WITHIN YOURSELF JUST 20 SECONDS of courage and embrace every opportunity. You can't recapture a lost opportunity."

Six months before they began dating, Dave asked Asti out. Asti, who wasn't available at the time, politely declined. Months later, while visiting a social-media site, Asti's attention was captured by a young man. She sent him a message, and quickly discovered that they were both students at Brigham Young University. They arranged to go out. When Dave arrived they still didn't recognize each other. However, once the realization hit they both shared a good laugh.

Dave received an undergraduate degree in Business Management with an emphasis in finance. He later went on to receive an MBA. Asti received her degree in Family Science. She had plans to pursue her masters in Marriage and Family Therapy, but after nine months of marriage the news came that they would be adopting their first son, Benjamin, who they affectionately refer to as, "our honeymoon baby." A few years later, they had another opportunity to adopt and were blessed with their son, Joshua.



The Atkinson family in Provo, Utah

*“Fear is temporary, but regret is permanent.”*

Asti and her boys were first introduced to dōTERRA while attending a ‘mom and me’ party at the park. On that particular day, Natalie Goddard taught an introductory class on dōTERRA essential oils. Asti, who was very familiar with essential oils, immediately recognized the purity and potency of dōTERRA. Asti sat through the class anxious to hear if this was a business opportunity. Asti explained, “Once I smelled the oils, I knew they were something I wanted to share with everyone.” After the class, Asti immediately ran up to Natalie and asked for more information on the business opportunity.

When Asti shared what she had learned about dōTERRA with Dave, he was completely supportive. Dave said, “Asti always succeeds at what she puts her mind to.” He could see her passion and knew that sharing the oils would be a great source of fulfillment for her. Unlike Asti, Dave had previous experience with network marketing. From the beginning he was committed to helping her grow their business the ‘right way.’ He wanted it to be something that was sustainable.

Asti loves the ‘total confidence’ she and her family have in dōTERRA essential oils. She knows they will work and help her, no matter what situation she is in. Even her young boys sense the powerful healing properties of the essential oils. Recently at a family party, Joshua noticed his cousin’s hurt foot. Joshua ran up to Asti and said, “Mom! We need to put some oils on her!” Later on, her son Benjamin requested, “Mom, you need to teach your class at home so we know what to do when you are gone.”

Asti and Dave have worked together to teach and share essential oils. They have the same enthusiasm for dōTERRA at home, as they do when they work to build their business. They love what Corey Lindley taught when he said, “Your business will very closely mirror your personal life. If there are weaknesses in your team, look inward and you may see the same weaknesses.” They have found that as they have looked inward and worked to develop themselves as strong leaders, their team has flourished, bringing great success.



#### FAVORITE PRODUCTS

**Alpha CRS+** "I love the energy it gives me!" -KALLI

**Balance** "Balance is grounding, relaxing, and helps me focus." -KALLI

**Frankincense** "For me, Frankincense is very calming and clarifying." -JOHN



## JOHN & KALLI WILSON

"Figure out how dōTERRA fits into who you want to become, and see if dōTERRA can't help you develop into who you want to be."



#### BUSINESS TIP

"THE MORE YOU ARE ABLE TO SERVE, the more success you will have with dōTERRA."

A few months ago, John and Kalli Wilson's eight-year old son, Miles, proudly brought home from school a drawing with the words, "My family is unique because...we help people." Kalli, touched by her sons sensitivity to their daily efforts to share dōTERRA, was impressed with the thought that dōTERRA had done more than just provide a path to health and wealth for her family. It had created a culture in their home of service, compassion, and healing. These charitable attributes are ultimately what attracted the Wilson's to dōTERRA in the very beginning.

Kalli and John's romance developed at Brigham Young University. John was studying music composition and Kalli was focusing her education on international studies. Both John and Kalli graduated from BYU with a strong desire to pursue entrepreneurial ventures. Together, they began working to start their own natural skin-care retail business. To keep afloat financially, John worked tuning and repairing pianos.





The Wilson family in Highland, Utah

*“dōTERRA allows us the opportunity to contribute to a cause that is much bigger than we could ever be ourselves.”*

Unfortunately, not only was the economic environment less than ideal for piano repairs, but John was in a terrible accident that damaged his wrists and made working very painful. Kalli said, “For the first time, I felt like I needed to find something to help my family financially.”

Around this time, Kalli received a call from her friend, Melissa Robertson, who wanted to introduce her to dōTERRA. John and Kalli were not convinced, but purchased a few oils. They didn’t really use them until their son came down with a bad earache. Kalli placed a drop of melaleuca on a cotton ball and gently placed it in her son’s ear as he slept. By the time he arose the next morning, he was feeling much better. Both John and Kalli immediately became intrigued with dōTERRA and essential oils.

However, it wasn’t until Kalli ran into Dave Stirling that she was sold on dōTERRA’s business opportunity. Kalli remembers saying to him, “I am gravitating towards your company and it really bothers me. Can you tell me why?” He laughed and replied, “I get that a lot.” Dave then went on to explain that dōTERRA is special and attracts those who are cause driven. Having studied development in third world countries, Kalli’s full interest was piqued. She inquired what their initiative was. He laughed again and responded that their initiative was coming. It would be a

Healing Hands Foundation which would be built on the principle of micro-credit. Kalli’s deep passion sensed that dōTERRA would do a lot of good in the world, and that it was certainly something she wanted to be a part of.

Kalli went home that evening and told John that dōTERRA was where they belonged, and that they needed to stop moving forward with their skin-care line. John remembers, “I was shocked, but once Kalli had explained to me what she learned I was really excited.” Looking back Kalli gratefully realizes that dōTERRA has allowed her life to become a full circle. She explains, “dōTERRA allows us to create an entrepreneurial, residual income for our family, all the while contributing to a cause that is much bigger than we could ever be ourselves.”

Kalli and John feel incredibly blessed to have been able to build their dōTERRA business together. They agree that, “nothing has strengthened our marriage and life like dōTERRA has. Building in dōTERRA can be hard and trying at times. It has certainly brought out our strengths and weaknesses, refining us as people and as a couple in the process.”



**FAVORITE PRODUCTS**

**Breathe** "My biggest essential oil staple." -JEFF

**Sandalwood** "I just love the smell of it." -CHERIE



**JEFF & CHERIE BURTON**

"If you treat this like a hobby, you will receive a hobby income and hobby results. If you want a business income, be committed and treat this like a business."



**BUSINESS TIP**

"YOU DON'T HAVE TO 'REINVENT THE WHEEL,' apply what your team leaders teach you and follow their example."

**J**eff and Cherie Burton were enjoying dinner with the Goddards when Andy asked for advice. He had received a job offer that would move his family out of state. He was debating between taking it and pursuing an opportunity with dōTERRA, a young network marketing company. Jeff didn't have to think twice. He immediately responded, "Duh! Take the job!" Looking back, Jeff and Cherie laugh at how wrong their advice was. Never in a million years would they have imagined the vehicle dōTERRA would not only provide for the Goddards, but also for their own family, to discover and embrace what it means to truly live an abundant life.



The Burton family in Highland, Utah

Jeff and Cherie's dōTERRA journey began before they ever opened a bottle of dōTERRA essential oil. Although Jeff's education was in electronic engineering, his strong entrepreneurial spirit led him to do just about everything. Designing technical krypton lasers, manufacturing blinds, writing real estate loans, and developing land are just a few of the areas Jeff has been involved in. In each of these capacities, Jeff developed important business skills and learned the keys to success are hard work, consistency, and sacrifice.

Cherie's expertise lies in the field of psychology. As former Mrs. Utah 2004, Cherie has years of experience in life coaching, public speaking, writing self-improvement books, and pageant coaching. It was while Cherie was serving as Mrs. Utah that family tragedy struck and her life was forever changed. Her sister, who was battling depression and on many pharmaceuticals, committed suicide. Witnessing first-hand the dangers of pharmaceuticals, Cherie dove into the world of alternative health.

When Natalie Goddard sent Cherie a bottle of dōTERRA essential oil, she instantly realized something was different. Cherie quickly became a product of the product. She embraced the Loyalty Rewards Program and watched as her three children became familiar with using the oils. Even Jeff noticed he no longer came down with a cold when the weather changed.

After two years of receiving their Loyalty Rewards Order, Jeff felt that they had enough essential oils to last. He thought it would be best to stop placing their monthly order. Cherie reluctantly agreed and emailed Tahna Lee to inform her of their decision. Tahna very graciously encouraged them to stay on LRP until convention, just a few short months away.

Cherie attended convention with her sister, Robin Jones and Tahna. During convention an unquenchable passion and desire blossomed in both Cherie and Robin. Together they committed to reach the rank of Diamond within a year. With the support of each other, they were both able to reach their goal!

Jeff and Cherie Burton didn't attempt to 'reinvent the wheel,' instead they followed the example of powerful leaders. They exemplified hard work, sacrifice, and consistency to reach their goal. Jeff and Cherie were in an opportune position to watch, learn, and be inspired by the Goddard's evolution. In turn, the Burton's evolution has inspired many developing dōTERRA leaders. Cherie explains, "dōTERRA has become a perpetuating cycle of helping others step into the abundant life and truly flourish."



#### FAVORITE PRODUCTS

**LifeLong Vitality** "The supplements have had an enormous impact on my life."—Rod

**dōTERRA Skin Care** "The dōTERRA skin care line is the first skin care to not irritate my skin."—Jennifer



## ROD & JENNIFER RICHARDSON

"You do not have to be a salesperson. The oil itself is the salesperson. The book is the expert. You don't have to be either, you are simply the facilitator."



#### BUSINESS TIP

"NO ONE GETS TO DIAMOND ON THEIR OWN, and no one gets to Diamond by accident. If someone wants that benefit, then they need to know that the sacrifice is worth the reward."

**R**od and Jennifer Richardson met while attending college. After removing laundry from the dryer, so that Rod could dry his clothes, Jennifer told her friends, "That's the boy I'm going to marry." Rod saw Jennifer in the lunch room a short while later, and thought to himself, 'I really should date that girl.' While Rod was preparing to ask Jennifer out, Jennifer was strategically preparing to be asked. Rod teases, "I was the victim of a very elaborate sting operation." However, both Rod and Jennifer wanted the same thing, and within a short time they were married.

Rod received a degree in ranch management and a second in marketing communications. Rod was an entrepreneur at heart, who continually looked for the right fit. This frequently meant a change in employment and location. The Richardson's owned a business training firm when their neighbor, Kelly Anderson, introduced them to dōTERRA. Jennifer wasn't feeling well when Kelly offered her a bottle of Breathe and later an Introductory Kit. The rest of the family was skeptical. They avoided the oils until Jennifer suggested Rod use the peppermint for a stomach irritation.



The Richardson family in Shiocton, WI

*"We fail when we allow rejection to dictate our path. Instead, we should simply talk to the next person until we find success."*

Jennifer told Rod, "We're going to sign up for dōTERRA." Jennifer wanted to purchase the oils, and she was intrigued by the increased success that Kelly Anderson enjoyed. However, Rod wanted to take a closer look at the compensation plan. After investigating and working the business, Rod came home and informed his family that he had resigned from his job. His daughter, who assumed this meant another move, began to cry. Rod responded to his daughter's tears with, "We're going to do dōTERRA now, so that means we can live where ever we want." His daughter responded with, "This is the best day of my life."

It is difficult for the Richardsons to express how much dōTERRA has impacted them. When asked they simply say, "It has changed everything." It seems to have affected all aspects from their children's happiness, to the peace in their home, to allowing Rod time with his children.

The Richardsons are firm believers that there will be miracles to match an individual's dedication. Rod said, "I was driving to a Diamond Club event. My car was

having problems and I thought, 'If it dies, please let it be near a shop.' My speed dropped from 75 to 65 and my rpm was at 0. I knew there was a problem and waited to spot an exit. As I pulled off the ramp, my engine began to smoke and my car died. It wasn't too long before someone stopped to help. They informed me that one of the only two buildings at the bottom of the ramp was a repair shop. I later learned that there was not a town within 25 miles either direction."

When the Richardsons were asked what advice they would give to others beginning this journey their response was to start as big as you can. Rod said, "New consultants can get shorted out when they don't equip themselves with enough products to take full advantage of the situation." The Richardsons understand the importance of this principle. They had the desire to reach Diamond and took the necessary steps to achieve it. Rod points out, "No one gets to Diamond on their own, and no one gets to Diamond by accident. If someone wants that benefit, then they need to know that the sacrifice is worth the reward."

BLUE and PRESIDENTIAL

# DIAMOND TRIP 2012

*New York City and Southampton, Bermuda*



**I**N June 2012, the dōTERRA Executive team along with 30 Blue and Presidential Diamond IPCs, from around the world, embarked on the trip of a lifetime, dōTERRA's first annual Presidential Diamond Trip. The group began their adventure in New York City with a full day of exploring and fun. The evening was spent dining on delicious Italian cuisine at the world famous Carmines (with dōTERRA Lavender Lemonade!), watching the Broadway show *Wicked* at the Gershwin Theater, and resting in the luxurious Waldorf Astoria hotel.

UP EARLY THE NEXT MORNING, the group headed to the beautiful island of Bermuda where they would spend three nights at the lavish Fairmont Southampton Resort. True to the dōTERRA lifestyle, they spent the week snorkeling, scootering around the island, deep sea fishing, and on a world class golf course. Their time in Bermuda ended with a private, dōTERRA oil infused dinner on the glistening pink sand beach that makes Bermuda famous. After dinner, the group wrote their goals on sky lanterns and set them free. The night sky, gleaming with sky lanterns, is truly a memory that will never fade.



“dōTERRA’s Presidential Diamond trip was unforgettable. While my wife and I had a fantastic time, the best part of the trip was getting to better know the company’s owners and the other Presidential Diamonds. dōTERRA offers something special, great products, a solid business opportunity, and a way to see the world.” — Eric Larsen, Presidential Diamond, Master Distributor

**BACK TO NEW YORK** for a quick tour of Brooklyn and lunch at Junior’s for some of their famous cheesecake was the perfect way to end a week of fun, adventure, and bonding with an amazing group of people with one vision for sharing dōTERRA around the globe. More than just fun in the sun, the Presidential Diamond trip is a chance for our top leaders to strategize with the executive team and to set goals for achieving growth and success throughout the year.

“There is no better time spent, than with our top leaders, to keep us

all moving forward in a synergistic fashion. One of the differentiating assets that is unique to dōTERRA is the quality of our field leadership—what a thrill it was to disconnect from the world, sink our feet into the pink sand beaches of Southampton, Bermuda and spend precious time with outstanding individuals!

“We feel it an honor and privilege to be able to offer recognition trips to those who have touched the lives of so many. Gathering together in exotic locations around the globe allows all the opportunity to unwind, focus on

goals and aspirations, and strategize together on how to get dōTERRA into as many hands as possible. The time we, as an Executive team, spent in New York and Bermuda with our top leaders will forever be imprinted in my mind and heart as one of those pivotal moments in time that will never be forgotten. We are looking forward with great anticipation to our 2013 Presidential Diamond trip to Rome, Italy!” - Emily Wright, Executive VP, Leadership Development



## FAVORITE PRODUCTS

**Clear Skin** "I love the smell of this oil, it reminds me of my grandma." -ROBERTO

**Balance** "I feel positive all the time now, it has a wonderful energy." -ROBERTO

**Wild Orange & Frankincense** "These two oils together are a natural pick-me-up." -MAREE



## ROBERTO &amp; MAREE LOAYZA

"You can love people without leading them, but you cannot lead people without loving them."



## BUSINESS TIP

"GO TO YOUR UPLINE WHEN YOU'RE DISCOURAGED and your downline when you're inspired."

After meeting Maree's brother in Bolivia, Roberto was invited to visit him in Utah. Maree, a single mother, was caught off guard when her brother suggested she marry Roberto. Maree, who had just had Emily, was not ready for a relationship and made sure that Roberto knew it. Getting the hint, Roberto soon left for Florida, but kept in touch with Maree's brother, Joe. After fifteen years, on a busy Friday night, Roberto visited Bella's. It was at the restaurant that Maree and Roberto had a moment. Roberto suggested that Maree visit him, but she never did. A few years later, Roberto took it upon himself and showed up at the restaurant once again.





The Loayza family in Ogden, Utah

By this time, Maree had given up on men. She had informed God that if he wanted her married, then he would have to send someone to her doorstep. Roberto showed up looking very nice and after a half hour conversation, Maree was intrigued. It took some soul searching, but on February 29th, Leap Day, Maree proposed to Roberto. He was stunned, but quickly agreed and three weeks later they were married. Roberto said, "and then we started dating. We did it a little backwards, but I think she loves me."

Maree helped run her family's restaurant and Roberto was a system's engineer, working for Goldman Sachs, when they meet Gina Truman. One Sunday, after dinner, Gina pulled out a bottle of dōTERRA's Digestzen and began drinking from it. Maree said, "I thought to myself, 'what is she doing?' I had never seen an essential oil casually taken like that." Maree's sister was a massage therapist so she was familiar with essential oils and had used several brands. However, she had never used them in that way. She was intrigued and immediately wanted to know more. She attended a meeting with her sister-in-law and they both signed up.

Roberto took a little more convincing. He watched as money was spent and kept telling Maree to, "go get a real job." However, Maree convinced him to let her

continue. It took a year, but Roberto soon saw people's lives were changing. He began pondering on these results and eventually joined Maree on her journey. Roberto said, "When I resigned to do dōTERRA full-time they couldn't believe it. My boss suggested I take a two week vacation to think about my decision. When I told them I was sure, they suggested I see a psychiatrist." Resigning from his position took a leap of faith, there was little money at the time, but Roberto's stance on money had drastically changed. Roberto had seen what dōTERRA had done for his wife and he wanted to do the same for others.

Maree's motto is, "just don't stop!" Maree has watched people, with so much potential, disappear from this business when they could have succeeded. Maree succeeded because she knew that this was what she was supposed to do and she never deterred from that. One of her favorite quotes from Star Wars is, "Do or do not, there is no try." Maree and Roberto believe that if you teach and share, the rest will take care of itself. They never use the word sell, they are educating people and allowing them to experience for themselves what the oils can do. This philosophy is what has provided them with success.



#### FAVORITE PRODUCTS

**Balance** "It helps me stay grounded and keep a level head." -RYAN

**Elevation** "It has helped me to be a better mom!" -DANI

**Breathe and On Guard** "I love these because they have helped my kids so much." -DANI



## RYAN & DANI SMITH

"You should always work harder on yourself than your business"- Jim Rohn



#### BUSINESS TIP

"WE ARE BIG ABOUT TRAINING OUR DOWNLINES TO BECOME LEADERS FOR THEIR TEAMS. You can build a fairly large organization, but without leadership and self-improvement it will crumble."

**D**ani had just returned home to Arizona, after working in New York City, when she met Ryan. They were both attending a party at a bowling alley, when Ryan struck up a conversation about the Big Apple. Three weeks later they were on their first date. That evening, Dani informed her roommate, that she had met the guy she was going to marry. Unfortunately, Ryan never called back. Two months later, Dani ran into him at another party. He made excuses about being overwhelmed with school, but Dani wasn't buying it. After much coaxing, she finally agreed to a second date. Dani and Ryan were married nine months later, and in September will be celebrating their ten-year anniversary.

Ryan received his master's degree in Information Assurance. Before coming home full-time, he worked as a software engineer for a Department of Defense contractor. Dani worked in the salon and spa industry for twelve years. She owned her own studio



The Smith family in Mesa, Arizona

*“Goals are stars to steer by, not sticks to beat yourself with.” - Barbara Smith*

prior to staying at home with her four children. Being a part of this industry, Dani was not unfamiliar with essential oils. Her mother, Kendra, was also an avid user, but Dani had no faith that they could affect health.

In November of 2008, Ryan and Dani attended a seminar in Utah where they met Natalie Goddard. Dani said, “I remember saying to my mom, look, it’s another oily lady!” Natalie gave Dani and Ryan their first dōTERRA samples, but they never used them. Six months later, Dani was becoming increasingly irritated by her doctor. Her children were continually sick and nothing seemed to be working. Frustrated, Dani asked her mother for advice and returned home with a bottle of Breathe.

Dani and Ryan were so impressed that they immediately enrolled, buying the largest kit available. Dani said, “Ryan and I dabbled in sharing dōTERRA only because the oils worked.” However, Dani and Ryan were not excited to be involved in a network marketing company. Due to past experiences, they had decided network marketing was something they would never do. Two months later, Dani enrolled her best friend, Jenyce Harris, who to her amazement won the first cruise contest. Still, they were not fully engaged, and consequently, neither was their team.

In November of 2010, after watching others hit their goals, Dani and Ryan thought, ‘Why can’t we do what they are doing?’ The Smith’s had blamed their lack of success on building

in an area far away from corporate, an out-of-state upline, and an unmotivated downline. Ultimately, they realized that if they wanted to be successful in dōTERRA, they would have to take responsibility for themselves. Dani said, “We adopted the philosophy of ‘don’t wish things were easier, wish you were better.’ We really tried to work on what we could do differently, rather than what everyone else was or wasn’t doing.”

Dani and Ryan met with their team to share their goals. They informed them that they were stepping over the line and fully committing to building their business. After nine months of feeling like it wasn’t going fast enough, Dani and Ryan joined Diamond Club. The commitment and dedication required in Diamond Club trickled down to everyone on their team, and the Smiths quickly went from Silver to Diamond in only four months.

Dani said, “A person must figure out their ‘why.’ This was something we didn’t think was super important, it wasn’t until we clearly identified why we were doing this business that it all came together.” Once a person has their ‘why,’ the Smiths recommend they sacrifice the unimportant for the important. Dani said, “Don’t ever sacrifice family, but take a look at your day and replace things like Facebook and television with business building activities. The Smiths point out that things often don’t go as planned, but to never quit, remain coachable, and you will succeed.”



#### FAVORITE PRODUCTS

**Deep Blue Rub** "My wife used to massage my back and feet every night. Now, I use Deep Blue and it does the work." -VICTOR

**On Guard Line** "These products help our family stay healthy." -AMANDA



## VICTOR & AMANDA DARQUEA

"When we put our dreams into action, and make them a daily habit, that is when we reach them."



#### BUSINESS TIP

"MAKE SURE YOU ARE HOLDING EVENTS ON A WEEKLY BASIS, not just one, but as many as you feel will take you to the next level."

**F**or Victor Darquea, Amanda really was the girl next door. They lived just down the street from each other and attended the same church. Victor invited Amanda to go to Busch Gardens in Tampa Bay, Florida. After that first date, they were inseparable. By their third official date and after spending every day together, the two knew that they were meant to be. Victor proposed to Amanda, at sunset, on a beautiful sandy beach. They have now been married for six years, and will have their third child this September.

Victor had attended college in Ecuador, majoring in hospitality and tourism. When he reached the United States he continued his education by studying international business. Victor began managing one of his father's hotels in South America. There he was introduced to a network marketing



The Darquea family in Scottsdale, Arizona

*“You have to be willing to dream before you can make a difference in this world.”*

company where he worked hard to become the Latino Business Manager. Amanda, also business minded, was working towards a degree in Business Management. Victor said, “She also has one of the most important jobs in this life as a stay-at-home mom with our two, soon to be three, children.”

For two years, Daniel Benitez, Victor’s cousin, had attempted to share with him dōTERRA’s business opportunity, but Victor had politely declined each time. Victor said, “It wasn’t until I decided to work towards my family becoming financially free, that I looked at dōTERRA as an option to get us there.” Victor wanted something more for his family. He no longer wanted to be tied to a budget or a work schedule.

Amanda and Victor had always talked about owning their own business and having more freedom. Victor said, “When we looked at the leadership of the executive team, and the precedent they set for dōTERRA, we knew that this was about more than just improving a person’s health it was also about improving a person’s life. We looked at our young children, and we wanted a better future for them. Because of this, we looked at

dōTERRA as a welcome adventure rather than a risk.” Amanda and Victor love that dōTERRA has provided them with the opportunity to take control of their life and their health.

Victor knows that anything you want requires work. He said, “You have to be willing to drive the extra miles to find those who have similar dreams and goals. Do not stay home thinking that your dōTERRA business is going to grow by calling or emailing. Get your group together, keep them motivated, and always remind them of their why.” The Darquea family knows that reaching your goals is not easy, but rewarding. They recommend using the product, finding out what you love, and sharing that with everyone, regardless of whether you know them or you do not.

Victor said, “Find what keeps you going and move forward. In our case, it’s our family. We want a better future for our children. We want them to be taken care of physically and financially.” Victor feels that if you put in the time, effort, and energy to make your team a part of your goal you will succeed.



## FAVORITE PRODUCT

**On Guard** "It keeps us healthy wherever we are. We use it in a spray bottle, diluted with water, and to clean our hands and surfaces while traveling." -KELLY



## MATT &amp; KELLY ANDERSON

"I have come to the understanding that all things are possible and that the only limitation we have is us."



## BUSINESS TIP

"DESIGN YOUR BUSINESS EXACTLY THE WAY YOU WANT IT TO BE. Once you have done this, make an action plan and work with your team leader to hold you accountable."

**M**any of us may remember being told to marry our best friend, but few of us are that lucky. Matt and Kelly, however, managed to do just that. They met while in college and became friends instantly. They didn't even consider dating until almost two years had passed. Once they did, they knew it was right. Matt and Kelly were married three months later. Kelly said, "We are thrilled to be celebrating our 15th wedding anniversary this year."

After graduating from college, Matt and Kelly both founded and developed multiple businesses. Matt created a thriving wholesale company in the consumer electronics industry, and Kelly started an award-winning organization to help support women entrepreneurs. The Andersons were also involved in supporting and fundraising for several non-profit organizations.

Kelly and Matt experienced dōTERRA oils for the first time, when they traded their leather recliner to David and Chrissy Hill, in 2008. Kelly said, "We loved the oils instantly." Meanwhile, long-time friends Natalie and Andy Goddard were starting



The Anderson family in Rome, Italy

*“Since the day I opened my account, in November 2009, my mantra has been, ‘I build dōTERRA quickly and easily, and God shows me the way.’ My faith has given me such strength in developing my business.”*

to grow their dōTERRA business. They invited Kelly to attend classes and consider the opportunity. Kelly explains, “I wasn’t ready and declined multiple invitations.” However, Natalie was persistent and kept checking. She would ask Kelly how she was doing, offer suggestions for how she and her family could benefit from the products, and let Kelly know how her own dōTERRA business was developing. Kelly said, “It took me 18 months after first experiencing dōTERRA to get over my resistance to network marketing, and realize the powerful business opportunity I was missing out on.”

Once Kelly started to really dig into the business, the Andersons sat down and made a plan. They decided that once they hit Diamond, Matt would sell his company and join her in dōTERRA full-time. It took two years to realize their dream, and on the very day they hit Diamond Matt received several offers to sell his company. Matt is now fully engaged in dōTERRA. He loves the products and looks forward to becoming a certified Aromatouch Trainer.

Something that is absolutely worth celebrating is the fact that many of the Andersons’ long range plans as a family

are already beginning to be realized, including traveling as a family worldwide. They recently spent three months sharing dōTERRA and experiencing Europe with their children. The Andersons then moved to North Shore, Oahu where they are expanding their dōTERRA efforts and serving a part-time service mission for their church.

The Andersons had this advice for those seeking the same success, “design your business exactly the way you want it to be.” They recommend consultants consider the following: What’s your vision? What kind of leader do you want to be? What kind of leaders do you want to work with? What’s your timeline for rank and financial goals? What kind of audience do you most want to serve? Kelly said, “Once you know these answers, make an action plan and work with your team leader to hold you accountable. Create rewards for yourself and your team, when you reach your goals celebrate. Keep giving thanks for each step of the journey. The life lessons dōTERRA offers in developing yourself and building friendships along the way is priceless. Some of my very best friends are my team members.”

# Rewarding YOURSELF

## LOYALTY REWARDS PROGRAM

WE ASKED A GROUP OF OUR LEADERS WHY THEY JOINED AND NEVER QUIT THE LOYALTY REWARDS PROGRAM (LRP). THE ANSWERS ALL CONTAINED THESE SAME THEMES: FREE PRODUCT, COMMITMENT, AND WORRY-FREE EARNING POTENTIAL.

**WHAT CONSULTANT DOESN'T LIKE FREE PRODUCT?** For those who use and share the oils, free product is one more bonus to aid them in their growth. If you're going to order, it seems logical that you would want to earn points to redeem for dōTERRA products. dōTERRA loves this program as well because it gives them the opportunity to show their appreciation by generously giving back to our loyal customers.



**LIL SHEPHERD**, Founding Diamond Consultant, couldn't contain her excitement. When asked about the Loyalty Rewards Program she responded, "LRP ROCKS!" Here are a few other reasons to love this program.

"You have to set yourself up to be successful. When you are consistent, follow up on leads, and educate, then when your contacts acquire the knowledge of just how powerful dōTERRA oils are, they too will want to share. LRP is the key to that consistency."

**DIANE ALWARD, PREMIER**



"I am able to earn points towards free products each and every month. I'm currently at 30% which means if I place an LRP order this month of \$100, I will receive \$30 in free product. Very cool!"

**CHRISTIAN OVERTON,  
BLUE DIAMOND**







"I love the reward points. I really appreciate it. **It is great to be able to tell my clients that I always get my skin care free, or I always get the expensive oils as a gift from dōTERRA.** I feel spoiled and love getting these gifts."

**KATHY PACE, DIAMOND**

"Whether your commitment is to changing your lifestyle to include a more natural approach or your commitment is to building the opportunity, enrolling in this program is the first step. **Knowing you have more oils coming to your home next month will help motivate you to educate yourself and use the ones you have—it's so easy once you start.** New business builders take on the responsibility of a monthly business expense and commit themselves to sharing oils every day to make it worth it."

**DANNY & NICOLE LARSON, DIAMONDS**



**IN ADDITION TO THE REWARDS** spoken of, LRP gives our consultants worry-free earning potential. To be paid a commission each month an IPC needs to have 100 PV, this doesn't have to be a LRP order. However, to earn the bonuses (Power of 3 and Fast Start) you do need to have a 100 PV LRP order. Many leaders love this program because they set up their order each month and then never have to worry about earning all the bonuses and monthly commissions possible.



PEGGY LANGENWALTER, Platinum, sums it up perfectly, "I can tell you that personally, being on LRP takes the worry out of qualifying monthly. Life sometimes throws us distractions and challenges and I know that no matter what happens, no matter what tragedy occurs, no matter how long I extend my vacation, I will qualify for my monthly check because I have an LRP order in place."



## FAVORITE PRODUCTS

**Wild Orange and Citrus Bliss** "These are my uplifting oils."-CURT

**Frankincense** "It truly changed everything for me."-CAROL

**Balance** "I use it every day!"-CAROL



## CURT &amp; CAROL GUEST

"Consistency is everything. When we have consistency in our team and in our lives, there is no way we can't get to where we want to be."



## BUSINESS TIP

"IF YOU HAVE A DREAM AND A STRONG VISION, you can accomplish anything and everything."

**C**urt and Carol Guest's love story began as they sat together under a sky full of stars at their southern Utah oasis, Lake Powell. It was only a few months later, that they returned and Curt, "found his pot of gold," as he proposed to his sweetheart at Rainbow Bridge, a place they now affectionately refer to as Proposal Rock. Although their family has traveled extensively, Lake Powell remains a favorite destination for each of their six children.

Family togetherness and unity has been fundamental for the Guests as they have raised their children. Whether they are experiencing outdoor adventures or working to accomplish their goals, it is clear that their happiest moments are when they are together. It was only fitting for the Guests that their introduction to dōTERRA and essential oils took place on a family level.

Carol and Curt Guest were no strangers to network marketing. Curt grew up familiar with the industry and Carol became involved with network marketing ten years prior to dōTERRA. At an expo event one weekend, Natalie Goddard, who was hosting a dōTERRA booth, leaned over to Carol and introduced her to the dōTERRA



The Guest family in Fruit Heights, Utah

business opportunity. Carol was gracious to Natalie, but didn't think much about the opportunity. She was thriving with her current company and didn't feel compelled to consider other opportunities.

Not too long after, Carol became engaged in the Mrs. Utah pageant, which she later won in 2011. She established a strong friendship with her pageant coach, Cherie Burton, who shared dōTERRA essential oils with her. Although both Curt and Carol had relied solely on western medicine, something wholesome and pure drew them to essential oils. Despite their growing love for essential oils, they were not yet committed to the business opportunity.

While on a business trip in Japan, Carol pulled out her supply of essential oils to prepare for a presentation. She was astonished to discover that all those in attendance were more interested in the essential oils than in the other product she was there to share! When the realization hit that she wanted to pursue the dōTERRA business opportunity, she was immediately worried about breaking the news to Curt. They had worked to build their business together and have always been a team. She knew she couldn't change businesses without his full support.

While Carol was away on her business trip, Curt held down the fort at home. The first night Carol was away, his children surprised him by requesting he rub essential oils on their feet. He obliged and continued to rub essential oils on their feet every night Carol was away. By the time Carol returned home, Curt was personally converted to dōTERRA essential oils.

When Carol walked through the door, returning home from Japan, she sat Curt down ready to break the news to him that she wanted to pursue the dōTERRA business opportunity. To her immense surprise, he laughed and explained that he too now had a strong love for essential oils and would happily support her decision.

Although the Guests had years of experience growing network marketing businesses, they learned quickly that dōTERRA is different from everything else they had previously experienced. They came to the realization that with dōTERRA, it is not all about financial gain. Their mission and vision shifted dramatically to focus on the importance of blessing others' lives through sharing the great choice they have. "We can choose to live a healthier, happier, more abundant life," Carol says. "That choice is a beautiful gift that if accepted empowers others to take control of their health and wellness."

"If you have a dream and a strong vision, you can accomplish anything and everything," Carol passionately explains. Helen Keller once said, "The only thing worse than being blind, is having sight, but no vision." Carol and Curt Guest look to Helen Keller as a model of greatness. Reaching Diamond hasn't been accidental for the Guests. Once they captured their vision and purpose with dōTERRA, putting in the hard work to achieve their goals was the only natural course of action.



## FAVORITE PRODUCTS

**Serenity** "Serenity helped me with anxiety and still calms me when I need it." -CORINNA

**AromaTouch** "It is calming and helps to relax my muscles so I can sleep." -ROMAN



## ROMAN &amp; CORINNA BARRUS

"Dream big, play big, and you will be amazed at what you can create."



## BUSINESS TIP

"YOU HAVE TO USE, LOVE, AND SHARE THE PRODUCTS, before you can inspire others to do the same."

Corinna and Roman are one of those couples whose story reads like a fairy tale. It was New Year's Eve and neither Corinna nor Roman was interested in going out. However, they both had persistent friends who refused to take no for an answer. They caught site of each other at a party in Santa Cruz, California under a full moon. Corinna said, "It was love at first sight."

Roman worked in the construction industry. He began as a carpenter, growing within the industry until he became a superintendent. He oversaw large commercial projects which equated to high-stress and long hours. Corinna worked as a massage therapist. She loved healing and studied natural health. In her spare time, Corinna did performing arts which included theater and film. For several years, both Corinna and Roman became involved in real estate investing. They had great success in this industry until the real estate market collapsed.



The Barrus family in Petaluma, California

*“We have a powerful gift to share—we just need to get out of our own way so we can do it.”*

Roxanne and Corinna were new friends. They had met through a home-schooling group where her daughter and Roxanne’s son had become good friends. Roxanne shared dōTERRA with Corinna, but having used essential oils for twenty years as a massage therapist, Corinna felt like she knew enough. However, when Roxanne started discussing using essential oils internally for health, Corinna was intrigued. As a massage therapist, she had been taught not to use essential oils internally. She knew that this had to be something different and decided to try the dōTERRA products.

This was during a critical time for the Barrus family. Roman and Corinna, over a period of two years, experienced heavy loss due to the real estate market. In addition, Roman, who had always been employed, lost his job when the industry slowed, and Corinna was injured in an accident that prevented her from doing massage. They lost their home and their income. These experiences, along with Corinna’s experience with dōTERRA essential oils, and her background in health and wellness inspired her to look at the dōTERRA opportunity.

Corinna and Roman love the profound changes they have experienced in their health and wellbeing as a result of implementing dōTERRA. Corinna said, “Life-long Vitality and the essential oils give me the calming, energizing, and emotional balance I need. Roman has lost 15 pounds and feels and looks ten years younger.” For the Barrus family, dōTERRA has provided them empowerment and peace of mind. Corinna said, “We have not been to the doctor in two and a half years, we are empowered to handle the health issues in our family.”

Corinna understands the fear that holds people back from reaching their potential. She said, “Fear is normal when we begin something new, which moves us beyond our comfort zone. You can be afraid and do it anyway. When we can move beyond our fears, we experience true empowerment.” Corinna and Roman believe that anyone can find success with dōTERRA. Corinna said, “I believe passion, vision, a positive attitude, and a desire to make a difference in the world, coupled with massive action, is what is needed to build a powerful dōTERRA business.”



**FAVORITE PRODUCTS**

**Serenity** - "I refer to this as my 'closet oil.' With four children, I find myself outnumbered frequently. I hide away and ignore everything except the calming aroma. I always emerge a better mom."  
-Robin

**Breathe** "Breathe made me a true believer. I now keep On Guard and Breathe with me at all times."  
-Leland



**LELAND & ROBIN JONES**

"Everything your heart desires is outside of your comfort zone, everything!"



**BUSINESS TIP**

**"DON'T MAKE JUDGMENTS.** We often tell ourselves that a person would never be interested in direct sales or essential oils, but the funny thing is 75% of us, who are doing the business right now, are those very people."

**R**obin and Leland met in California at a church softball game. Robin was working as a massage therapist and personal trainer. Leland was selling pest control in order to put himself through school. That night they hit it off and six months later they were married. As newlyweds, Robin and Leland wrote down what they thought were lofty goals. One was to have Leland retire at the age of 30. The other was to travel around the world doing good as a family.

Leland received his degree in Technical Sales and became the General Sales Manager at Mercedes-Benz in Salt Lake City. Robin, a licensed Massage Therapist, became a Massage Instructor and a Certified Holistic Health Coach. Although they were successful, the Jones' family was still a ways off from reaching their goals.



The Jones family in Fruit Heights, Utah

*“Take yourself out of the equation and be brave. We need to realize that this isn’t about our reputation, pride, or comfort level, it’s about sharing a message that helps others”*

Robin was introduced to dōTERRA by Natalie Goddard. Natalie had written a letter to Robin’s sister discussing dōTERRA oils and the results she had seen. Not knowing Natalie well, Robin turned to Laura Jacobs who helped her understand how truly amazing essential oils are. Shortly after, Natalie took Robin under her wing and began teaching classes for her.

Robin caught the vision of the dōTERRA opportunity at the 2010 Convention. Robin said, “I was there with my sister, Cherie Burton, who shared similar goals. We had both been faithful about the Loyalty Rewards Program. We knew the oils worked, we just didn’t know that the business did.” On the last day of convention, Cherie and Robin looked at each other with the same understanding. They knew that this was not only something they wanted to do, but it was something they needed to do. They set a goal right there to become Diamond by the following convention. Cherie made it right on the dot and Robin three months later.

Robin and Leland are grateful for the ways in which dōTERRA has affected their family. Robin said, “In the four

years we have used dōTERRA, my children have not been to the doctor. We are overall just a healthier family.” The changes have not just been with their health, but financially as well. Robin explains, “In less than two years, we have matched my husband’s income. As newlyweds, we wrote down what we thought were silly and impossible dreams, and now they’re coming to fruition. Leland will retire at the age of 30, and we will travel the world doing good and sharing dōTERRA.”

This has been possible for Robin and Leland because they have looked to their leaders. Robin said, “Keep going up your organization until you find someone to mentor you. Once you have found that person, share your goals and don’t stop until you reach them.” A quote that Robin repeats often is, “Live today like nobody else wants to, so tomorrow you can live like nobody else can.” She feels it is important to know what you want tomorrow to look like and then work towards achieving it.



## FAVORITE PRODUCTS

**Lifelong Vitality** "I have seen so many individuals improve their health just by using the Lifelong Vitality." -BECKY



## MICHAEL &amp; BECKY COX

"I had two options; I could enjoy the ride from the back car or wait a little longer in line and get on the front car of the roller coaster!"



## BUSINESS TIP

"DEMAND ATTENTION FROM YOUR UPLINE. They may not know who you are or what you are doing. They may not be as invested because you are not in a weak leg, but they will help you anyway. That's the kind of people we have at dōTERRA."

**B**ecky studied Russian for four years, was called on an LDS mission to Russia, and traveled half-way across the world before meeting her husband, Michael. Mike was a seasoned missionary with guttural street Russian, and Becky was a fresh-faced newbie who shook her head with disdain at the way he slaughtered the language. Every new rule sent down the pipeline seemed to be the result of Michael's antics. Needless to say, Becky was pleased when Mike went home to his "smoking hot" girlfriend in Vegas.

Becky returned to BYU where she was studying nutrition and the Russian language. There, through a mutual friend Travis, she was reintroduced to Mike. A person, she had secretly hoped to avoid. Everyone, including Mike's grandma, kept trying to sell her on what a great-guy Mike was, but Becky was not convinced. A few weeks after Travis left, Mike called to invite Becky to hear a band play. He informed her that there was no one else in town, and he figured she'd be better than no one. Becky said, "Suffice it to say he can still be difficult, but he





The Cox family in Provo, Utah

*“My motto is, DO IT NOW! You can talk about it. You can think about it. You can try to read about it. You can ask people about it, but until you actually do it, nothing happens. I guess Nike said it first, but it’s still true. Just do it.”*

points out that it’s only when I need it, and I really can’t imagine how lame my life would be without him.”

Mike graduated with a Master’s in Social Work, and Becky received an MBA from BYU’s Marriott School. Becky was working for a direct sales company when Rob Young hinted that he was working on something big. He kept implying that if things didn’t work out for Becky that she should join him. Eventually she did just that, joining dōTERRA’s marketing team in 2008.

It’s a tribute to dōTERRA that her career here was a short one. Becky quickly caught the vision and in 2011 resigned to become a full-time IPC. Becky explains, “For lack of a better phrase, I could see the writing on the wall. I could see the metrics and I knew the owners. There was not a doubt in my mind that dōTERRA was going to be huge and I definitely was going to be a part of it.”

Becky has yet to regret her decision. As a matter of fact, she can’t say enough good about dōTERRA. Becky said, “Now, when my kids are sick or injured, we think what can we do about this? What oil might help? What can we find out about this illness or injury? Who can we ask that has more information or experience? I recently had to list

a primary care physician for my children on a form and I had to think for a minute. We haven’t been to the doctor for anything other than emergent care in so long. Finally, I wrote my own name and phone number.”

This however, did not make Becky’s decision any easier. It was difficult for her to leave dōTERRA’s corporate team because she was successful there. “Being an IPC is a relatively thankless job until you hit higher ranks, and even then there are no expense accounts, no corporate credit cards, no travel reimbursements, and no large corporation investing dollars in you as an employee.” Becky said, “When I let go of all those things and really started to build something that was my own, it was so exhilarating! So my advice is figure out what you want and don’t stop until you get it.”

Becky is surprised by how many people are afraid to dream. She realizes that many of the people that “hate network marketing are individuals who have dreamed and been let down, believed in an opportunity and failed, or who are just flat out afraid to hope that there is something more out there for them.” Her message is, “Go ahead and dream.”

# 7 Tips to Navigate Family *and* Business

Working with family can often be like an unfamiliar road, difficult and challenging to navigate. There is no guaranteed map to success when family and business are involved. However, with insight from a few of our leaders we hope to aid you in your journey.



## APPROACHING FAMILY FIRST

"I loved my family too much and was too excited about my own experiences not to share dōTERRA with them. I didn't care what they thought of us. I used the oils around them, offered the oils to them, and showed them all the ways they could use them."

- **CHELSEA STEVENS**

"Sometimes we save those we care about most for last—switch it around! We had family members that came to us frustrated, because we didn't share dōTERRA in the very beginning!"

- **NATALIE GODDARD**

## PROVIDING PERSONAL PRODUCT EXPERIENCES

"My mother, Kendra, had used essential oils for quite some time and to be honest we used to think, 'give me a break, that can't work!' However, after becoming increasingly frustrated with the medical community, and their inability to help my sick children, I asked my mother for advice. She gave me a bottle of breathe. I was skeptical, but desperate so I tried it. We now use dōTERRA oils every day, and we will never go back!" - **DANI SMITH**

## BEING PERSISTENT NOT PUSHY

"Gina Truman, Boyd's sister, asked me to look at dōTERRA essential oils, but I was very reluctant. I said no, and didn't attend the meeting she was holding in her home. Gina continued to invite me, she was persistent and eventually I agreed." - **SANDY TRUMAN**

"I think of it like this, why not share dōTERRA with family, they're the people I love the most. As long as it comes from the heart, with no pressure, then it never gets awkward. I think the key is to build this business with passion and that will automatically attract others, including family. At this point, the majority of our family members are product junkies, and many of them have caught the vision and are building a business with us." - **BRIANNE HOVEY**

## PERMITTING THEM TO CHOOSE

"I will credit most of my success to the fact that I allowed my family members the opportunity to choose their own path. Some chose in, some didn't, those who did have been remarkably blessed and changed for the better." - **CHELSEA STEVENS**

## PLACING FAMILY IN AN ORGANIZATION

"Keep the strongest potential builders closest to you. Some people think they will 'help' their aged parents by placing them direct and then placing great family-member builders underneath them. My experience is that this typically separates the true builders and slows down the growth and momentum." However, keep your family together if you can, it promotes collaboration and leaves less space for competition. Start out family legs strong then place others that you hope bloom underneath the most committed, capable family members." - **NATALIE GODDARD**



"Why not share dōTERRA with family, they're the people I love the most. As long as it comes from the heart then it never gets awkward." - **BRIANNE HOVEY**

"When placing family members, approach the person you believe will be the best leader first. Openly discuss the expectations associated with leading a large team in dōTERRA. The person who is most committed to doing this goes on top. The rest of your family goes in a line straight down, with those who want to be 'customers only' placed at the bottom. By doing this, you have removed any antagonism caused by cross line competition within the family." - **JUSTIN LEE**

## ALLOWING FOR PERSONAL DEVELOPMENT

"Due to my experiences through this journey, I have started to see my family differently. I have become more patient with them, and am learning to trust more in their choices. I have seen them start to shift things that have increased their effectiveness and success. I would highly recommend working with family. It has allowed me the opportunity to love them deeper than before!" - **CHELSEA STEVENS**

## MANAGING FAMILY EXPECTATIONS

"Be careful. Be wise. Don't make any assumptions. Be clear in conversations and expectations." - **NATALIE GODDARD**

"Establish a clear business relationship prior to building. I like to do the following, express excitement, but set expectations and boundaries for dealing with conflict. Let them know that although as a brother, sister, or cousin, you would not question each other about business or money, as a partner you both need to fill comfortable doing so. You might say something like this, 'I want you to feel like you can talk to me about anything even if you think it may offend me, and I want permission to do the same. So, if you ever want to bring something up that may be uncomfortable, preface it with, I want to talk to you like a business partner.'" - **JUSTIN LEE**



## FAVORITE PRODUCTS

**Frankincense** "It helps me feel relaxed and peaceful."

**Serenity** "It was the first dōTERRA oil I experienced, it allows stress to melt away."



## MIHO YOSHIMURA

"Do unto others as you would have others do to you." -The Golden Rule



## BUSINESS TIP

"USE ESSENTIAL OILS AMPLY EVERY DAY TO CARE FOR YOURSELF, and then simply share that joy with family and everyone around you."

**W**ith unwavering determination and a smile on her face, Miho Yoshimura has gained the respect and admiration of many in Japan and around the world.

**Although her introduction to dōTERRA was quite coincidental, her journey since has been filled with purpose and passion.**

Growing up in Fukuoka, Japan, Miho developed an appreciation for natural health at a young age. Looking back, she realizes she always tried to avoid food and medicine that contained synthetic chemicals and was instead drawn to pure, natural remedies. However, it wasn't until she became ill and her good friend Riyo Ogawa offered her some essential oils that she discovered a new source of natural medicine.

Despite Miho's personal experience with essential oils, she didn't necessarily see them as providing a career path. Miho worked in many different industries in Japan, trying to find her niche. Although she enjoyed each of her different jobs, none provided ultimate fulfillment. Deciding to embrace new opportunities, Miho moved to Utah to study English.



Miho Yoshimura in Japan

*“Genuinely care for and share dōTERRA with everyone and you will achieve great things.”*

One day, while at a cookie shop, Miho noticed Justin Harrison. Miho remembered that he worked for an essential oil company, and debated whether or not she should say hello. In a moment of courage, she approached him and said, “Hey, I know you! You sell essential oils, right?” Justin explained that he was now with a new and thriving essential oil company called dōTERRA. After giving a brief introduction to the company, he offered her a free ticket to convention which was coming up in just a few days. Not wanting to be rude and slightly intrigued, Miho committed to attend the convention.

Later that day, when Miho returned to her apartment she told her friend Riyo about her encounter with Justin and the convention she would be attending. Riyo immediately wanted to attend as well. She wanted to see many of the people she previously knew and respected who were in the industry. Together they attended dōTERRA’s very first convention. After just a few short days, they returned home knowing that dōTERRA was a company they wanted to be a part of.

Since that time, Riyo and Miho have been very influential in bringing dōTERRA to Japan. Today, Miho can’t imagine her life without dōTERRA. Miho’s philosophy for success is to, “Use essential oils amply every day to care for yourself, and then simply share that joy with family and everyone around you.” For Miho, that is exactly how her dōTERRA business has established momentum and gained success.

“dōTERRA is built on building relationships of trust with people one by one,” Miho offers as a reminder. “Genuinely care for and share dōTERRA with everyone and you will achieve great things.” Hardships may come, but when they do Miho advises to, “work hard and keep a good attitude.” When you do that, she explains, “you will naturally find solutions to your problems and you will progress.”



## FAVORITE PRODUCTS

**Lime & Rosemary** "These are two of my favorites." -NATALIE

**Deep Blue Rub** "This is an essential product for everyone." -BURKE



## BURKE &amp; NATALIE RIGBY

"When I began pursuing a dōTERRA business I lacked experience, but I had no shortage of passion. That has come to be my mantra, 'Passion + Persistence = Payday'."



## BUSINESS TIP

"STUDY THE BUSINESS. Understand what you are getting involved in and be realistic in your expectations. This is one of the greatest business opportunities you will have, but it only works if you do. You can build YOUR own dream, or someone will hire you to build THEIRS."

**B**urke and Natalie attended the same high school. Burke was a senior and Natalie was a sophomore. However, they weren't exactly fans of one another. It wasn't until a few years later, when they came face to face at the wedding reception of two classmates, that Burke asked Natalie out. They were married four months later.

After graduating from college, Burke spent most of his career selling capital goods in the construction and mining industries. Natalie has always been fortunate to stay home and play zone defense with her four children which, in-and-of itself is a full time job, but one she loves and cherishes. According to Burke and the kids, there is no rank she will ever achieve that will surpass her rank as "Mom."

Being a mom, it's no surprise that Natalie was introduced to dōTERRA in a school parking lot. She describes that day like this, "I will never forget Sandy Truman's smile. She knew that our family was about to have a life changing experience, and she was right!" It was 2008 and the Rigby's were at the end of their rope. They were trying to figure out how to help their daughter Whitney. She was constantly



The Rigby family in Kaysville, Utah

*"I tell people who are considering getting involved that they have two choices, to be glad they did, or to wish they had." - Burke Rigby*

in pain because of a bacterial infection that was not responding to a constant barrage of antibiotics. The Rigby's were so concerned for her health that they decided to look outside the box. Natalie said, "Fortunately for us, with the help of Boyd and Sandy Truman, what we found was dōTERRA." Later that day, Sandy brought a bottle of dōTERRA's DigestZen to Natalie and told her how to use it. Two weeks later they were hooked.

At first, Natalie and Burke were skeptical about getting involved in the business side of a network marketing company. There were so many misconceptions about the industry, but after Boyd and Sandy invited them to attend the first leadership retreat, they knew that this was an opportunity they could not pass up. They were impressed with the integrity, experience, and commitment of dōTERRA's executive team. In short, they knew that dōTERRA was destined for greatness.

Because of that experience, Natalie and Burke felt they needed to learn for themselves what network marketing was all about. Burke said, "What we found is a business model that rewards individuals for their hard work, recognizes them for their achievements, and gives them the opportunity to succeed in ways no other business model provides." However, the key factor for them was

the products. They felt that dōTERRA's products set them apart from all other companies.

Natalie said, "Our lives haven't been the same since discovering dōTERRA. It has honestly been one of the most fun things we have ever been involved in. We have met new friends, seen people accomplish things they never thought possible, and have personally grown in so many ways. With each passing day we are more grateful for the opportunities we have and the people we meet. We feel more confident knowing that we have solutions for our health and finances and that we are less reliant on a 'system'. It is both empowering and liberating."

The Rigby's were inspired when at an early dōTERRA meeting, Rob Young with conviction said, "The only way you can fail at this business is by giving up." They took that counsel literally and decided they were in it for the long haul. Rob was right, and their decision to stay the course has paid off multiple times over. The Rigby's give this advice to others seeking similar success, "set goals, stay positive, and work with the workers. There is great satisfaction in reaching a goal, and more so if that goal stretches and transforms you into something better. dōTERRA has done that for us."



## FAVORITE PRODUCTS

**On Guard** "It's part of my travel pack, I use it all the time." -JEFF

**Digestzen** "It's my lifesaver." -CRYSTAL



## JEFF &amp; CRYSTAL NYMAN

"If you start to stress about building, then focus on serving first and the rest will come."



## BUSINESS TIP

"KEEP RECRUITING!"

We get so caught up in helping our team that we often stop doing the things that are necessary for our growth."

**J**eff and Crystal were introduced through mutual friends in Alpine, Utah. They talked on the phone before officially meeting at Kangaroo Zoo. Their children played while Crystal shared dōTERRA essential oils with Jeff. She liked what she saw so much that she surprised herself by giving him a sample of helichrysum. She was amazed when he sent her a text to tell her that he had actually been using it. Jeff and Crystal dated for almost eighteen months before being married in July of 2012.

Jeff was in medical sales and traveled a lot. When Crystal mentioned she did sales as well, Jeff asked what kind. At the mention of direct sales, Jeff called Crystal a "snake oil salesman." He was tainted by previous bad experiences. However, the more they discussed essential oils the more open Jeff was to the products.

Crystal hadn't always done direct sales. She worked in banking until Tyler was born. Wanting to be home with her son, Crystal looked for other financial





The Nyman family in Kaysville, Utah

*I think what makes Crystal effective is that she isn't selling an MLM, she's helping people.*  
 - Jeff Nyman

avenues. She taught piano lessons, sold Discovery Toys, and did mortgage loans. As things failed, she would try something new. Her job history was a long and varied one. She ended up at city deals where she met Kirk Hamilton and Allyse Sedivy.

Allyse called Crystal one weekend and vaguely mentioned dōTERRA. Crystal said, "I wasn't sure what she was talking about. She questioned me about Nu Skin where I had built an income, and after finding out that I was doing well, she kind of dismissed me."

The next day at work, Kirk approached Crystal and invited her to a meeting. Crystal refused, but after being promised a free dinner she consented. The meeting wasn't like anything Crystal had previously been invited to. Allyse informed them that they were joining dōTERRA, that convention was the following week, that she was paying, and that they were going. Kirk told Crystal, "I know that this is another direct sales company, but Patrick and Allyse have the ability to be successful and I'm joining them."

Crystal decided that she would give dōTERRA her full attention for 90 days. She quit all her other jobs. She knew her attention could not be divided if she was going to succeed. Crystal called Allyse and told her what she had done. Crystal said, "I think I scared her, but she committed to helping me be successful. In 90 days Crystal hit Silver and in four months she hit gold. This was a huge blessing because it was only a few months later that Crystal divorced.

Crystal said, "This is the most successful I have ever been. I went from struggling to not worrying." Crystal now looks to help her team reach the same level of success. She understands what it means to be in the trenches and she understands the power of persevering. Her reward comes when she helps others. Crystal said, "I once heard that on average a person quits within 2.8 months of joining a multi-level marketing company. People give up too easily. I tell my team that they must have confidence and consistency."



**FAVORITE PRODUCTS**

**Shampoo and dōTERRA Skin Care** "I love, love these products." -ERLEEN

**On Guard Toothpaste** "We use all the products, but I love the toothpaste." -BILL



**BILL & ERLEEN TILTON**

"Sharing the importance of being responsible for our health and wellness through CPTG products, is so much different than selling."



**BUSINESS TIP**

"OUR MOTTO IS, 'dōTERRA IS HEALING THE WORLD DROP BY DROP!' It's this belief that allows us such success."

**B**ill and Erleen met at college, ironically, during a class entitled Courtship and Marriage. Despite the topic surrounding them, Erleen wasn't interested. However, they often met at dances and eventually spent time together. Bill was persistent and ultimately won Erleen over. They have now been married 37 years, have six children, and 11 grandchildren.

As a young mother, Erleen began experiencing a variety of health issues. She began working with a naturopathic doctor who quite literally changed her life. She became a completely different person in 4-6 months. The doctor taught four basic principles: a whole foods diet, balanced supplements, cleansing, and natural healthcare. Erleen was so impressed that she began teaching the same principals.

When Erleen was first introduced to dōTERRA, she was surprised by



The Tilton family in Higley, Arizona

*“For over 30 years, I have taught and encouraged others to be picky about what they put in their bodies. I am now part of a company that I fully endorse and can recommend.”*

how perfectly it fit with her new found lifestyle. She was interested, but the person who first spoke with her failed to follow up. Over a year later, she received a second chance. She was invited to an event in a close friend’s home. Before her friend Sunny could complete the invitation, Erleen jumped in with, “I’m ready to enroll and so anxious to get started.”

Despite Erleen not being interested in the business, she found herself building. Erleen said, “It seemed like everyone I talked to was interested.” Erleen had been holding natural remedy classes in her home. She would discuss ailments and ways to combat them naturally. After each class, she would introduce dōTERRA essential oils as a separate item. Erleen explains, “nine times out of ten people preferred the use of essential oils over the remedy we had discussed. They seemed to like the no work, no mess, quick to apply, results of essential oils. That was good enough for Erleen, she quickly decided that essential oils were the key to improved health.

As Erleen’s dōTERRA business began to grow, Bill became more and more involved in her quest to share dōTERRA. Now they are a team, traveling together to

teach, mentor, and build. Erleen said, “This has made sharing dōTERRA even better!”

Building a successful organization has been a real joy for the Tilton’s. They love teaching, sharing the products, and empowering others to do the same. Their success has come from sharing key principles with their team. First, work together. Erleen explains, “Networking means working with your team on a daily basis, that’s the only way to effectively grow.” Second, educate yourself. Third, have love, compassion, and a caring heart. Fourth, have a vision and extend that vision to your team. The Tilton’s vision is, “healing the world drop by drop,” a motto they reflect on daily. Erleen said, “As we keep our vision clear, our businesses will grow and we will reach our goals of Diamond and beyond!”



Capturing a  
**GLIMPSE**  
of the  
**POSSIBLE**

The common thread between all emerging dōTERRA leaders isn't education or qualification, but rather passion and vision. The truth about passion and vision is that unlike many professional qualifications, they don't carry hefty pre-requisites. They are not traits only the smartest or most strategic can achieve. They are attainable by anyone through sincere interest and desire.

It has been said many times over that dōTERRA Independent Product Consultants are some of the most passionate the industry has ever seen. It is not difficult to be filled with passion when you see your child's health improve through repeated application of essential oils. Gaining a vision of what is possible with dōTERRA is what holds so many back. Here is a consultant who learned how to capture a vision and has seen glimpses of what is truly possible with dōTERRA. [Read Lynn Gines Story >>](#)



Passion for the oils came easily for me. Surrounded by dōTERRA neighbors, I was always given samples. Time after time, I was amazed at how quickly they worked! After many positive experiences with the oils, I agreed to attend a class given by Dr. Hill. Even though it was years ago, I still remember what he taught.

Joining dōTERRA to receive a discount on the oils was an easy decision. Once I had my own bottles of essential oils, I couldn't help but share them with everyone I met, just as others had shared them with me. The satisfaction I received from helping others improve their lives was plenty reward at the time.

About 10 months ago, the financial dynamic of my family completely shifted. The construction industry my husband was working in was hit hard with economic struggles. I would sit at home wishing I knew what to do to help. I knew others had made money with dōTERRA, but I didn't know how! Although it was a reality for others, it didn't feel like a possibility for me.

### REACH OUT TO MENTORS

I confided in my up-line, Allyse Sedivy, about my insecurities in my ability to grow my dōTERRA business. As an understanding friend, she offered to mentor me for the next two months. It was my responsibility to call her every day, and she

gave me small assignments to report on. I did them because I trusted her as my mentor and didn't want to let her, or myself down.

### MAKE CONTACTS

Allyse challenged me to make two new contacts every day, Monday through Friday. In the beginning this was difficult. I didn't think I knew enough, and I was scared to talk to others. However, I learned that when I acted confident, I felt confident. Practice truly makes perfect. The more contacts I made, the easier it became. Before I knew it, an amazing shift had happened inside of me. I no longer had to act confident because I truly felt confident.

### FOLLOW UP WITH PEOPLE

The contacts I made were much more successful when I followed up. As Rachelle Disbennett-Lee teaches, "The fortune is in the follow up." When I gave samples out to people, I simply asked if I could call them in a few days to see how the oils worked for them.

### LEARN SOMETHING YOU CAN TEACH

You don't have to know everything to be an effective teacher. My husband and I have focused on perfecting the same basic outline of our essential oils presentation. We teach this over and over again. Our outline is so simple that once someone has heard

it a couple times, it is very easy to duplicate. We have found that the most effective method is to have individuals experience essential oils. We aim to have 2-3 experiences with essential oils during each of our classes.

### DON'T STOP THE MOMENTUM

I know what it feels like to have no momentum. It is frustrating, restrictive, and slow. Once I was doing each of the things Allyse advised me to do, I found myself holding classes 3-4 nights a week. I had a personal goal to book one event from each event I would hold. I could feel my momentum pushing me and I did not want it to stop! Our momentum has been the life blood of our business. The contacts I have made have continued to bring in more and more contacts. I can't know thousands of people, but my contacts can, and their contacts can.

### EMBRACE THE POSSIBILITIES

For me and my husband, capturing the vision of our future with dōTERRA came as we acted upon the steps Allyse outlined. When I didn't know how to focus my efforts, it didn't feel like I could achieve anything. Focusing my efforts has allowed me to see that ranks such as Diamond and Blue Diamond are no longer wishful fantasies, but will one day be actual realities.

# RECOGNITION

## PRESIDENTIAL DIAMONDS



FOUNDER USA

BUILD dōTERRA—  
JUSTIN & KERRI HARRISON



BUILD dōTERRA—  
ERIC & ANDREA LARSEN



FOUNDER USA

ANDY & NATALIE GODDARD



FOUNDER TWN

STEVEN & MONICA HSIUNG



PATRICK & ALLYSE SEDIVY



FOUNDER USA

BOYD & SANDY TRUMAN

*"I love dōTERRA and the confidence it gives me. It has been a great blessing."* -KIMBERLY DEATON MCBRYANT

# BLUE DIAMONDS



FOUNDER USA

JAMES & ROXANE BYBEE



MARC & JENN GARRETT



FOUNDER USA

ROGER & TERESA HARDING

*"dōTERRA has affected my life immensely. Learning what I have has given me peace of mind, and taught me that there are alternatives for addressing our health."*  
**-MICHELLE RAPP BELNAP**

*"Not only am I healthier than I've felt in a long time, but I have a job helping people nurture their bodies naturally. dōTERRA has allowed me to take control of my family's health. I feel empowered and enlightened. Thank you dōTERRA."*  
**-AMY HIGGS**



SHANE & REBECCA HINTZE



NATE & BRIANNE HOVEY



FOUNDER TWN

DAVID & TAWNYA HSIUNG



FOUNDER USA

JERRY & LAURA JACOBS



KAI-HSUN KUO & PEI-LING SU



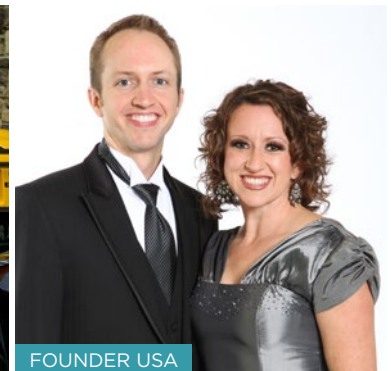
FOUNDER USA

JUSTIN & TAHNA LEE

*"dōTERRA has played an important role in helping me become the person I want to be. The blessings don't just come through the products, but through the wonderful people I have come to know and love."*  
**-MELANIE VOGL SCOTT**



CHRISTIAN OVERTON & MARK EWEN



FOUNDER USA

JAMES & CHELSEA STEVENS

# DIAMONDS



MATT & KELLY ANDERSON



DAVID & ASTI ATKINSON



ROMAN & CORINNA BARRUS

*"dōTERRA has been a blessing in so many ways. The biggest blessing is probably the personal growth within my family. We love to pass on the information we have gained through dōTERRA."* -**NADJA PETTITT-KUMMER**



FOUNDER USA

DANIEL & CRISTINA BENITEZ



JEFF & CHERIE BURTON



FOUNDER JPN

YOSHINORI CHIHARA & MARI-MISA HIRANO



BECKY COX



VICTOR & AMANDA DARQUEA

*"I appreciate and love being able to care for my family and friends naturally."*

-**SHANNON BROWN**



AL GARCIA



FOUNDER AUS

PAULA ECKERT & JOHN OVERBEEK



BRAD & ROSALIE ELLIOTT



SCOTT & RHONDA FORD



CURT & CAROL GUEST



STEVE & KRISTINE HALES



KIRK & JENNIFER HAMILTON



LAURA HOLBROOK

*"From the first time I smelled dōTERRA essential oils, I knew that this was the company I needed to be a part of!"*

-**HEATHER SHICK BUCKLES**



PAUL & BETSY HOLMES



BRYAN & ANDREA HUDDLESTON



LELAND & ROBIN JONES



BRIAN & RACHEL JONES



FOUNDER USA

DANNY & NICOLE LARSON



# DIAMONDS



FOUNDER USA

NOLAN & PAT LEAVITT



ROBERTO & MAREE LOAYZA



JASON & SHARON MCDONALD



DAVID & TAMMY MILLER



CRYSTAL NYMAN

*"What I love most about dōTERRA is that it provides amazing tools for managing our family's health. I love doing something that is me. I love that I can align my passion for career and family. Helping others in their journey to better health has truly been a blessing."* -SHARLA SNOW



FOUNDER JPN

RIYO OGAWA



KATHY PACE



SPENCER & LAURA PETTIT



FOUNDER AUS

ADHEESH PIEL & SANTOSHI STONE



ROD & JENNIFER RICHARDSON



FOUNDER USA

BURKE & NATALIE RIGBY



KARINA SAMMONS



FOUNDER USA

TERRY & LIL SHEPHERD



KACIE SHOBER



RYAN & DANI SMITH



FOUNDER USA

DAVE & PEGGY SMITH



BILL & ERLEEN TILTON



FOUNDER USA

GINA TRUMAN



FOUNDER USA

MARK & TAMALU WATKINS



WENDY WANG



JOHN & KALLI WILSON



FOUNDER TWN

PEI-CHI YI



FOUNDER JPN

MIHO YOSHIMURA

# PLATINUMS



FOUNDER USA  
PETER & SUSAN BAGWELL



FOUNDER USA  
CHRIS & KAREENA BRACKEN



DOUG & RACHELLE CASTOR



ETSUKO CHIDESTER



FOUNDER USA  
GREG & MARTI CHRISTENSEN

*"My eyes have been opened to a whole new world of opportunity thanks to dōTERRA! It's not about the money. I absolutely enjoy educating others about the benefits of using dōTERRA. I'm having the time of my life!" -KENDALL SIEJACK*



SPENCER & BRIANNA COLES



LORI DAVIS



PAUL & STEPHANIE FRITZ



DAREN & CRYSTELLE GATES



FOUNDER USA  
VALERIEANN GIOVANNI



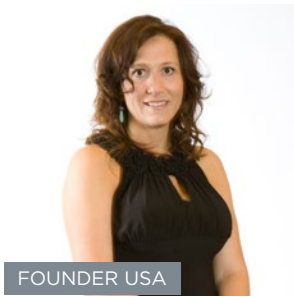
RYAN & JENYCE HARRIS



JOHN & MELYN HARRISON



FOUNDER USA  
GORDON & JULIE HERBERT



FOUNDER USA  
MARIA HEUSER



BRENT & ANNIE HONE

*"I love how dōTERRA has empowered me to take care of my family in ways I never thought possible. I love how dōTERRA provides an avenue for financial healing. After finding dōTERRA, I don't need to feel stuck or helpless anymore!" -RINDEE WILHELMSSEN SANNAR*



JESSICA IDDINGS



ARIN INGRAHAM



FOUNDER USA  
ROB & WENDY JAMES



SPENCER & RETA KUHN



PEGGY LANGENWALTER

## PLATINUMS



LAURIE LANGFITT



KEIKO MARUTANI



SPENCER & LAURA PETTIT



CINDY PRICE



BRUCE & SARADEL RIRIE



JIM & TAMMY STEPHENS



JARED WINGER

*"For the last ten years, I have been looking for a business I could do from home. I had heard of essential oils, but had never used them. At my first dōTERRA class, I was blown away. I knew I had found what I was looking for."* -TARA LATER KINSER

*"My home, my life, and my family are all healthier and cleaner thanks to dōTERRA essential oils."* -NICOLE DALPIAS TRAMMEL

## GOLDS



PAUL & DELMAR AHLSTROM



DEBBIE BASTIAN



JOE & ASHLEY BELL



GABE & STEFANIE BIRRER



JON & KENDRA BODINE



CONNIE BOUCHER



BRENDA BROWN



ERIKA BUTLER

*"It is so amazing to know that there is a pure, natural way to help your family with whatever may come around. I am so happy to have been introduced to dōTERRA!"* -TALIA BROOKS JOLLEY

# GOLDS



ADABELLE CARSON



RICK & ALISSE COIL



DAVE & JOAN COON

*"I love dōTERRA! I feel so good when using LifeLong Vitality, the essential oils, and the skin care. They have truly changed our lives for the better."*

**-TRICIA DAVIS REYNOLDS**



MARK & KAREEN CROSBY



JARED & MINDY DEGRAFFENRIED



CURT & TONIA DOUSSETT



MARK & TIFFANY FLAKE



LISA ANNE GAFKJEN

*"I really believe in dōTERRA essential oils. I have seen the many wonderful things that it has done for family and friends. We will never be without the oils—they have completely changed our lives and we will continue to share dōTERRA with everyone!"*

**-DEBI FOLLETT**



VINCE & TERESA GARCIA



FOUNDER AUS  
MAX & CHERIE GARRETT



MONICA GOODSSELL



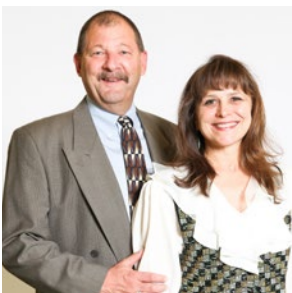
MELISSA GUTHRIE



CLIFF & PJ HANKS

*"I have endless stories of how dōTERRA has improved health, but the best thing I can say is thank you for the peace of mind they give me."*

**- JESSICA WINKLE HAMMETT**



MARTY & JIM HARGER



SCOTT & ANNETTE HEATON



JON & EVE HEWETT



JASON & STEPHANIE HILL



JEFFERY & MIRANDA HU



JULIE HUNDLEY



SCOTT & TONI JAEKEL



KILEY & NORA JOHNSON



LYNDON & STACY JONES



WILLIAM & DENNA JORDAN

*"dōTERRA's CPTG essential oils were my window into a healthier lifestyle. We have found joy in living a life filled with natural remedies and natural solutions. We have taken control of our health and we are now our own healthcare advocates."* - **ASHLEY OSTHEIMER KENDELL**



ASAKO KOBAYASHI



MASAMI KAWAI



LAURA KING



KYLE & KIERSTON KIRSCHBAUM

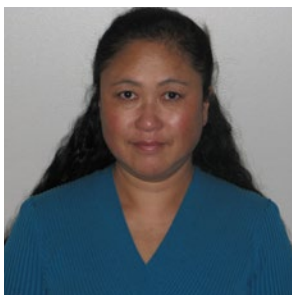


DEBBIE KRAHN



JOE & AMBER KROPF

*"We have seen miracles happen and dōTERRA has been the vehicle!"*  
- **ERIN ANDERSON**



MICHIE LAYTON



JOHN & CAROLYN LEE



CHAD & JODI LEWIS



LISA LUKE



BROOKE MAGLEBY



JULENE MARTINDALE



CRIS & PATTY MARTINEZ



JOHN & PATTI MASON

*"Having my own business, with dōTERRA essential oils, has made it possible for me to be with my family when they need me most. We have been blessed all around."*  
- **KATHY LEE BARRIO**

# GOLDS



CYNTHIA & JAMES MAQUIRE



AARON & TONYA MCBRIDE



AIMEE MCCLELLAN

*"dōTERRA essential oils have empowered me as a mother and given me balance as a woman. I am and always will be grateful for the healthy, natural changes they have facilitated in my life."* - **ANNETTE FAIRCHILD**



SCOTT & ROBYN MITCHELL



ANGELA MOFFITT



COURTNEY MOSES



KERRY & DENISE NORRIS



BERNADETTE O'DONNELL

*"I feel like I have chosen a career that makes a difference with dōTERRA and I am able to work with my family, how awesome is that? I have always loved helping people, and I had wanted to be a teacher...I love the new direction my life has taken. I love the giving and sharing culture dōTERRA has created."* - **ERIKA TENNEY**



RICHARD & JENNIFER OLDHAME



CYNTHIA PATIENCE



KYLE & KATEE PAYNE



FRANI PISANO



SHANE & BROOKE PUGH

*"I will always be grateful for the day I found dōTERRA essential oils. I love sharing and helping others understand how they can take control of their health with dōTERRA!"* - **JONI TUCKER LANG**

*"As an RN, I have wanted to share natural health care with family, friends, and patients. However, until dōTERRA entered my life it was sometimes difficult. Sharing essential oils with everyone has given me so much satisfaction."* - **ROSE WEED**



ROBERT & DONNA RAMOS



SETH RISENMAY



ELAINE RISER



CASEY & MELISSA ROBERTSON



BENJAMIN & STEPHANIE HOWELLS-SCOVILLE



JEFF & DIANE SHEPHARD



FOUNDER AUS  
ROBYN SIMON



KIRK & LANA SMITH



WADE & CHRISTINE STOLWORTHY



MELISSA & SAMUEL TAEU

*“dōTERRA has given me some of the tools needed to address my health issues and the preparation to combat future health issues should they arise. dōTERRA has also helped me grow and learn as a person and continue my self-development.”*

**-THEA WILSON**



EVAN & ADRIENNE THOMAS



BETTY TORRES-FORBORD



KATE WAGNER



JEAN WANG



SANDRA WANG

*“As my dōTERRA vision has become more crystallized, I feel this amazing energy and power inside of me. I recognize it is the feeling of finding my true life passion. It’s like falling in love. Every day I am grateful for dōTERRA.”*

**-EMILY MURPHY**



SHAUNA WETENKAMP



HEIDI WEYLAND



RON & LIZ WILDER



DANIEL & AMY WONG



KRISTI ZASTROW

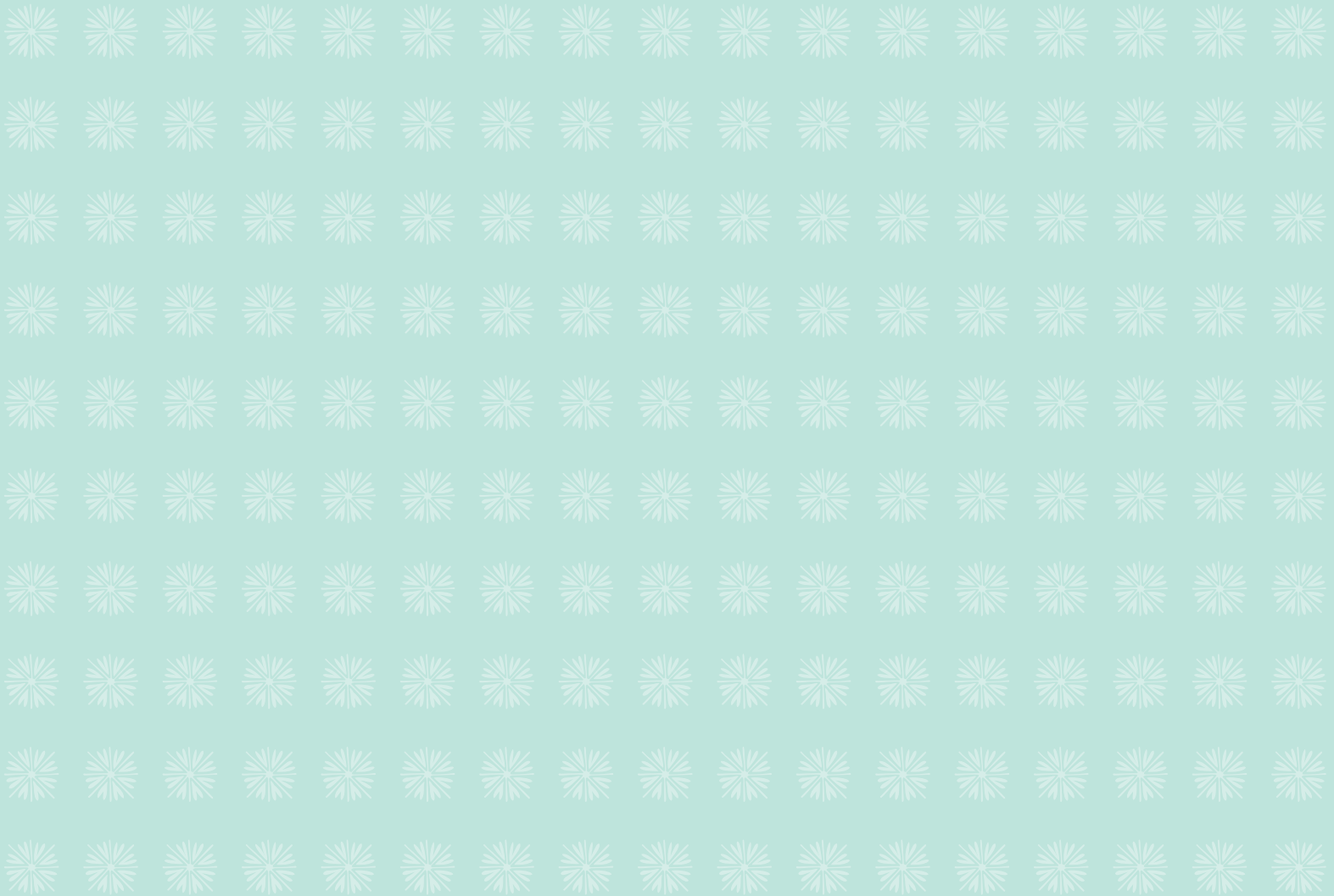
**GOLDS NOT PICTURED:** JAMIE BOAGLIO, CHRISTINA GARDNER, KRISTANN GILLIES, DOMINIQUE KING, JENNIFER KRUBA, MICHELLE LEBARON, NANCY LINDER, HEATHER MADDER, ANITA MARRIOTT, SHOKO MATSUYAMA, JUSTIN & ASHLEE MILLER, JESSICA MOULTRIE, YOSHIFUSA NISHIDA, KEIJI OKUYAMA, CATHERINE & JOSEPH PUTUTAU, TEARIKI SAOYAO, JEFF & DIANE SHEPHARD, MARK SHEPARD & RANI SO, WONG PO WAN, YU WEI

**NOTE:** Recognition level is based on the highest rank reached and maintained for three months in a calendar year.

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# LEADERSHIP

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