

dōTERRA® ESSENTIAL

LEADERSHIP

RECOGNITION MAGAZINE • ISSUE 5



NEW PRESIDENTIAL DIAMONDS

Roger and Teresa Harding

5 Steps for
Building
Outside your
Home Area

DIAMOND
at a Glance



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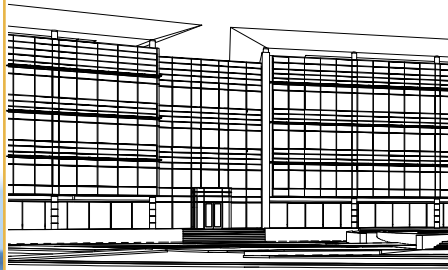
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WE WANT TO HEAR FROM YOU

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

375 Independent Product Consultants qualified and attended **dōTERRA's 2013 Caribbean cruise.**



dōTERRA will break ground on **their global corporate campus** on March 7, 2013.

dōTERRA has customer service representatives trained in **9 different languages.**

HOLA!
GUTEN TAG!
NĪ HǎO!
BONJOUR!
HELLO!
안녕하세요!
MOSHI MOSHI!

Jasmine must be harvested by hand at full bloom before sunrise to protect the delicate composition of the oil.



dōTERRA®
facts & statistics



SPRING 2013



The Egyptians were among the first to use essential oils extensively in medicinal practices.



dōterratools.com is home to **business building materials in 11 languages.**



dōTERRA has a social network **of over 31,000.**

Like us on Facebook and help increase our reach. www.facebook.com/dōTERRA

During the month of January, dōTERRA served over

50,000

English speaking calls.



CONGRATULATIONS ON REACHING

Presidential Diamond

Roger and Teresa Harding

LEARNING FROM LEADERS



TERESA HARDING

was one of dōTERRA's first consultants. After a very powerful experience with the oils, she realized that the knowledge of these great gifts could not be contained. Teresa focused on the needs of each person, as she shared the product and worked towards becoming one of the first USA founders. Teresa realized that many of these same individuals would be blessed by the financial benefits dōTERRA had to offer. Since then, she has been empowering leaders to build successful businesses. Recently, Teresa's husband, Roger, has joined her efforts in building a dōTERRA business. He enjoys strategizing with her and mentoring leaders while still being able to practice dentistry a few days a week. She is thrilled and thankful for the opportunity they have to work together.

Q: What key strategies helped you achieve Presidential Diamond?

Always make sure it's all about helping other people. Whether it's helping them build their business or helping them learn how to use the oils, be confident that you can help people with both. Share your enthusiasm for helping people with your leaders.

"Sometimes, as leaders, we have to get out of the way, so our leaders can shine too."

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

That's easy—we get more done. We both have individual strengths that complement each other. Teresa works dōTERRA full time, and I join her part time when she needs me to support. Support is critical as you are working toward Presidential Diamond, it's not easy, it does take a lot of work, and it's nice to be there to encourage her to reach that goal.

What advice would you give others who are planning to build to Presidential Diamond?

The results will change your life. Building is a journey that allows you to develop yourself and your leaders—you'll get out what you put in. Be humble enough to learn from those who have already been there; there's no need to reinvent the wheel. Most importantly, do not ever give up on your goal. It is worth it!

What was your motivation for achieving Presidential Diamond?

I am a very driven person and if there is a rank out there, I have to give it my best to achieve it. Once I began the journey, it became so much more fun because in order to be successful, you have to help others reach their goals. I have some very big plans for humanitarian aid that are underway, and being Presidential Diamond allows me to do that.

What advice would you give to those just starting out that you wish you would've known at the beginning?

First, find a few leaders who you admire and learn what they did and are doing now, so you can follow their lead. Second, make sure you learn everything you can about how to structure your team properly. Third, work closely with your builders and customers to make sure they have everything they need. Finally, follow up, follow up, and follow up!

“Do not ever give up on your goal. It is worth it!”

The Harding's children, Curtis, Tyler, and Danny, are a big part of why they do dōTERRA.



What key strategy made you successful in empowering your leaders to become the leader of their own group?

I try hard to make sure I edify my leaders to their teams and to everyone so they are viewed as a leader to look up to. I want to establish them as a legitimate leader in dōTERRA. I start putting them out there, sometimes before they think they are ready, and I'm not afraid to let them lead. Sometimes, as leaders, we have to get out of the way, so our leaders can shine too.





JAMES & KELLY ROBISON

"One thing I often say is, 'Everything works and nothing doesn't.' If you do nothing in this business, I can promise you that nothing is going to happen."



BUSINESS TIP

"FOLLOW THE PLAN, BE CONSISTENT, properly follow-up, and don't get discouraged."

James began his career in sales at an early age. In high school, James ran cross country and track. Later, hoping his experience would allow him to promote running shoes, James took a job in the shoe department at Mervyns. At the time, he was unaware that the sales experience he acquired there would aid him in all future business ventures. Not only did Mervyns jump start his career, but it's also allowed him to meet his beautiful wife, Kelly, who was a manager in the same department store.

JAMES HAD BEEN WORKING for a company for seven years, earning only commission, when a friend invited him to attend a direct sales meeting. James was reluctant to attend. He said, "I was disenchanted due to the rumors that followed the industry, especially back then, it wasn't as accepted as it is today." However, the business opportunity was intriguing to James. He felt that if his friend could make money doing network marketing, then he could too. James never pursued that company, but he said, "It got me thinking that this was something that I wanted to do."

After finding a company that fit his desires, James worked part-time for a year before he pursued a full-time career in network marketing. James, being no stranger to the industry and living only minutes from dōTERRA's corporate office, heard rumblings of something new. Being open to new ideas and confident in his abilities, James decided to investigate. He said, "I came over and in a short time found myself sitting with Greg Cook and Dave Stirling. I was cautious, I knew that the products were good, but my concern was the compensation plan."

After some review, James joined as a consultant. However, even with all his direct sales experience, things didn't go exactly as planned. James said, "I brought leader after leader, and I missed every shot. I kept that up for six months before changing my tactic. I began to bring in everyday individuals and that changed everything. I started to see success." James realized that when introduced to the product individuals had a positive experience and remained. This he believes is the secret to dōTERRA's retention rate.

James, although not the originator, often says, "Everything works and nothing doesn't." He is a firm believer that the success someone achieves is in direct correlation to the effort they put in. James said, "If you do nothing in this business, I can promise you that nothing is going to happen. However, if you have some activity, then there is a chance that someone will participate and join your organization. Consistency is the name of the game." It is consistency that has allowed James to build his business into a Diamond organization. James understands that as long as he is consistent in his effort the potential for growth is limitless.

For those willing to make an effort, James offers this advice. He said, "The one mistake that I think we often make is that we bring people into the business, but fail to effectively train them. The first thing that you should do is aid them in reaching Silver or Gold." James understands that a person must follow a plan, be consistent, properly follow-up, and not get discouraged, if they are going to be successful. James said, "The one advantage that I have over others is that although I may be a long way from accomplishing my goal, my experience and knowledge tell me that if I just keep pushing, positive things will happen."

Even with all his previous success, James is excited about the dōTERRA opportunity. He said "I just want people to know how excited I am to be here. Every one of us could be somewhere else, but you have to go where you have passion and where you believe others can succeed. I know that people have that chance here, if they have the desire to be successful."



The Robisons in San Clemente, California



FAVORITE PRODUCT

Peppermint Beadlets "This was a genius idea. It makes sharing the product simple. Plus, seeing people's reactions to tasting peppermint is pretty entertaining." -JAMES



FAVORITE PRODUCT

Peppermint "I often use Peppermint with Lemon on my head and neck. It helps me increase my focus level, and I feel so refreshed after using it." -**ASAKO**

Balance "It helps me calm down and relax." -**ASAKO**



ASAKO KOBAYASHI

"Set small goals and express yourself freely to spend your life more happily and actively."



BUSINESS TIP
"FIND A GOOD PARTNER who has the same vision."

Asako has always been very creative. As a young student she attended the Musashino Art University in Tokyo, Japan. Musashino University provides art education that allows students to function with true freedom as human beings. Upon graduation, she channeled that freedom into designing and directing a product display that attracted the attention of the fashion industry. It was in this fast-paced, world of fashion that Asako met her husband.



The Kobayashis in Japan

A FEW YEARS AFTER MEETING HER HUSBAND, Asako left fashion to focus on raising a family. However, she never forgot the lessons she learned as a designer. The constantly changing world of fashion had taught her flexibility and freedom of ideas. These were skills that would aid her as she was introduced to new opportunities.

After raising three children, Asako became acquainted with a direct sales company that produced natural, safe products for daily household use. Being a mother, and understanding the value of a well presented product, Asako's interest was piqued. After working with the company for 15 years, the East Japan earthquake hit in February of 2011. It was during this tragedy that Asako's American friend reached out to her.

When presented with dōTERRA, Asako was once again intrigued. Having a strong desire to learn more, Asako made the trip to dōTERRA headquarters where she met with the six members of the executive team. Asako said, "I was impressed by the company's vision, values, and business strategy. I was so moved by the executive's character that I felt as if I could spend the rest of my life in their company."

Asako, already involved with direct sales, made the decision to move to dōTERRA. She said, "One of the main reasons was the wonderful products. I loved the company's focus on

product effectiveness, safety, and correct pricing structure." Asako was also surprised to find that the Japanese people felt the same way. They embraced the product, and repeatedly purchased. In addition to the wonderful products, Asako found herself drawn to the marketing plan. She said, "The marketing plan, indicates the company's management strategy, and I like that it's a fair and sustainable income plan."

dōTERRA has moved Asako to look past the physical to the person as a whole. Asako said, "I have realized the importance of mental peace, improved concentration, and an active spirit. I feel that my life has become richer through sharing information about the dōTERRA products." Asako loves sharing the products and the business opportunity. She wants others to achieve the same success through setting goals and expressing themselves freely. Asako said, "It's a long way to go, but as you move forward you will gradually see big miracles through other's help and power. Don't give up, keep moving forward, have specific goals, and you will find success."

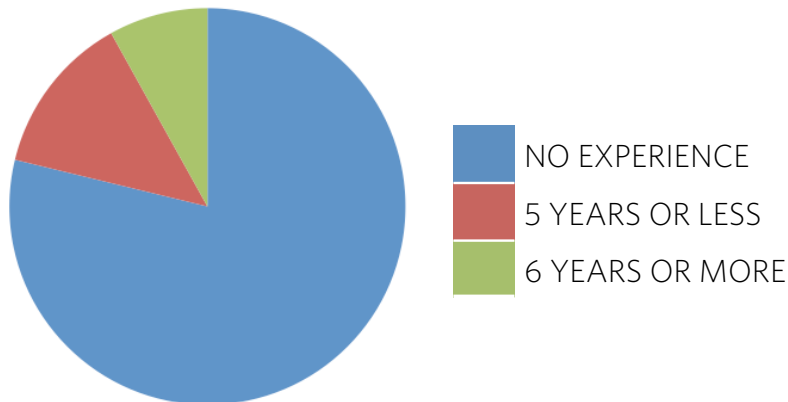


DIAMOND AT A GLANCE

Often, new consultants have a preconceived notion of what it takes to achieve Diamond. Many individuals believe that in order to be successful you must have past experience in network marketing or have joined the day dōTERRA opened its doors. In order to debunk some of these myths, we've asked some of our Diamond consultants some very personal questions, and we're hoping some of their answers will surprise you. Charts you might find interesting...

DIAMONDS SURVEYED WHO HAD...

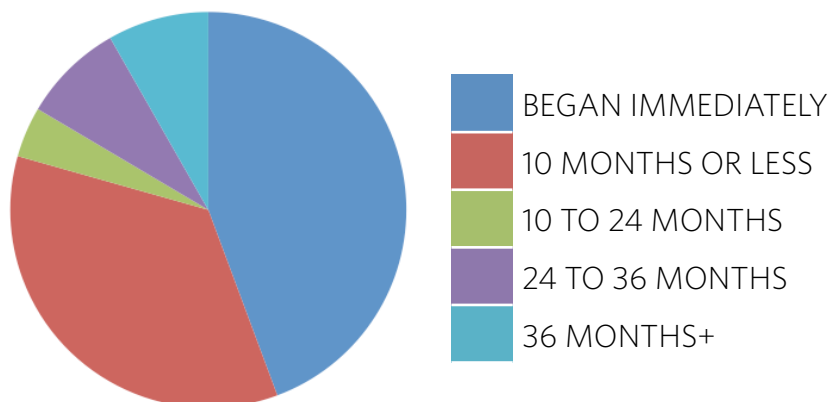
Experience with Network Marketing



100% of the Diamonds surveyed attended convention. They believe it's a must if you're serious about success.

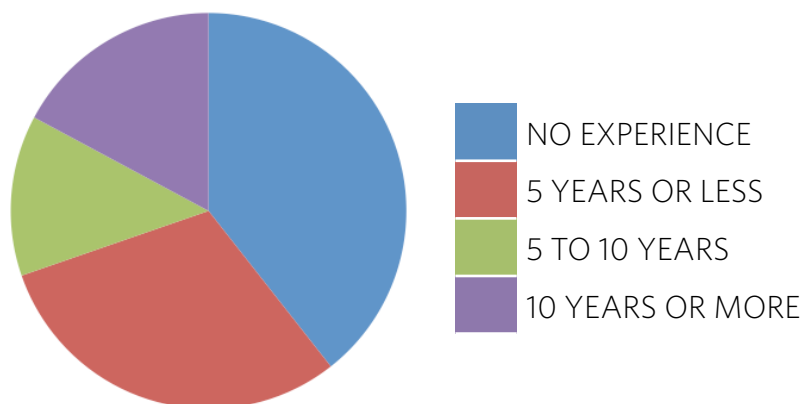
HOW LONG AFTER...

Enrollment to Business Building



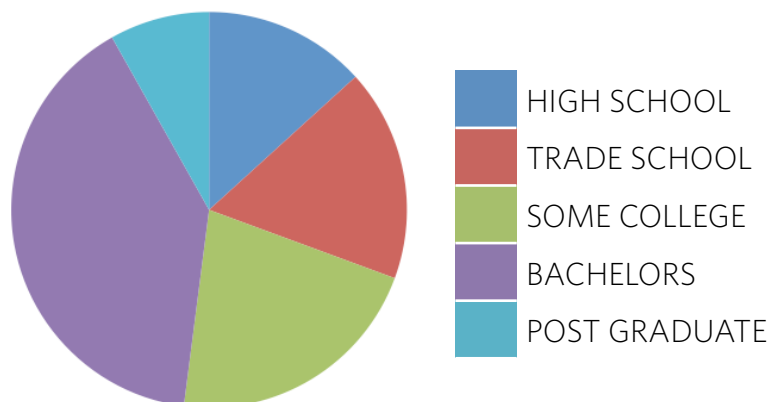
DIAMONDS SURVEYED WHO HAD...

Experience with Essential Oils



DIAMONDS SURVEYED WITH...

Educational Background



When asked to describe themselves in one word, Diamonds responded with things like:

PASSIONATE

DEDICATED

FRIENDLY

COMMITTED

PERSEVERING

ENTHUSIASTIC

ENTREPRENEUR

CREATOR

BRILLIANT

TEACHABLE

CONSISTENT

SELFLESS

CRAZY

PERSISTENT

DRIVEN

TENACIOUS

COMPASSIONATE

FREE



JOE & AMBER KROPF

“Fake it until you make it.”



BUSINESS TIP

“USE THE OILS EVERY DAY IN EVERY WAY. The more you use the oils, the more you will learn, and the more you will share.”

Amber and Joe didn't exactly 'click' the first time they met, but some persistent friends tricked them into spending more time together. Although the two were as opposite as could be, they found their first impressions of each other to be wrong. Joe asked Amber out the following day and before they knew it, they were spending every spare second together. They were married not long after and recently celebrated their 18th wedding anniversary with their four children.

BEFORE dōTERRA ENTERED THE KOPF'S LIVES, they may have appeared as the typical American family. Each day was spent waking up early to get the kids off to school and Joe off for a long day of work. Amber took on odd jobs around their community to help make ends meet. They were so caught up in earning a living that they lost sight of living. Looking back, Amber realizes that they were missing out on a lot.

The Kropfs' journey to dōTERRA started as a desperate search to find alternatives to a doctor's prescription. Their daughter suffered from intense migraines and without a thorough examination, their doctor off-handedly wrote her a prescription for anti-depressants. Amber was shocked when she read what had been prescribed, told the doctor 'no thanks,' and quickly left the office. Amber began searching out natural alternatives. She came across essential oils, but didn't have a positive experience and quickly discarded them.

Not long after, Amber's good friend invited her to class on dōTERRA essential oils. Although she was skeptical, she went to be supportive. She hesitantly purchased peppermint, but was later blown away. It worked for everything! Amber was hooked.

It took Amber six months before she signed up as an IPC. Joe didn't mind her using essential oils, but wasn't completely comfortable with her sharing them. That is until their son's teacher called to request he be tested for ADD and put on anti-depressants. Not wanting to take that route, Amber put a few drops of essential oil in a capsule for her son before school. Before the day was over, his teacher called to tell her he was more focused. After that experience, both Amber and Joe knew they needed to share essential oils.

As Amber began sharing essential oils, she realized she didn't have a lot of direct upline support. "We didn't know what we were doing in the beginning and we made a lot of mistakes," Amber said. Despite this, they were consistent and kept sharing what they did know. Amber discovered that although upline support can be beneficial, growing with dōTERRA is a personal development journey that each individual must embrace. "No one can drag you across the finish line," Amber states, "each person must be committed and truly want it."

Although dōTERRA hasn't relieved them from their busy schedules, it has certainly allowed more time together as a family, and made each day more meaningful. Joe recently quit his job and came home to team up with Amber as they raise their children and expand their dōTERRA business. In order to show their children what they are so passionate about, they included them on a 'dōTERRA tour' last summer. During their tour, their children helped teach other children about essential oils. They hope to do a similar tour again this summer.

Amber and Joe are grateful that their future is not dependent on anyone else. They are no longer afraid of what the future could hold, but look forward, excited to see what it will bring. "I know there is a lot of good out there," Joe states, "and with dōTERRA we have learned that we can go and embrace those good things."



The Kropfs in Tremonton, Utah



FAVORITE PRODUCTS

Mood Matrix Oils "They have made the biggest difference in our family." -JOE & AMBER

DDR Prime "It gives me much needed clarity." -AMBER

Melissa "It helps me deal with uncertainty and fear." -JOE



FAVORITE PRODUCTS

Balance "My favorite oil is Balance. I use it to help with leg cramps. I also like the scent."

-JULENE

Frankincense and Geranium "Frankincense and Geranium are also among my favorites."

-JULENE



DAN & JULENE MARTINDALE

"Where there's a will, there's a way."



BUSINESS TIP

"NOT EVERYONE ON YOUR TEAM WILL MOVE AT THE SAME PACE, you must be patient and flexible to be a good leader."

While attending college, Dan's younger sister became roommates with Julene. She was so impressed by her, that she began scheming. She wanted Julene as part of her family. However, it didn't take much. Dan, while visiting his sister, instantly clicked with Julene, and six months later they were engaged. Julene said, "As a good Asian daughter, I asked my parents their opinion on marrying an American who could not speak Taiwanese. Julene's mother responded, "East or West, I just want you to be happy, dear. If you love each other, by all means get married." Her father said, "My daughter, at your advanced age, whoever asks just say 'yes'." Julene was an undergraduate at the time and still jokes about getting married at such an "advanced age."



The Martindales in Utah

JULENE RECEIVED A DEGREE IN ACCOUNTING AND STATISTICS, but her real passion is cooking. Dan is a

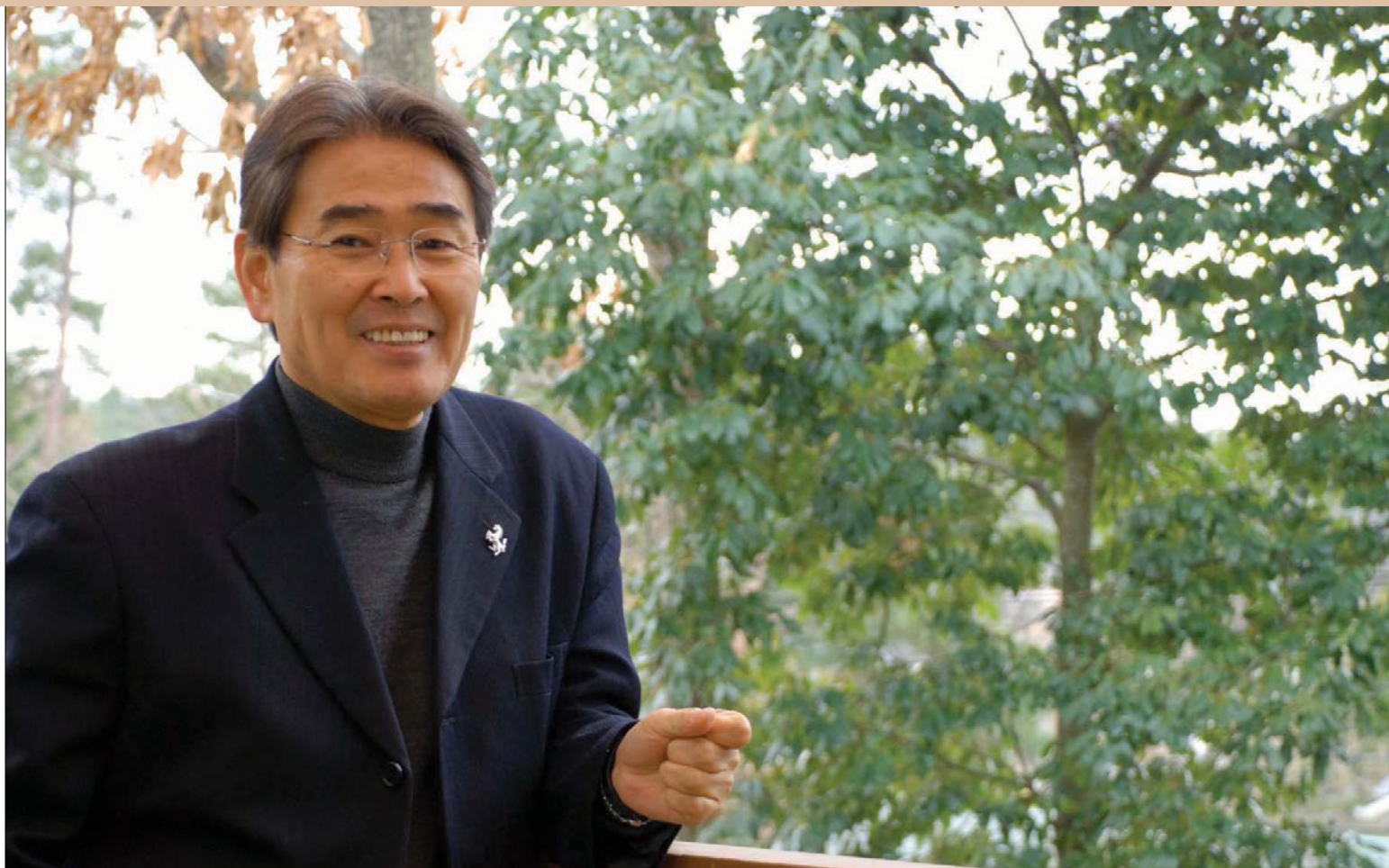
computer geek. After four years in the Army, he began working for the federal government. Soon after they were married, Dan and Julene moved to Saudi Arabia, this was the beginning of 15 years on foreign assignment. Over the years, Dan learned to speak several languages including Korean, Arabic, and Chinese.

During an assignment in Beijing, David and Tawnya Hsuing, Julene's friends from many years ago, came to visit. They shared with Julene samples of dōTERRA's essential oils. Julene said, "I have always grown my own basil and rosemary for cooking. I was intrigued by the idea that they could be used for health and not just in food." In addition, her familiarity with Chinese medicine, and its use of essential oils, made her more willing to try dōTERRA's products.

Julene signed up as a consultant and began placing orders. She said, "I started keeping the oils in a special wooden box. Each time I opened the box, I was happy. It's hard to explain. I loved the scent and feel of each essential oil." Julene treasured each product and knew that her friends would feel the same. This gave her the motivation to move from a product user to a business builder.

Dan and Julene are now working to inspire her growing team to achieve similar success. "愚公移山," is a Chinese proverb Julene uses to motivate their team. The proverb tells of an old man determined to move a mountain, blocking the path to his home. He begins by moving one stone at a time. Neighbors mock his foolishness, telling him he will die before he completes his task. However, the old man seems unconcerned as he passes the task to future generations saying, "My line will continue on and on, but the mountain cannot get taller or bigger. What's there to worry about?" Dan and Julene feel this way about dōTERRA. They understand the saying, 'where there is a will, there is a way' and that is what they share with others.

Julene counsels, "Set your goals and stick to them. However, understand that not everyone is ready or able to put in the energy and enthusiasm required to advance. Do not be angry or short with them, but instead be patient and flexible. This is what is required of a good leader." Julene and Dan truly believe that mountains can be moved if taken one stone at a time. They have moved personal mountains to achieve greater financial freedom as well as a healthier and happier lifestyle.



KAZUYUKI FUTAKUCHI

“A situation will not change unless you change yourself first.”



BUSINESS TIP

“IMPROVE YOUR CHARACTER, care about others, and enjoy the journey.”

Sometimes things naturally fall into place and feel like they are just meant to be. That is how it was for Kazuyuki when he first met his wife. “As simple as it sounds, it was fate,” Kazuyuki says. “I fell in love and knew I wanted to spend my life with her.” Their years together have since been filled with great happiness.

LEADING UP TO KAZUYUKI'S involvement with dōTERRA, he spent many years as a preventative medicine lecturer and nutrition instructor. He found satisfaction in empowering others through the knowledge of self-care. He also helped others develop a higher level of consciousness, something which allows individuals greater control over their mind, will, and intellectual enlightenment. In each of these varying capacities, Kazuyuki was able to express his belief that we have the ultimate control over our lives. "If you are not happy with your situation in life, you must look inwards and change something within yourself."

dōTERRA came into Kazuyuki's sphere of opportunity through his friend, Ken Toma. After Ken had heard about dōTERRA and their products, Ken asked Kazuyuki to fly to Utah with him to meet their executive team and learn more about the company. "Initially I was concerned about my future, but I trusted Ken, so I agreed to go," Kazuyuki says. They spent hours training with the executives and learning about dōTERRA's culture and Certified Pure Therapeutic Grade essential oils. "I felt that dōTERRA's culture would blend beautifully with my current beliefs and culture. Adding essential oils to natural products we were already using, we could provide even more health benefits to people around us," Kazuyuki explains. "Right from that first meeting, I was impressed with dōTERRA's executives and excited for the bright future ahead of us."

Although Kazuyuki has been blessed to be healthy throughout his life, he has enjoyed using the oils and sharing them with others. "They uplift me and simply make me happy," Kazuyuki says. Recently he has enjoyed using On Guard during his travels to help maintain his health despite the fatigue and environment changes.

Kazuyuki stresses before you can effectively share the oils with others, you need to be using them yourself on a daily basis. He says, "You need to feel how wonderful they are before you try to encourage others to use them." However, despite the quality of dōTERRA's essential oils, Kazuyuki feels that ultimately "people will follow people in the end." He recommends looking inward at your character and striving to improve each day, so that others will want to join you in your cause. Above all else, he urges everyone to find time to truly enjoy this beautiful journey of learning, using, and sharing dōTERRA.



The Futakuchis in Japan



FAVORITE PRODUCT

On Guard "It has helped me stay healthy in all my travels."
-KAZUYUKI





FAVORITE PRODUCTS

Frankincense, LifeLong Vitality, Balance, and OnGuard “These are our favorites.”
-JIM AND TAMMY

JIM & TAMMY STEPHENS



“It’s not about me. Our focus should always be on others.”



BUSINESS TIP
“ENJOY AND LOVE THE OILS, then share that joy with those you love.”

Jim and Tammy Stephens met at a very young age. When Tammy’s sister pointed her out to Jim, she described her as, ‘the girl who got kicked out of school for hitting a guy with her trumpet.’ Tammy said, “He must have thought he could handle my back swing because we became the best of friends.” By the time Tammy was a senior in high school, they were engaged. Tammy said, “We were independent enough not to believe all the people that said we needed to grow up before we grew up.” This summer Jim and Tammy will celebrate their 32nd wedding anniversary.

JIM BEGAN LOGGING AFTER HE GRADUATED from high school and continued to do so for 20 years. However, the people in Jim and Tammy’s life who had time, money, and freedom were business owners and so they moved in that direction. Jim transitioned from logging to excavation, taking on commercial and residential projects, which he continues to this day. Tammy was a stay-at-home mom,



The Stephens family in Emmett, Idaho

homeschooling her children through the end of high school. She said, "Our objective was to help them realize who they are. We wanted each of them to understand that they are responsible for their own life."

When Tammy's grandson developed a skin condition, Tammy took it upon herself to find an answer. While researching herbs online, Tammy came across essential oils. She said, "The medicinal aspect was a totally new concept to me, and I was fascinated and convinced that they could play a part in healing and prevention." Tammy came across dōTERRA's website and liked what CPTG represented. However, she was frustrated that it was network marketing and that she needed a member number to purchase.

Not one to give up, Tammy wrote down the names of the individuals featured in the introductory video and began an email search. She said, "I copied and pasted the same email to four different people, the only one who contacted me was Justin Harrison. Already convinced of their validity, I didn't have a lot of questions. I just wanted to know about the owners and the company culture. I was dealing with some personal trust issues, specific to MLM, and was pretty guarded." However, after attending an event with Dr. Hill and seeing his compassion, Tammy was impacted deeply. She decided to let down her guard just a little in order to further investigate the company.

A day later, Jim graciously rearranged his schedule in order to accompany Tammy as she visited dōTERRA corporate headquarters. There they met Justin Harrison, Dave Stirling, Greg Cook, and Emily Wright. Tammy said, "We were fortunate enough to meet key builders who gave us a firsthand glimpse of the dōTERRA culture. We were pleased and surprised, to say the least, and started to engage immediately."

The Stephens have always believed in personal responsibility. Tammy said, "The business is a perfect fit and an intense training ground for who I want to become. It offers me a practical place for serving others with boldness, as I share with them the value of essential oils." Tammy and Jim feel that a leader's job is to serve. They said, "Our dōTERRA community owes us nothing, it's our responsibility to reach out and meet a person where they're at."

Jim and Tammy believe that your team is your greatest asset and nothing is accomplished in this business without working together. To hit Diamond they suggest that you, "choose who you mentor by focusing on those who are coachable, mentoring others, and duplicating themselves." Jim and Tammy understand that people create volume and build networks, but only if they are encouraged and educated. Tammy said, "Love them forward, but don't allow them to make excuses. As we learn to lead, our example will enable others to do the same."

INCENTIVE TRIP RECAP

IN JANUARY 2013, AFTER SEVEN MONTHS OF HARD WORK DURING THE “LETS CRUISE!” INCENTIVE, 375 OF OUR INDEPENDENT PRODUCT CONSULTANTS (IPCS) AND THE dōTERRA EXECUTIVE TEAM SET SAIL FROM SAN JUAN, PUERTO RICO ON A SUNNY CARIBBEAN CRUISE. IN ADDITION TO THOSE WHO QUALIFIED, WE HAD MANY IPCS WHO JOINED US JUST BECAUSE THEY DIDN'T WANT TO MISS OUT ON ALL THE FUN.

During an action packed week, we traveled to St. Thomas, St. Kitts, Aruba, and Curacao. IPCs enjoyed kayaking through a mangrove lagoon, snorkeling from a catamaran in the aqua blue water, and a very competitive round of volleyball on their own private island. However, these were only a few of the many adventures IPCs enjoyed. In addition, lifelong friendships were formed during evenings filled with dinners, dancing, karaoke, and games. dōTERRA even found time for high energy training, while at sea.

It's safe to say that the highlight of the trip, for the entire group, was our Voluntourism Day, in Aruba. Under the dōTERRA Healing Hands Foundation the group participated in service projects. These projects covered five different schools, in great need, throughout the Dutch island. Rather than just donate money for future projects, our IPCs put in hours of hard work building playgrounds, painting buildings, planting gardens, laying cement, and leading the children in activities. Both the children and our IPCs, left with happy faces and memories that will last forever.

We look forward to our next incentive trip, and hope to see you there!

“The trip was truly wonderful! It was so inspiring and real to meet the leadership of dōTERRA and the opportunity to share experiences in the training sessions and activities was invaluable. What more can we say, this was by far a once in a lifetime experience. We will remember this throughout our career with dōTERRA. It took hard work to win the grand prize, signing up so many new people certainly pushed us out of our comfort zone. However, we learned a lot about oils and people in the process and would not trade that experience for anything! We made a commitment to do the very best we could and the Grand Prize was our goal. We set up a plan and stuck to it, and ended up achieving the results we had hoped and prayed for. dōTERRA has changed our lives not only the oils, but also the philosophy of business and integrity that it promotes. We share our lives and the dōTERRA opportunity with everyone we meet.

–BRENT & KRISTI AVERETT, GOLD, GRAND PRIZE WINNERS

“dōTERRA goes all out on incentive trips! Nothing beats winning and going for free, but it would have been worth every penny if we had spent the money to go. Who doesn't want a huge dose of sunshine in the middle of winter? The relationships built on these trips are special and lasting. We have learned so much from the other amazing people who went. Incentive trips are definitely the events to attend if you want to get inspired and spurred on in your business.”

–PAUL & BETSY HOLMES, BLUE DIAMOND, 2ND PLACE WINNER

“Spending time getting to know our consultants and them getting to know us was the highlight of the incentive trip. Whether it was at dinner, in the jacuzzi, on the beach, or even standing in line for an ice cream cone, my wife Janis and I thoroughly enjoyed getting to know our remarkable consultants. Their commitment to dōTERRA equals the passion that we, as Executives, have for essential oils and the business opportunity. We seem to be able to mutually support and motivate each other when we can visit. Another highlight was the Voluntourism Day, it was a great opportunity that reminded each of us that the true blessing of dōTERRA is being able to enrich the lives of others. Certainly our essential oils do that, but through service and donating of our means, we can also bless the lives of others and in return we are richly blessed.”

–COREY LINDLEY, CHIEF FINANCIAL OFFICER





ERIC & GALE SANDGREN

“Good only comes from living and doing all things with respect and love.”

Gale Sandgren has always believed in embracing opportunities as they come, so when a friend introduced her to Eric many years ago, she was open to getting to know him. Eric and Gale dated for two and a half years, during which Eric asked Gale what seemed like countless times to marry him. In reality she only made him ask four times before finally saying yes. Gale certainly kept Eric on the edge of his seat during their courtship and has continued to do so throughout their marriage.



BUSINESS TIP

“SET GOALS AND GET TO WORK. Everything worth having in life is worth working for.”

ERIC AND GALE ATTENDED PURDUE UNIVERSITY

together. It was there that Eric received his PhD in Mechanical Engineering. Gale was pursuing her degree in Psychology when she felt the need to make some life changes and stay home to raise her children. All seven of the Sandgren's children are now grown and happily raising families of their own.

Eric is very humble, but Gale shares that he is a certified genius and not many people know it. Eric's degree and intelligence have given them the luxury of job security throughout the years and provided them with many amazing opportunities throughout the United States.

While living, temporarily, in Las Vegas, Gale was introduced to essential oils by Lori Davis. The oils resonated immediately with Gale because of her holistic background, but she fought against the dōTERRA opportunity. She had just sent her last child off to college and wasn't looking for something that resembled more work. Looking back at the internal conflict she faced, Gale couldn't be happier she decided to embrace the dōTERRA opportunity. "Aside from raising my children, I couldn't imagine anything better for me to be doing with my life. dōTERRA has allowed me to reach outside my once small sphere of influence and connect with friends all around the world," Gale says.

Gale doesn't feel dōTERRA is as much of a business for her, as it is a vehicle for providing service to others. "I love when someone opens their very first bottle of an essential oil," Gale says. "They smell it, try it, and can't hide the surprise on their face. I know that something good has just happened in their life." This repeated experience is very rewarding and humbling to Gale.

The Sandgrens have always viewed education as a greater source of power in one's life. dōTERRA has allowed Gale the opportunity to become more educated in an area of learning she is very passionate about. Gale states, "I love learning and sharing what dōTERRA can do for each of us and hearing other people's incredible experiences with the products. It is just endless what these products have done for people."

Gale believes dōTERRA is changing people's lives not just today, but for generations to come. "Being a part of something with this much impact is meaningful beyond description," Gale explains. She recognizes that sharing dōTERRA definitely takes work, but "everything worth having in life is worth working for."

"You can do it," Gale encourages. "If you want to reach your highest potential in life and in dōTERRA, simply never give up on yourself. Set goals that are important to you and get to work. Be consistent and don't be afraid to make yourself available for every opportunity. Most importantly, embrace all that is good in life, because life is meant to be enjoyed."



The Sandgrens in Little Rock, Arkansas



FAVORITE PRODUCTS

Frankincense "It's my go-to oil for just about everything." -GALE

Immortelle "At my age, I can use all the help I can get!" -GALE

LifeLong Vitality "It makes me feel stronger, I love that." -ERIC



FAVORITE PRODUCTS

LifeLong Vitality "It gave me my strength back!" -BROOKE

Breathe, Deep Blue, Citrus Bliss, and Birch "My family loves all of these." -BROOKE



BROOKE MAGLEBY

"You can have everything in life you want, if you will just help enough people get what they want." -Zig Ziglar



BUSINESS TIP

"TAKE TIME TO LEARN ABOUT THE PRODUCTS, but also take time to develop leadership skills. It is a fundamental part of building a successful business."

Brooke Magleby's personal mantra has become, "Defying Gravity!" Brooke had no previous knowledge of essential oils, little business experience, and no money. Despite these challenges, Brooke refused to give up, and found the courage to free herself from the limitations of her situation. "Some things I cannot change, but until I try, I'll never know!" Such wisdom, taken from the popular Broadway musical *Wicked*, encouraged Brooke to follow her dreams.

BROOKE WAS INTRODUCED TO dōTERRA and essential oils through her brother and sister-in-law, James and Chelsea Stevens. Brooke's eight-year-old son, Jaden, was suffering from severe exercise and allergy-induced asthma. He was taking medication and needed his inhaler daily. Brooke's heart broke as she watched Jaden go from a fun-



The Maglebys in Ammon, Idaho

loving kid to someone who feared going out to recess. Knowing this, Chelsea brought essential oils to a family party and gave Brooke a sample of Breathe.

Not long after receiving the samples, Jaden returned from riding his bike unable to breathe. Brooke took the sample she had been given and rubbed several drops on Jaden's chest. Within seconds, his breathing had improved. Inspired by what she saw, Brooke began learning everything she could about essential oils.

With a strong passion to share her experience, Brooke enrolled in dōTERRA with money she earned from a garage sale. She purchased a few extra oils, and shared samples with almost everyone she came into contact with. As her money to purchase essential oils dwindled, she realized she needed a more sustainable way to share dōTERRA.

At that same time, Brooke felt a strong need to contribute to her family's finances. Brooke began painting large murals, but severe inflammation in her thumbs made painting very painful. "I couldn't even hold the paint brush because it hurt so badly," she said. Brooke started using LifeLong Vitality and within a few months the pain diminished. Brooke credits dōTERRA for improving her health and providing a new means of establishing financial stability for her family, while remaining a stay-at-home mom.

Brooke went on to become one of the first certified AromaTouch Instructors. She is very passionate about using the technique to

enhance the use of essential oils. Brooke encourages everyone to implement the AromaTouch Technique in their business and for their own health. Brooke explains, "It allows essential oils to work at a deeper level. I am grateful to be assisting Dr. Hill in teaching others this amazing technique. It is an inspired way to share a remarkable gift on both an emotional and physical level. It can change lives."

Brooke is grateful for the lifelong friendships that have been created because of this amazing journey. She said, "My leaders and team are an extension of my family. I truly love each and every one of them. They inspire me in their daily efforts to make a difference in the world by serving others." Brooke also credits her children, husband, and parents for always believing in her. Her mom has always been there to help transport kids, wash clothes, or clean the house. "Let's be honest, there is no way you can do this business alone and have clean clothes at the same time," she laughs.

There is a new perspective in Brooke's life, and she is grateful for mentors like Marc and Jenn Garrett for helping her learn some valuable life lessons. Brooke said, "There is imbalance in your life as you strive to build any business. They taught me the value of having an abundant mentality that transcends every aspect of life." This journey hasn't been easy, but Brooke has learned the only way to fail is to quit.



DAREN & CRYSTELLE GATES

“Help people stretch beyond what they think they can do. Aid them in setting high goals, and help them have the determination to reach them.”

In January of 1992, while attending Southern Utah University, Daren’s interest was piqued. While attending class, Daren happened to sit by a girl reading a book in a foreign language. Impressed, Daren tried to catch her attention by offering her a stick of Big Red gum. Surprisingly enough, she wasn’t offended. Instead, this was the start of a whirlwind romance. After twenty years of marriage, Daren and Crystelle still laugh about how a stick of gum and a German book brought them together.



BUSINESS TIP

“WHENEVER SOMEONE IS FAILING to do as well as they could, it is most likely because we have failed to train them well enough.”

RISK AND OPPORTUNITY are nothing new to the Gates family. After graduation, Daren worked as a stock broker and in real estate and land development. During this time, Daren was approached several times by individuals seeking to share the dōTERRA opportunity. However, each time he responded negatively, until the economic downturn forced him to look elsewhere.

While trying to determine his new path, Daren took a job in vending machine sales. Although his position gave him financial stability, it wasn't very rewarding. Daren said, "It was during this time, when my career was off track, that I became more open to other opportunities." While traveling to Zion's National Park, Daren was once again approached with the dōTERRA opportunity. This time, he agreed to attend a dōTERRA event.

During this event, Daren was introduced to Patrick and Allyse Sedivy and David and Tammy Miller. Despite Daren's passive interest, they continued to be persistent. When Daren finally decided to join, he felt like he had missed out on a great opportunity by not doing so earlier. However, Crystelle wouldn't allow him to concentrate on the 'what ifs.' She said, "Daren stop moaning and complaining because you didn't get in when you should have. It's still a great opportunity, so go in excited and don't blow it again."

With Crystelle's insight and a renewed drive to succeed, Daren quickly got to work. Daren said, "The times that I have the most success are when I am working on the basic, day-to-day things." Daren and Crystelle believe that achieving Diamond was due to their focus on the basics. Daren said, "It's not glamorous, but stick to it. Anyone can become a Diamond or Presidential Diamond if they remember the basics." The Gates truly believe that a person can accomplish anything. Daren said, "If you set a goal and work hard at it, you can get it." Daren and Crystelle are a great example of putting excuses aside and moving forward with purpose.

Reaching Diamond is not an end for Daren and Crystelle. Although they have been recognized as Diamond and their team continues to grow, the Gates remain focused on the day-to-day tasks that have made them successful. Daren explains, "It doesn't matter what rank you obtain, you still need to set the example for your team. Everything you ask your team to do, you need to be doing yourself." With this understanding of the simple steps that lead to success, there is no doubt that Daren and Crystelle will continue to reach new heights.



The Gates in Highland, Utah



FAVORITE PRODUCT

Balance "I use Balance with the dōTERRA Hand & Body Lotion. I really enjoy that part of my day. I love the smell, and the way it makes me feel." -DAREN





FAVORITE PRODUCTS

Balance, Frankincense, and DigestZen

“These are just a few of my favorite products.” -YOSHIFUSA



YOSHIFUSA NISHIDA

“Let’s enjoy sharing valuable products with a sense of purpose. Your courageous first step will bring happiness to many people.”



BUSINESS TIP

“IT IS IMPORTANT TO LEARN dōTERRA’S VISION, products, and business plan in order for us to cultivate a firm sense of mission and commitment.”

As a young architect, Yoshifusa saw his visions come to life on paper. He built individuals dreams as he planned and designed buildings. Later, as he successfully managed the design and administration of Primart supermarket and Okinawa Zama City Hall, Nishida-san began sketching his own vision of success.



Nishida-san with leaders in Japan

AS YOSHIFUSA BEGAN TO ENVISION HIS FUTURE,

he opened himself up to new opportunities, including the direct sales industry. There he found a home with a company who specialized in mineral supplements. His previous experience helped him achieve success as he built his business. He felt a connection and respect for natural, earth-made products.

In the fall of 2011 Nishida-san was introduced to another company who shared similar missions. Ken Toma, introduced Yoshifusa to doTERRA's executive team. Together, with several close friends and colleagues, they traveled to the United States to meet these great people who had a special interest in sharing healing with the world.

Yoshifusa, along with the others, spent hours training with dōTERRA's executive team. During this training, He was educated on dōTERRA's culture, the compensation plan, and on the quality of the products. Yoshifusa was pleased with what he learned. He felt that dōTERRA's mission fit perfectly with things he already believed and followed. Yoshifusa said, "I found that dōTERRA shared very similar values concerning business, and I was impressed by the performance of dōTERRA's products.

I felt that they could truly make people happy." Shortly after the meeting the company's owners, Yoshifusa happily became a dōTERRA IPC.

Yoshifusa wants everyone to enjoy sharing the valuable products dōTERRA provides. He said, "I know that others will appreciate our work. Your courageous first step will bring happiness to other people. Let's work together as a team while enjoying the journey." Nishida-san's view of direct sales and knowledge of products is what has inspired his team, and allowed him to reach Diamond.

Yoshifusa shares this advice with those seeking success. He said, "It is important to learn dōTERRA's vision, products, and business plan in order to cultivate a firm sense of mission and commitment." Yoshifusa feels that it is important to build a strong foundation for the company and a better environment for future leaders. He said, "Reaching Diamond is only the first step in becoming a leader. I hope to help many other wonderful members achieve the same rank so that we can share in the happiness dōTERRA brings."



5 STEPS FOR BUILDING OUTSIDE YOUR HOME AREA

When you decide you want to start building in an area away from where you live it's important to make sure you are setting your team up for long-term success. Here are 5 things you can do to make sure you're on the right track for growth and sustainability.

“When I build a team outside of my local area, I plan on being there once a month to hold classes and do business training with them. I am on the phone with them every day to give support, encouragement, and to answer their questions. I work closely with them like this until they are independent enough that they know what they are doing and they are confident enough to do it.”

—TERESA HARDING, PRESIDENTIAL DIAMOND

1 A solid foundation is key if you want to build a group away from your home area. There is no need to travel far away from home, if you haven't first started a group where you are at. Once you have your home leaders stable and growing, you can spread your wings and start to share dōTERRA in new places.

“A solid foundation in your home area keeps you on your feet when you have hard days traveling, and we all have those. On those days you can step back onto your solid surface, look at how best to proceed and then build from there.”

—Jim Stephens, Diamond

2 Decide on one or two new areas to focus on. Find potential leaders who share similar goals and are ready to make things happen, with or without you. Once you've determined which areas will work for you, talk to an upline leader who has experience. Learn what did and didn't work for them and make a plan for success. Most likely, you have a leader close to you who has experience and is happy to share. Commit to following through.

“Put a reminder of your commitment somewhere you will see it every day.”

—Kiersten Kirschbaum, Blue Diamond

3 Set up daily, weekly, and monthly communication channels. Utilize all the great technology available to you: cell phones, conference call lines, Skype, web meetings, cars, and airplanes.

“I start out by doing as many calls and web trainings as possible, but I really start to see growth explode when I can support my leaders by getting to them and doing events with them in their homes. If you want to be successful, you have to be 100% committed to good communication.”

—Brienne Hovey, Presidential Diamond

4 Develop leaders as you build areas. Since you can't be all places at once, help your leaders become strong and independent. Teach them how to lead, present, follow up, and close new people.

“Empower your leaders, so they will have all the tools to be successful even when you are not around.”

—Andrea Huddleston, Blue Diamond

5 Continue the patterns you've built on. Once your leaders start to be independent and don't need you as often, you'll want to work with them to revise the frequency of contact. However, keep the communication lines open. When a leader becomes independent, begin looking for new areas.

“Let your new leaders know how excited you are to travel to them and do a meeting for them when they are ready. Give them a goal to work towards, so you can come. Work with them, so they know how to make it happen.”

—Daren Gates, Diamond



PAUL & DELMAR AHLSTROM

“Truly care for the wellness need of others. Don’t just tell them, but ask them how the oils can help them.”

Delmar was not thrilled about attending a Christmas concert. However, she agreed to go in order to support a friend participating in the choir. Paul, also an unwilling participant at the concert, soon caught Delmar’s eye. To her surprise, the performance not only turned out good, but life changing. That chance meeting was the beginning of what is now an 11-year marriage, and Delmar still can’t help but smile as she says, “I really like him.”



BUSINESS TIP

“FOCUS, I SAY IT ALL THE TIME! You have to be focused to be successful.”

PAUL AND DELMAR HAVE ALWAYS UNDERSTOOD

the principle of hard work. Delmar received a technical degree as an office manager and was working as a pre-school program supervisor, while Paul was working as an information systems manager. Neither had thought much about direct sales, but all it took was the right approach. Many people refer to dōTERRA as a gift, but for Delmar and Paul it really was. Andrea Huddleston, a family friend, would once again make Christmas a life changing experience for the Ahlstroms by sending them a Family Physician Kit.

Not long after this initial introduction, Natalie Goddard visited Seattle where she taught Delmar how to use essential oils. Delmar said, "I remember thinking, 'this woman is pregnant, it must be important for her to come all this way.'" It was that kind of dedication and kindness that made Delmar realize she wanted to be part of this community.

However, Delmar didn't jump into the business immediately. She admits, "I actually had the Family Physician Kit for months without ever using the essential oils." Finally when her daughter became ill, she felt a need to open the box. Delmar said, "I used the oils and watched as her health improved." This experience was the beginning of many. Delmar explains, "I started hearing reports about how dōTERRA essential oils were helping people so I began sharing them in a casual way."

After five months, Delmar felt very strongly about dōTERRA becoming a family business. Paul was very supportive of Delmar's choice. With his backing and love, Delmar was able to grow her dōTERRA business enough to replace her income. This gave her options that were previously unavailable to her. With her dōTERRA business, Delmar made the choice to leave her career and became a stay-at-home mom.

Delmar and Paul truly care about others' choices. They want them to understand the possibilities that dōTERRA provides. In order to be a great leader, Delmar understands that you must put others first. It's this understanding that has helped Delmar realize that business building is not complicated. She said "dōTERRA seemed complicated when it was first presented to me, but it's simple it's just sharing and caring about others' wellness."

In addition to putting others first, Delmar recommends becoming educated. She said, "Take a class about the product or the business each week. 90% of the training available is free. The more you learn the more confident you will become." The Ahlstroms saw their own business bloom as individuals helped to educate them. Delmar said, "I'm very appreciative of the great leadership and team members that have supported and inspired me on my journey to Diamond. dōTERRA has given me the opportunity to build new and lasting friendships that I will treasure forever. What a great community!"



The Ahlstroms at Kew Gardens, New York



FAVORITE PRODUCT

Bergamot "I love Bergamot, it is so calming." -DELMAR



RICK & ETSUKO CHIDESTER



FAVORITE PRODUCTS

Balance "I have seen miracles through using Balance." -Etsuko

Frankincense "Is there anything this oil can't do?" -Etsuko



"I can't say for sure that beautiful people are happy, but happy people are always beautiful."



BUSINESS TIP

"EVALUATE YOUR PRIORITIES. Show more concern for each person and situation than for money or rank."

Etsuko and Rick met for the first time while in their early twenties in Sendai, Japan. They were both missionaries for their church. Although they remember each other, their relationship didn't develop until after their missions when Rick returned to Japan. This time, Etsuko and Rick noticed the chemistry between them. Unfortunately, Rick was only visiting and had to return home. However, they kept in touch through hand-written letters and expensive phone calls. Eighteen months later, they were married in Salt Lake City, Utah.



The Chidesters in Bountiful, Utah

RICK STUDIED AT THE UNIVERSITY OF UTAH. There he received an undergraduate degree in finance and an MBA. Upon graduation, he dove into establishing a career in banking. He has been successfully working in the industry ever since. Etsuko received her degree in elementary and special education from the University of Okinawa. Her passion for learning, teaching, and helping others achieve happiness is part of what attracted her to dōTERRA.

About ten years before dōTERRA entered their lives, Etsuko began learning about massage and music therapy. She had a desire to understand what brings greater health and happiness to an individual. She became familiar with essential oils and found satisfaction in helping people who were struggling. Etsuko is a strong believer that physical health greatly impacts spiritual and mental health. When she could help someone increase their physical health, they were happier in all other areas of their life.

When Etsuko's good friends, Riyo Ogawa and Miho Yoshimura, called to tell her about dōTERRA, she was open to trying the oils. It didn't take long for her to realize they were much more powerful than the other oils she had been using. Right away she began ordering oils for herself and her family. Her initial desire was simply to help her family and friends achieve greater health and happiness. Although her goals have evolved and become more dynamic since then, this has remained the fundamental motivation for Etsuko's involvement with dōTERRA.

Etsuko attributes the growth of her business to the quality of the product. "The oils make a difference in people's lives almost immediately," she states, "this makes sharing them natural and satisfying." Her first goal in growing her business was to help her friends cover the cost of their oils each month. "As everyone kept sharing, we just kept getting bigger and bigger," Etsuko explains.

Despite Etsuko's natural growth, she attributes her Diamond rank to Diamond Club. She said, "I almost didn't sign up, but 20 minutes before the deadline my husband and daughter convinced me to join." She was worried that Diamond Club would take away too much time from her family and that traveling frequently to Japan, where her team was, would be difficult. Although sacrifices were made, she is grateful for the support of her husband and family during that time. Diamond Club made the difference and helped Etsuko take her business to the next level.

Etsuko encourages others to never let money or rank come before building and maintaining relationships. She starts every seminar by explaining that everyone's health concerns are unique, and she can't guarantee that they will find immediate relief. However, she can guarantee that if they use the oils to bless others lives, relationships will be deepened and happiness will increase.



ARIN INGRAHAM

“Whether you think you can or can’t, you are right.”



BUSINESS TIP

“FOLLOW THE PLAN, BE CONSISTENT, properly follow-up, and don’t get discouraged.”

Arin was a small town girl living her big city dream in Los Angeles when she realized her life was empty. She had moved to LA from Southern Oregon years before with \$300 in her pocket, no place to live, no car, a slight promise of a job, and a big dream to pursue the film industry. Unlike many LA hopefuls, Arin found success in the industry and was even able start her own booking agency. Despite her achievements, Arin quickly discovered she was disillusioned.

THE CITY WAS FULL OF LIES, deceit, and people willing to compromise anything for success. She was living what she thought was her dream, but found no satisfaction. Unable to fool herself any longer, she packed up her things and found herself on her mom's doorstep. Totally exhausted, sick, and sad Arin didn't know where else to go.

Living with her mom for a few months was exactly what she needed to find healing and get back on her feet. Each day, Arin spent time at the local Yoga studio seeking peace and harmony. While relaxing in the Savasana pose, she felt an impression that she needed to teach people. She wondered what she could possibly teach and kept the impression close to her heart.

Not long after that experience, Arin met Matt Anderson who introduced her to dōTERRA. Arin was already familiar with essential oils, but was jaded when it came to the direct selling industry. Matt explained the company was started by Emily Wright and Dr. Hill, among others, and that they had a whole new philosophy for essential oils. Intrigued, Arin took the sample of Whisper Matt offered her. "When I smelled Whisper, a light turned on inside of me," Arin explains. She realized that with dōTERRA she could connect with people on a deeper level than what existed in LA and help them understand holistic healing and wellness.

Essential oils became the tool Arin needed to remove herself from her previous lifestyle. In Los Angeles, Arin had developed a terrible sleeping schedule and consumed countless energy drinks to stay alert. With dōTERRA essential oils, she found the energy she needed without turning to caffeine. Arin said, "Essential oils are precious gifts that allow our bodies to be as healthy as possible." Arin feels that although essential oils are powerful, the greatest balance and peace can be achieved when they are combined with the dōTERRA lifestyle. She feels that the dōTERRA opportunity provides proper nutrition through the products, personal growth, and education.

In the beginning, Arin didn't receive a lot of direct upline support and had to pave her own path to success. Arin admits, "I made a lot of mistakes along the way, but my success or failure was determined by my mindset. I believed I could do it." Arin encourages others who are striving for success to sit down, look in the mirror, and promise themselves they will never, ever give up. "Those are the people that win," Arin explains. "A lot of people give up just a few moments before the finish line."

Arin's philosophy for sharing dōTERRA is to lead with your heart and truly connect with people. "It isn't about money or rank," she explains, "it is about getting the oils into as many hands as possible." Arin has achieved success through this principle despite being far away from dōTERRA and upline support.



Arin in Kihei, Hawaii



FAVORITE PRODUCTS

Elevation "I make my own deodorant with it." -ARIN

Immortelle "I love that so many powerful oils are all blended into one." -ARIN





FAVORITE PRODUCT

Serenity "I love it! I love to enjoy its healing aroma at the end of a busy day. It's an absolute must have." -SUMIKO



SUMIKO NOBORI

"Share dōTERRA out of love."



BUSINESS TIP

"TO GROW A SUCCESSFUL BUSINESS you must first start by loving the products. Use them and feel of their energy. Once you have done that, it is critical to understand dōTERRA's philosophy and mission."

Reflecting back on Sumiko Nobori's journey to dōTERRA, it is clear that a burning passion for life, happiness, and wellness directed her along the way. After graduating from a university in Japan, Sumiko fell in love with dancing and moved to Cario, Egypt to enhance her training. Upon returning to Tokyo, Japan, Sumiko enjoyed performing and bringing others happiness through her dancing.



Sumiko in Thailand

IT WASN'T TOO LONG AFTER THAT SUMIKO began earnestly studying aroma therapy and essential oils. Throughout her studies, her interest in preventative and natural medicine deepened, and she became particularly dedicated to learning about oriental medicine. Amazed by the benefits of aroma therapy, she felt inspired to begin promoting it within the world of medicine. She has since completed her national certification for acupuncture.

When a friend introduced Sumiko to dōTERRA, she was ready. Not only was Sumiko at a turning point in her life where she was looking for the next opportunity, but her experience with natural medicine allowed her to recognize the quality of dōTERRA essential oils. She realized that the power and purity of the oils would allow her to utilize and share her knowledge with others more effectively. "I felt that dōTERRA could give me a chance to implement all I had learned in my studies of natural medicine," Sumiko explains. With a desire to get essential oils into as many hands as possible, Sumiko set out building her dōTERRA business.

Sumiko now says, "I can't even begin to number the many ways dōTERRA and essential oils have impacted my life and health. Since I began using the oils, I have felt a

greater sense of wellbeing. I have experienced a clearer perspective on life and increased spirituality. I have felt more at peace with myself and in my relationships. And that is just the beginning; I could go on and on."

None of us are immune to obstacles in life. "We each face different life challenges, but dōTERRA essential oils offer help and support to overcome them," Sumiko states. "For me, I rely on the oils to help me stay positive each day. They allow me to reach a greater level of happiness."

Sumiko's advice to those pursuing the rank of Diamond is to not forget the basics. She encourages everyone to lovingly teach new IPCs everything from how to use the oils to how to navigate dōTERRA's Virtual Office. After that, discuss with the individual how they would personally like to be involved with dōTERRA. Once you have an understanding of their goals, determine where in your organization that person will be the happiest and most successful. "Everyone is different," Sumiko explains, "and in order to help people stay involved with dōTERRA they have to be in a place they feel comfortable." Last but not least, Sumiko urges everyone to "not forget that we are never done sharing dōTERRA's wonderful essential oils! Don't ever hold back!"

GET INSPIRED

The Road to Achieving Goals

dōTERRA IPCs, often use the word skeptical when describing their introduction to essential oils. However, the dōTERRA product line often bridges the gap from skeptic to business builder. That is why personal product experiences are so important in building a successful dōTERRA business. Kim Wagler is the perfect example of someone who had distrust for direct selling industry products, but whose personal experience allowed her to overcome all pre-conceived notions to become a successful business builder.



Kim and Chad with their two beautiful children.

When I was introduced to dōTERRA, in March of 2012, I was skeptical. Having been in the health industry since college, I've been bombarded with nutritional supplements, magic juice, and miracle pills. These have all been accompanied by promises of health and wealth. However, these have all turned out to cause more harm than good. My mission, since purchasing our fitness studio, has always been to help people enhance their lives through health and fitness. Most of the products that I've seen come through our society, only provide short term results and often have detrimental side effects.

Providing Personal Product Experiences

Our massage therapist, Kris Oleksyk, is someone that I trust and respect deeply so when she began educating me on the benefits of essential oils, I actually listened. However, it wasn't until she suggested that I use Balance and lavender to sleep that I truly understood the dōTERRA mission. The very first evening, I was able to sleep through the night. This was something that I had been unable to do for a very long time. Despite my success, I wasn't convinced. I thought that the belief I had gained from listening to Kris had caused something of a placebo effect. It's hard to overcome years of skepticism in one day. However, Kris didn't give up. She suggested I try using Breathe for my son's allergies. Again, I saw improvement. Personal experience had done what nothing else could have, and I was hooked.

Encouraging Education

After experiencing for myself the products effectiveness, Kris introduced me to others who helped me understand how essential oils worked and why they were so effective. In addition, I was encouraged to do my own research on the company. What I found truly impressed me. I respected the company's values and their desire to empower individuals in taking control of their health. When I found that they stressed nutrition, exercise, rest, and a reduced toxic load, I was in! I just loved that they didn't condone short cuts, but rather chose to educate individuals on living healthy.

Catching the Vision

On April 20, 2012, I signed up as a product user. I had no intention of sharing the oils, but simply wanted to use them to benefit my family. However, as the owner of a fitness studio, I was accustomed to working long hours with very little pay. My family was living in a two bedroom apartment that we were quickly out growing, and financially life was looking a little grim. This reality forced me to view dōTERRA not only as a source of increased health, but as a road to financial security.

Holding Events

Almost immediately, I recognized the interest others showed in essential oils. I began hosting events where I shared the benefits with friends, family, and fitness clients. I encouraged them to experience the products for themselves, and I couldn't believe the outcome. Sure, I had skeptics and still do, but I understand the power of a personal product experience. I know that once they familiarize themselves with the products, they will see results.

Achieving Success

By June, I was earning enough money to pay for my product and the product used in the fitness studio. In November of 2012, with the help of my upline, I reached the rank of Silver. Since that time, I have continued to work hard to achieve my goals. I hope to be an example to those whom I enroll. I want them to understand that they can achieve the same success. I believe dōTERRA is a gift that has allowed us to increase our circle of friends, aid others in achieving increased health and happiness, and blessed us financially. I am just so grateful to be involved with the dōTERRA team.

RECOGNITION

PRESIDENTIAL DIAMONDS



FOUNDER USA

JUSTIN & KERIANN HARRISON



ERIC & ANDREA LARSEN



FOUNDER USA

ANDY & NATALIE GODDARD

"dōTERRA essential oils are powerful, and we have a responsibility to share them with others."

-TIFFANY M GARVIN

"I love sharing the oils and teaching others how to use them. I love when I can make a difference in someone else's health."

-DENISE DRAPER



FOUNDER USA

ROGER & TERESA HARDING



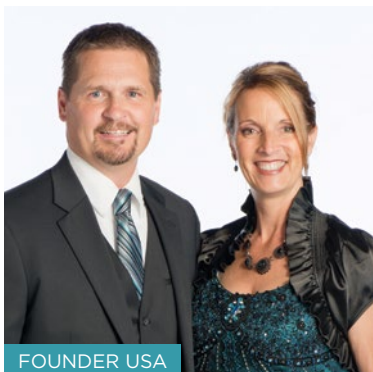
FOUNDER TWN

STEVEN & MONICA HSIUNG



FOUNDER TWN

DAVID & TAWNYA HSIUNG



FOUNDER USA

JERRY & LAURA JACOBS



PATRICK & ALLYSE SEDIVY



FOUNDER USA

BOYD & SANDY TRUMAN

"When I educate others about essential oils, I empower them to manage their health naturally and safely, just as dōTERRA has empowered me."

-WENDY BERRY

BLUE DIAMONDS



ROMAN & CORINNA BARRUS



FOUNDER USA

JAMES & ROXANE BYBEE



FOUNDER JPN

YOSHINORI & MISA CHIHARA

"I have confidence that with these products, I can take care of me."
-TRACY HOSKINS



MARC & JENN GARRETT

"dōTERRA gives me a sense of fulfillment, and the events give me a sense of family."
-AIMEE NIELSEN



PAUL & BETSY HOLMES



SHANE & REBECCA HINTZE



NATE & BRIANNE HOVEY



BRYAN & ANDREA HUDDLESTON



FOUNDER USA

DANNY & NICOLE LARSON



KAI-SHUN KUO & PEI-LING SU



FOUNDER USA

JUSTIN & TAHNA LEE

"It's amazing how much the product has helped me to change how I eat and even feel about food. I love it!"
-NIKKI CLAYTON NELSON

"My journey with dōTERRA has been a blessing in every way!"
-CHRISTIE HARMON WAGNER



DAVID & TAMMY MILLER



CHRISTIAN OVERTON & MARK EWEN



FOUNDER USA

TERRY & LIL SHEPHERD



FOUNDER USA

DAVE & PEGGY SMITH



JAMES & CHELSEA STEVENS



FOUNDER TWN

PEI-CHI YI

"We are making plans and acting on them. We want to spread the word everywhere and to everyone. Our calendar is filling up fast with calls, meetings, one-on-ones, and trainings. This is a fantastic business with the best products in the world."
-JERYL WRAY

DIAMONDS



DELMAR & PAUL AHLSTROM



KELLY & MATT ANDERSON



DAVID & ASTI ATKINSON



FOUNDER USA

DANIEL & CRISTINA BENITEZ

"dōTERRA makes a difference, and I am grateful to be a part of it."

-KINKO HAMILTON



JEFF & CHERIE BURTON



DOUG & RACHELLE CASTOR



ETSUKO CHIDESTER



BRIANNA & SPENCER COLES



BECKY COX

"I love how dōTERRA makes you instantly feel like family."

-DEANN HAGERTY WHIPPLE

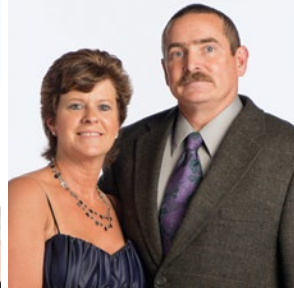


VICTOR & AMANDA DARQUEA



FOUNDER AUS

PAULA ECKERT & JOHN OVERBEEK



BRAD & ROSALIE ELLIOTT



SCOTT & RHONDA FORD



KAZUYUKI FUTAKUCHI



AL & MAUREEN GARCIA



DAREN & CRYSTELLE GATES

"I feel supported, appreciated, and encouraged. I've gone through some of my biggest life changes since being involved with dōTERRA, and I have a feeling that this is just the beginning!"

-BLUJAY HAWK



CURT & CAROL GUEST



STEVE & KRISTINE HALES



KIRK & JENNIFER HAMILTON



MARTY & JIM HARGER



JENYCE & RYAN HARRIS

DIAMONDS



MELYNA & JOHN HARRISON



JULIE & GARTH HASLEM



LAURA HOLBROOK

"I am so excited about these oils. dōTERRA does it all." -JANELEN PERSELL



ARIN INGRAHAM

"I never felt like the executive team was selling me on anything, but rather empowering me to be more involved on a personal level. I was given a gift. Now, I have to choose what to do with it." -LEAH SIMMONS



BRIAN & RACHEL JONES



ROBIN & LELAND JONES



KIERSTON & KYLE KIRSCHBAUM



ASAKO KOBAYASHI



AMBER & JOE KROPF



FOUNDER USA

NOLAN & PAT LEAVITT



ROBERTO & MAREE LOAYZA

"I am so grateful for dōTERRA, and the opportunity I have to share it with others!" -HEATHER BUCKLES



BROOKE MAGLEBY



JULENE MARTINDALE



JASON & SHARON MCDONALD



YOSHIFUSA NISHIDA



SUMIKO NOBORI



CRYSTAL NYMAN



FOUNDER JPN

RIYO OGAWA



RICHARD & JENNIFER OLDHAM

"dōTERRA is awesome!" -JENA SANDBERG



KATHY PACE

DIAMONDS



SPENCER & LAURA PETTIT



FOUNDER AUS
ADHEESH PIEL & SANTOSHI STONE



ROD & JENNIFER RICHARDSON

"Just knowing that I can be in charge of my physical well-being is a gift. This knowledge drives me to continually share what I've learned."
-DENISE MACIAS



FOUNDER USA
NATALIE & BURKE RIGBY



JAMES ROBISON



KARINA & GARY SAMMONS



GALE SANDGREN



DIANE & JEFF SHEPHARD

"I feel blessed to be a part of a business of such high quality and integrity."
-AMY LYN WIDMER



KACIE SHOBER



DANI & RYAN SMITH



TAMMY & JIM STEPHENS



ERLEEN & BILL TILTON



FOUNDER USA
GINA TRUMAN



TAMALU & MARK WATKINS



KALLI & JOHN WILSON



JARED & SHEREE WINGER



DANIEL & AMY WONG



FOUNDER JPN
MIHO YOSHIMURA

dōTERRA has helped me realize the importance of my goals. If you write it down and view it daily, then you can achieve anything you dream of. Believe in yourself and you will be successful."
-TJ MAWSON

DIAMONDS NOT PICTURED: ROBYN OPENSHAW, TUNG-HAN WU

PLATINUMS



FOUNDER USA
PETER & SUSAN BAGWELL



CONNIE BOUCHER



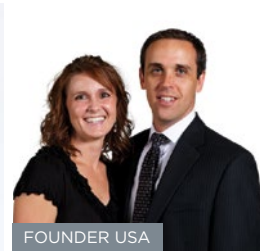
FOUNDER USA
CHRIS & KAREENA BRACKEN



BRENDA BROWN



WEI-FANG CHEN



FOUNDER USA
MARTI & GREG CHRISTENSEN

"I feel completely confident in entrusting my health and my family's health to dōTERRA's products." **-CRISTINA PANIEWSKI**



MARK & KOREN CROSBY



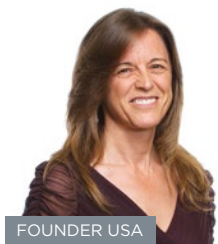
LORI DAVIS



TONIA & CURT DOUSSETT



FOUNDER AUS
CHERIE & MAX GARRETT



FOUNDER USA
VALERIEANN GIOVANNI



PJ & CLIFF HANKS



EMILY HANSON



FOUNDER USA
JULIE & GORDON HERBERT



FOUNDER USA
MARIA HEUSER



JOHN & EVE HEWETT



ANNIE & BRENT HONE



JEFFERY & MIRANDA HU



JESSICA IDDINGS



FOUNDER USA
ROB & WENDY JAMES

"I have changed the way I look at my life. I want to change my life and the life of others. Why not do it the dōTERRA way?"

-JAMIE DEINES



DEBBIEL KRAHN



SPENCER & RETA KUHN



PEGGY LANGENWALTER



LAURIE LANGFITT



WEN-CHENG LO



PATTI & JOHN MASON



TONY & AIMEE MCCLELLAN



ANGELA MOFFITT



JESSICA MOULTRIE



CINDY PRICE

"I am so used to going to over-the-counter medications when we're sick, but I'm now 'retraining' my approach."

-CHRISTIE LANE CAPUTO

PLATINUMS



BRUCE & SARADEL RIRIE



CASEY & MELISSA ROBERTSON



BENJAMIN & STEPHANIE SCOVILLE



LANA & KIRK SMITH



CHRISTINE & WADE STOLWORTHY



SAMUEL & MELISSA TAEU



ADRIENNE & EVAN THOMAS



SANDRA & ERIC WANG



SHAUNA WETENKAMP



CHING-CHUN WU



KRISTI ZASTROW

PLATINUMS NOT PICTURED:

CHRISTINA GARDNER, KATHY & RICK HUNSAKER, CHIH-HSIANG LIAO, ASHLEE & JUSTIN MILLER, KEIJI OKUYAMA, TOSHIYA & IZUMI YANAGIHARA

GOLDS

"Our corporation leads with love for the people, the product, and the business. That kind of leadership can be seen at every level of the company." **-LISA WISE BUNTON**



BECKY & ERIC BARNEY



DEBBIE BASTIAN



ASHLEY & JOE BELL



GABE & STEFANIE BIRRER



ERIKA BUTLER



ADABELLE CARSON



SHUANG-SHUANG CHANG



HUI-CHUAN CHENG

"I went from skeptic to believer overnight. These oils are incredible." **-RYAN T. UHRIG**



ALISSE COIL

"I love dōTERRA for inspiring, uplifting, and rejuvenating each of us." **-HEIDI BINGHAM**



JOAN COON



ALICIA COTTAM



MINDY & JARED DEGRAFFENRIED



MARK & TIFFANY FLAKE



STEPHANIE & PAUL FRITZ



LISA ANNE GAFKJEN



TERESA & VINCE GARCIA



MONICA GOODSSELL



MELISSA GUTHRIE

"I attended an event on household cleansing. It was a revelation to me. I am now working on incorporating essential oils into my daily life."

-ALIE VERMEER



FOUNDER AUS

BAVALI HILL

"Every month I get so excited when I make my dōTERRA order."

-HEIDI ESKELSON



STEPHANIE HILL



TRICIA & MARK HOFFMANN



TANYA HOWELL



JULIE HUNDLEY



TONI & SCOTT JAEKEL



KILEY & NORA JOHNSON



LAURA KING



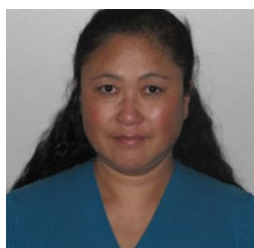
MELISSA KING



JENNIFER & JEFFREY KRUBA



MARY LAGASSE



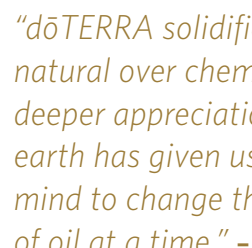
MICHIE LAYTON



JOHN & CAROLINE LEE



JODI LEWIS



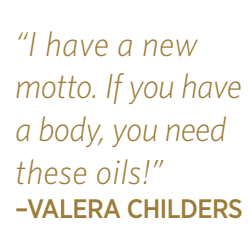
LISA LUKE

"dōTERRA solidified my choice in natural over chemical. I have a deeper appreciation for the gifts the earth has given us. I made up my mind to change the world one bottle of oil at a time."

-JAMI DEMPSEY



PATTY & CRIS MARTINEZ



KEIKO MARUTANI



SHOKO MATSUYAMA



AARON & TONYA MCBRIDE



ROBYN MITCHELL

"I have a new motto. If you have a body, you need these oils!"

-VALERA CHILDERS



COURTNEY MOSES



DENISE & KERRY NORRIS



BERNADETTE O'DONNELL

"This has strengthened my why and altered my life forever. I have been rocketed into a new dimension of existence that I had never dreamed possible."

-KRIS BEAL



CYNTHIA PATIENCE

GOLDS



KYLE & KATEE PAYNE

"I love dōTERRA's educational training. It gives me so much determination to try to help others improve their health."

-MICHELLE BONNE



ANGELA PIJANOWSKI



FRANI PISANO



SHANE & BROOKE PUGH



DONNA LAURINE RAMOS



ADAM & PERLA RAY



SETH RISENMAY



ELAINE RISER

"dōTERRA is leading us into another dimension of health. I am so grateful to be a part of that mission."

-JOANNE FABRI

"The education I have received from dōTERRA has been amazing. I will be sharing this wonderful knowledge and the essential oils with everyone I know."

-LYNN DIXON



FOUNDER AUS

RANI SO & MARK SHEPPARD



FOUNDER AUS

ROBYN SIMON



DR. LYNN THOMPSON



BRADY THURGOOD



BETTY TORRES-FORBORD



JEAN WANG



HEIDI WEYLAND



DEBORAH WHITE



RON & LIZ WILDER

GOLDS NOT PICTURED: Kathie Andrus, Mayumi Arita, Lizeth Baldemar De Arras, Karen Atkins, Hayley Bammesberger, Paul Bergman, Ananda Bernstein, Vera Blouir, Brandi Burdine, Erica Campanella, Maridee Cash, Chao-Yun Chang, Sue Chihara, Farrah Collver, Michelle Getz, Kristann Gillies, Craig Goodsell, Debbie Gordon, Pinghua Gu, Aisha Harley, Shyanne Hathaway, Natalie Hill, Ashley Hintze, Dena Holmes, Seiko Ikuta, Colin Kelly, Carol King, Dominique King, Janyce Lebaron, Michelle Lebaron, Marlies Lee, Hsiu-Feng Lin, Wei-Ting Lin, Nancy Linder, Chih-Jen Liu, Tanya Maidment, Silvia Martinez, Rumi Matsubara, Terumi Matsushima, Tami Nuhfer, Janelle Parrington, Stacy Paulsen, Cynthia Porter, Sherri Price, Helen Shaw, Rigel Smith, John Sorensen, Julie Stoesz, Gerrie Taylor, Keri Thompson, Cynthia Timberman, Hideyuki Tobii-shi, Yasuko Uetsuhara, Lori Vaas, Jennifer Vasich, Christie Wagner, Wong Po Wan, Takahiko Yamakawa, Changpu Yu, Tomoko Yutaka

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

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