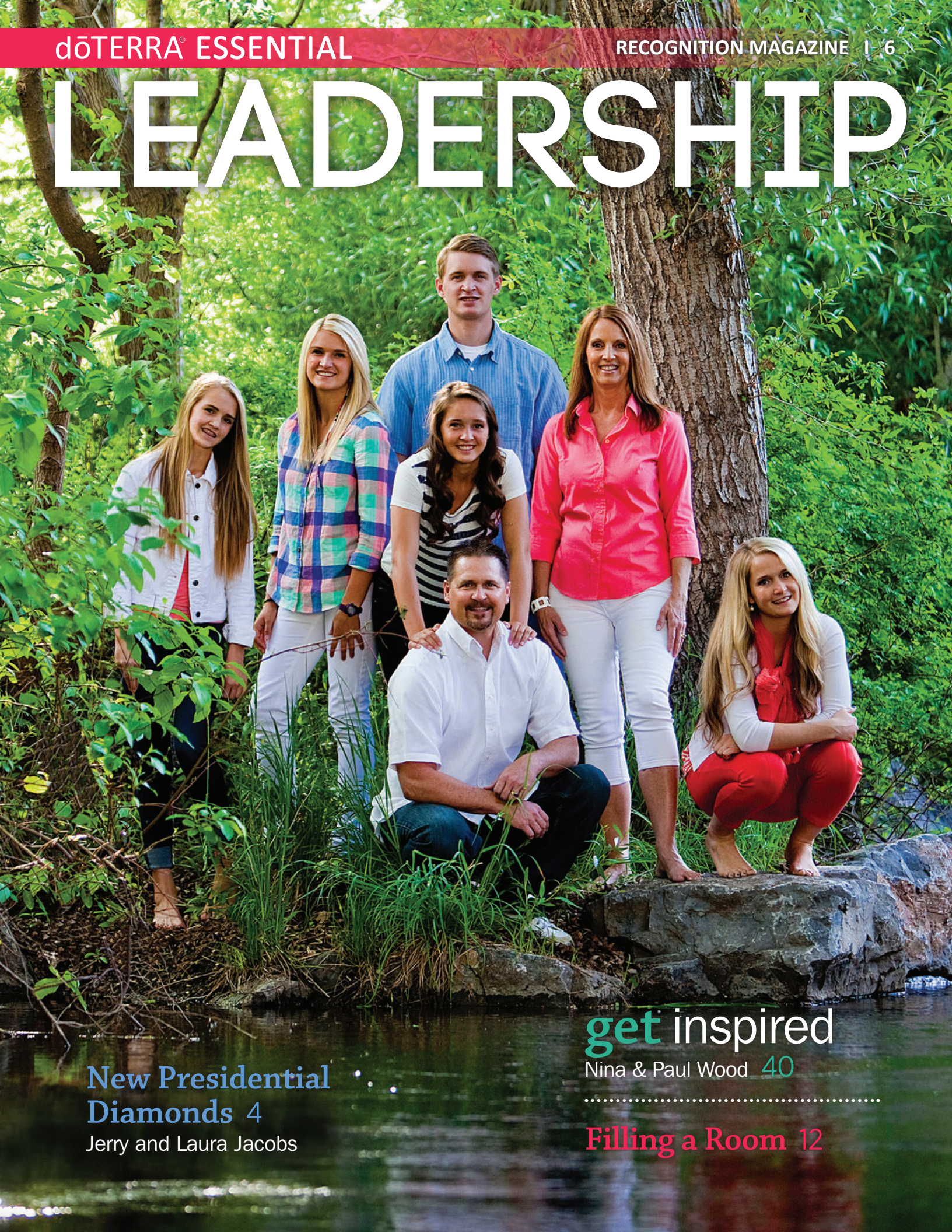


LEADERSHIP



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NEW PRESIDENTIAL DIAMONDS

Jerry & Laura Jacobs



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Facts & Statistics



The dōTERRA Global Corporate Campus, a new 200,000 square-foot facility, will accommodate 1,000 Utah-based employees.

55 million drops of Lavender

were sold between January and June of 2013.



dōTERRA recently launched a new shopping cart. Visit your back office to experience the exciting new features.

dōTERRA has a social network of over 60,000.



dōTERRA has 16 active warehouse facilities in 8 different countries.

USA • GBR • AUS • JPN • MEX • GTM • CRII • PRI



If every 15 mL bottle of Lemon sold between January and June of 2013 were stacked on top of each other, you would reach the top of Mt. Everest **TWICE.**

12,000

Independent Product Consultants will attend the dōTERRA Elevate 2013 Celebration & Training Conference.

facebook

Like us on Facebook and help increase our reach.

www.facebook.com/doTERRA

Over \$200,000 were donated to the dōTERRA Healing Hands Foundation from January to June 2013.



Congratulations on Reaching Presidential Diamond

Jerry & Laura Jacobs



Why did you choose to embrace the business opportunity and build?

When I [Laura] finally figured out that dōTERRA was the essential oil company I had been waiting for, I signed up immediately. Without knowing how we would make it work (we had no room in our schedules at the time), I followed

Teresa Harding's encouragement and set a goal for us to be US Founders. Then, I needed to plan. I took advantage of a rare quiet moment and started writing down the names (I went through the names on my phone and in my email group) of anyone I knew that would be quickly receptive to dōTERRA. I knew the three people whom I wanted

as my frontline leaders, and then wrote names in columns under each of their names according to association. I had maybe a total of 45 names. Finally, it came down to execution: I got on the phone and didn't stop until I had called every person. I did it—I hit the requirements for Founder in a weekend! We haven't looked back since.



What product do you feel is easiest to share with anyone, regardless of need?

If we had to choose a product as a first experience for someone, it would be Wild Orange. It is such a diverse oil and the aroma is so wonderful. Wild Orange is valuable for anything from digestive support to mood issues; it is calming and uplifting; it's excellent for skin and cellular health; and it brings a spirit of abundance. Everyone loves Wild Orange.

What have you found is an effective way to share product with others?

First and foremost, have oils with you at all times. Always be ready to share. At a football game, on an airplane, in a restaurant, at a gathering—you name it, be prepared to give someone an experience and educate them about essential oils. Then, follow up!

How often should you communicate with your leaders?

At least weekly, often times daily. We like to individualize based on need, which can change from week to week. We schedule a weekly call with each of our mainline leaders. We also reach out to other leaders, especially second and third level, whenever possible. We also suggest "tap-rooting"—a process of going down to where activity exists when their upline isn't engaging

and caring for those who need support. Tap-rooting will often create activity in the leadership above where it hasn't existed prior.

What's the key to successful follow-up?

The real key to follow-up is actually doing it. Take an interest in the people you enroll and empower them to be problem solvers by helping them become familiar with the tremendous resources that are available. It is sheer joy to love your people and watch them transcend in their knowledge and awareness and transform their lives. Often surprisingly, when someone has support, this process happens faster than you think.

Why is following up so important?

When we were first starting with dōTERRA, we learned a lot from Michael Clouse. One of the things that stuck with us: "The fortune is in the follow-up."

One of the most amazing statistics we have ever heard in dōTERRA is that the retention rate of those who achieve the rank of Elite and above is 95 percent. That is extraordinary! Our goal is to support each and every member as much as possible to reach the status of at least Elite. Reaching Elite is totally achievable when they host a few events and share dōTERRA with friends and family.

Top 11 tips to share with those who want to build a business:

- 1 Develop your own belief by using the products and sharing what you do with dōTERRA.
- 2 Treat this opportunity as a business. Take it seriously. You get out what you put in.
- 3 Don't delay. Act *now*. Have a sense of urgency.
- 4 Decide to be "all in" and commit yourself. Then engage in the activities that breed success. Don't wait for someone else, like your upline, to make you successful.
- 5 Be organized. It saves so much time. One example: have all the things you need for classes packed and ready to go at all times.
- 6 Plan ahead. Successful events that produce enrollments are the result of effective efforts that happened prior to the events. What you are doing *now* is the result of what you did two to four weeks ago.
- 7 Empower your leaders to take additional responsibilities; don't keep doing all the work. Remember: do what duplicates!
- 8 Be willing to get uncomfortable, do hard things, stretch yourself, and make sacrifices.
- 9 Invest in your business. When you treat dōTERRA like a business, you reinvest a lot of the earnings, because that's what feeds growth. Invest in your people and reward their accomplishments.
- 10 Have a "Why" big enough that you push through the hard times, stay the course, and reach your goals.
- 11 And most important: value people, relationships, and your integrity. Take responsibility for your actions. Reach out to your people and do the right thing when you make a mistake.

■ Doug & Rachelle Castor



A Complementary Relationship

Doug and Rachelle Castor watched as their once successful franchise began draining their financial resources. Rachelle says, “Just before we were ready to retire, we had what felt like a huge failure and had to start over.” In order to fully embrace a new opportunity, the Castors had to leave behind feelings of weakness. Rachelle explains, “Doug pointed out my strengths and recognized his own, and I pointed out his strengths and recognized my own.”

As Doug and Rachelle pooled their resources, they realized the strength that came from working together. Rachelle shares, “Together, we really are

better. We complement each other.” Recognizing that complementary relationships could be an asset in business, the Castors decided to approach their dōTERRA business like a partnership. Doug says, “Partners are a whole lot different than managers or employees. We have no employees in our organization. When we share the product, we share the opportunity.”

This understanding allowed Doug and Rachelle to build a business while focusing on the individual. The Castors teach that the secret to building a successful team is finding people that you want to build a partnership with and then teaching them to do the same.

Doug explains, “When you have a normal job, you have to work with individuals you don’t pick. In addition, you work at the behest of someone who, at any moment, can terminate the relationship. That’s broken! I don’t do stuff to please our leadership. I just try to be me, and I expect the same of my team.”

Doug and Rachelle have learned that complementary relationships are not just limited to people. Rachelle shares, “I love that essential oils complement western medicine; that dōTERRA complements a woman’s natural strength in business. Most of all, I love that we complement each other as we work together.”

“Once we placed events on the calendar and asked the right questions our business began to grow. We would ask, ‘Would you like to hold a class?’ or ‘Would you like to share with your friends?’ Over and over again, people would say, ‘Yes!’ and it just never ever slowed down.”

com•ple•ment

[n. kom-pluh-muh nt; v. kom-pluh-ment] noun

1. Something that completes or makes perfect. 2. Two parts or things needed to complete the whole.

PARTNERING WITH YOUR UPLINE LEADERS

“Don’t do this business alone!”

- Reach Out to Leaders
- Ask Questions
- Expect Support
- Find Common Goals

“Your upline can provide you with the information you will need to be successful at each new level.”

“ It’s really about **caring** for the person you are **sharing** the product with. Caring and compassion are remarkable ways for a business to grow. ”



■ Garth & Julie Haslem

Spreading EXCITEMENT

Due to her previous experience, Julie Haslem believed she would never again be associated with a multi-level marketing company. That all changed when she personally experienced the power of dōTERRA essential oils. Their benefits inspired her to sign up as a consultant, but only as a product user.

Before even considering dōTERRA as a viable career path, Julie's excitement as a product user attracted individuals to the business. Julie explains, "I am a sharer! That's what I do. I would post my experience on the Internet, and people would ask for samples." Before she knew it, checks and advancement certificates began showing up in the mail.

After seeing incredible growth with such simple acts, Julie began to focus on building a dōTERRA business. To be successful, she developed a pattern that would allow her to build for long-term success: "share, follow up, and serve." Julie knows that these are some of the most important aspects of creating a successful networking business. Her generosity and fearless attitude as she focused on these principles resulted in a solid foundation from which she continues to build.

"Hold yourself accountable—no one else will. Be disciplined and don't accept excuses."



"My husband supports me. He loves that dōTERRA allows me to be home while still earning an income. He takes comfort in knowing that if something happened to him, there would still be financial support."

**“Set up your schedule and stick to it.
Don’t let distractions take away from your goals.”**

FOR THOSE SEEKING THE SAME LEVEL OF SUCCESS, JULIE PROVIDES THIS ADVICE:

Share

“Share essential oils like you share a movie or recommend a restaurant. Don’t be afraid, just do it!”

Serve

“Focus on serving others and your business will flourish. I found that when I focused on myself, hitting Diamond or earning Power of 3™, then everything stopped and nothing worked. It’s only by helping others that you succeed!”

Follow up

“Why would you give out product and not follow up? I think following up is one of the simplest things you can do to be successful. It’s as simple as a phone call asking, ‘Did you love it as much as I do?’ Nine out of 10 times the answer is, ‘Yes!’”

It was never the financial prospects that motivated Julie to seek success, but rather a desire to use the product to aid individuals in need. If you keep this in mind, then sharing, following up, and serving become simple.



■ Robyn Openshaw

Leveraging Creative Strengths

When Robyn Openshaw made the decision to join dōTERRA, she knew she wanted to do it in a big way. Instead of focusing on traditional direct-sale methods, Robyn chose to leverage her own experience and creative strengths. Robyn, well known in the cyberworld for her natural approach to health, owns and operates one of the leading wellness sites. Robyn shares, "I started to realize that essential oils worked, and that they were a way to further the mission that I was already on."

Robyn began plugging the dōTERRA opportunity into her already successful business. She explains, "I was just

beginning a training program that would allow certified coaches to speak on nutritional topics. I realized that by adding dōTERRA to the training, I was providing an opportunity for financial freedom while sharing essential oils with others."

Implementing dōTERRA in this way, allowed Robyn to continue focusing on her current business obligations. "I am not doing the business traditionally," Robyn states. "Instead, I plug essential oils into my wellness events, providing a hybrid class on nutrition and essential oils." While traveling and holding these events, Robyn passes interested

participants to her certified coaches for follow-up and training.

In her experience, Robyn has found that individuals respond positively to the message of taking control of their personal health care. Robyn explains, "The women I come in contact with are smart, educated women who love holistic health concepts. That is why the Medicine Cabinet Makeover resonates with them. It's the bridge between plant-based nutrition and plant-based medicine, which is easily applied." It's this message that has allowed Robyn's team to find success.



“Choosing an upline leader that complements my strengths was one of the best decisions I made. Her wisdom and support never ceases to impress me.”



▲ “There are ways to bring your own creative strengths and business experience to dōTERRA, while leveraging them in unique ways.”

BUSINESS TIPS:

1

Share the oils! If you share products with the intent of blessing another’s life, then there is no guilt or wrecking of relationships.

2

Place your strongest leaders on your frontline. If you recruit someone who you think will be a strong leader, but need them somewhere else in your organization, keep enrollment.

3

Direct your leaders to what works, but allow them the opportunity to put their own stamp of individuality on it.

4

Learn and share the business opportunity. One of the best things about dōTERRA is the compensation plan. There is no real cap to the income opportunity if there is no cap to your effort.

5

Spend as little of your time complaining as possible. Instead, spend your time talking, thinking, and actualizing accomplishment.

Filling a Room

By Ashlee Miller

It's always a good idea to provide individuals with assignments.

Something as simple as ice, cups, or a handout can be the difference in attendance. It's also important to get your team involved, putting them in charge of a raffle or asking them to share a specific testimonial provides them with leadership opportunities. The more people I involve the more successful the class is.

INVITATIONAL TIPS

- **Facebook** informs, but it is not an invitation. Facebook events are worth posting, but do not rely on that to fill a room.
- **Post** event information with a fun photo. Pictures tend to generate curiosity and create interest. Choose an image that expresses your theme.
- **Individual**, personalized invitations work best. Address the individual by name, gear it towards their interest, and then invite.
- **Target** three to five people and inspire them to attend. These should be individuals you have nurtured and shared samples with.
- **Mass** invite via text, email, and phone. Ninety percent of text messages are read. Texts can be

a very effective way to remind people about an event.

- **Always** have a class scheduled the following week. Keep fliers with you to invite individuals while on-the-go.
- **Make** all of your fliers different. If you use the same flier, individuals will think, "Didn't this happen already?" or "I have already seen this."

You can find inspiration everywhere.

I use social media to determine interest in topics and to brainstorm ideas. Pinterest has several free invitations and color schemes that I have used. I often search the theme I am considering to see what inspiration I can gather. I make sure the invitation has very little wording, a picture that creates interest, and white-space. I use PowerPoint to design all invitations so that they are easier to share and edit.

SUGGESTED TOPICS

- Green Cleaning
- Pampering Mom from Head to Toe
- Taking Control of Your Health
- Winter Wellness

ADDING INTEREST

- **Invite** a guest speaker, someone who generates interest through their experience or qualifications.
- **Make** the class creative. Provide an additional raffle ticket if they wear purple, bring a guest, or share a product experience. Get each person involved in some way.
- **Provide** unique treats; incorporate the products.
- **Everyone** likes to walk away with something. Giveaways and raffles are a great way to inspire attendance.
- **Set** the stage by choosing a unique setting: outdoor classes in the summer or cleaning classes in the kitchen can provide a more enjoyable environment.

Do a hostess call at the beginning of the month. On the call, outline everything you and your hostess can do to make the event successful. This call allows every person involved to understand and become comfortable with what will happen the day of the event. Check in with the hostess throughout the month; make sure that she continues to invite and promote the event. ●



Winter Wellness

Keep Your Kids Healthy During the Winter Months with On Guard

JOIN US AS WE:

- ✓ Learn how to use essential oils to improve family health
- ✓ Sample and experience dōTERRA essential oils and wellness products
- ✓ Hear from individuals who understand the power of prevention

DATE

LOCATION

TIME

HOST

RSVP



Green Cleaning

Natural Cleaning without the Chemicals

It might surprise you to know that you can make simple and inexpensive non-toxic cleaners from essential oils and ingredients already in your home. Ditch the rubber gloves and join us for an evening of green cleaning.

DATE

LOCATION

TIME

HOST

RSVP



▲ **Imprint your personal contact information on these two downloadable invitations for your upcoming events. Available at: www.doterratools.com.**



■ Jeff & Diane Shephard



“I realized that I was going to be teaching piano to 60 students until I was 80 years old. I didn’t want that. I knew that dōTERRA offered an opportunity to make a whole lot more money a whole lot faster.”

Reinventing the **Past**

Three to four years prior to being introduced to dōTERRA, Diane and her sister, Nora Johnson, made a pact never to do network marketing again. Diane explains, “I had been with another direct sales company for over 10 years. At the end of those 10 years, I was working harder than I ever had and still only making \$3,500 a month. I stopped and vowed that I would never do direct sales again.” Despite their pact, Nora joined dōTERRA. Diane admits, “I was pretty upset with her and not in the least bit interested. She kept trying to share oils with me, and I just kept thinking, “Leave me alone!”

Finally, after her son experienced some ear discomfort, Diane accepted a bottle of Melaleuca. After only four applications, her son’s health improved. Diane says, “It was amazing, and my first step into this business.” Diane began her journey as a product user, but changed direction when she found out what the average Diamond consultant was making. Diane exclaims, “This was the part that I was missing in the other company. I had worked 10 years for very little and there were individuals in dōTERRA hitting Diamond in what was comparatively very little time.”

Diane began hosting classes and was amazed at the response. She says, “People actually wanted the oils and asked me about the business. That was huge! It was something I hadn’t experienced anywhere else.” Seeing the potential to build a successful business, Diane began actively looking for business builders. She explains, “I realized that there were individuals that would want to do this, so I made a list. I wrote down everyone that I thought would be a good business builder, and I called them. I simply said, ‘I am building a dōTERRA business.’

“This business is not as difficult as it seems. My little motto is: ‘He who holds the most events wins.’”

GETTING AHEAD

“If you stick to the basics and prepare then 90 percent of your work will be completely done.”

1

Learn how to teach a good class.

2

Develop an introduction that catches your audience's attention.

3

Keep it short—don't lose your listeners.

4

Provide an interesting closing.

5

Understand LRP and how to get someone on it.

6

Build your business in a way that is duplicable.

SIX WEEKS TO ELITE

“After I decided to do dōTERRA as a business, I set up four events within a one week period. I did a morning event, two evening events, and one Saturday event. After finalizing the date and time for each event, I made an invitation that listed all four and sent it out to the world. Really, it was only about 100-150 people, but it felt like much more. From those four events, I was able to schedule events for the next six weeks. After six weeks, due entirely to those four events, I was Elite. From there, I continued to book two events a week for the next two years. Just by doing that, I reached Diamond in 18 months.”

- ✓ Host four events within a one- week period.
- ✓ Make an invitation that lists all four events.
- ✓ Invite the entire world.
- ✓ Get two bookings for the following week.
- ✓ Find builders along the way.

“Now, this is the program I teach my downline, six weeks to Elite. It's simple and can easily be duplicated. Not every new consultant will schedule events six weeks out, but I have found that everyone can get two for the following week. From there, they can get two more and then two more. If they find builders along the way and teach them the same program, then it's impossible not to succeed!”

It has been really good, and I think you should join me.' One of my top builders was number five on that list.”

Each small victory encouraged Diane to push for greater success. With the goal to hit Diamond, she made the difficult decision to close her studio and join Diamond Club. Diane said, “It was a huge risk. I wasn't making enough to cover the income I received from teaching piano. However, those four months really pushed my business to the next level.” Diane is now a huge advocate of believing in yourself. She explains, “Many times Individuals just starting out look at those who have achieved Diamond and think, ‘That is impossible, I will never get there.’ If you realize that it's a challenge, but say to yourself, ‘I can do it,’ then you will be successful. Remember, I was once where you are.”



■ Keiji & Emiko Okuyama



“dōTERRA gives us the freedom of choice. During harvest season, we can choose to take time away from our dōTERRA business to focus on our cherry fields.”

“REMEMBER, YOU ARE TRAINING THE LEADERS OF TOMORROW (SILVERS) TODAY.”

Providing Perspective

The Okuyama's were already involved in the direct sales industry when they were approached about dōTERRA. They were skeptical of a new company, but trusted in the vision of a good friend. Keiji explains, “I had no idea what I was stepping into, but I am forever grateful to have taken the leap.” As Keiji and Emiko moved forward, their trust in their friend quickly turned to confidence in themselves.

The Okuyama's drew on past experience as they worked to build a successful dōTERRA business. Keiji says, “The things that I learned previously about organization and management—through finance, operations, and agriculture—helped me as I began structuring my dōTERRA

business.” Despite his diverse background, Keiji understood that business experience can be leveraged as you build towards success.

As Keiji and Emiko used their skills to share the opportunity with others, they encountered an attitude of support. Emiko shares, “We have received support from family, the company, and everyone around us, as we have worked to build a dōTERRA business. We are truly grateful for everyone. People are constantly asking us, ‘What can I do to help you succeed?’ Everyone we have met has been sincere in their desire to assist us.” The Okuyama's credit this reaction to company culture, and their

constant enthusiasm as they share the opportunity with others.

That enthusiasm extends beyond their personal account and is reflected in the way they support their team. Keiji says, “We have enthusiasm and compassion for those we work with. We hold team meetings and seminars focused on lifestyle. We work to change people's fears of the future into security by showing them their potential future with dōTERRA.” The Okuyama's recommend that you always think, “Who can I make happier through the dōTERRA business opportunity?” They understand that if “people” are not your focus it is impossible to achieve success.

3 Keys to Share Successfully

PRODUCT

“We have found that everyone loves Peppermint. At an event, we have individuals open the cap and inhale deeply. After experiencing the aroma, they can then place a few drops in their palm to use. Once we have provided an individual with a product experience, we follow up and ask, ‘How was it?’ In addition, after a consultant has placed and received their first order, we remind them about product uses.”

OPPORTUNITY

“While sharing the business opportunity with others, we focus on two key points: first, why we chose to do the business, and second, how they can get their products paid for. The dōTERRA compensation plan is fair—you simply get paid according to how hard you work. When discussing why dōTERRA was formed and how it has gotten to where it is today, it's important not to leave this piece out. The business isn't flashy; it has real substance.”

EVENTS

“Some of our most successful event topics are product quality and company integrity. We try to share with individuals how the executives think and feel about the company, and how well their way of thinking goes with supporting the needs and desires of working consultants. We try to hold these events three times a week. In addition, we try to make our events successful by listening to the needs of our team members. We try to focus topics around what their guests would benefit from hearing.”

■ Chris & Kareena Bracken

“You either have to laugh or cry. I prefer to laugh. Crying gives me a headache.” —*Marjorie Pay Hinckley*



Finding Balance

With six active children, Kareena Bracken understands the word busy. She was interested in dōTERRA, but she just didn't have the time. Kareena explains, “I had a football game or a dance performance—there was always something preventing me from attending an event.” Sandy Truman, understanding Kareena's hectic schedule, motivated her to set aside time by asking her to host a class. Kareena agreed.

Despite the demanding schedule that accompanies being a mom, Kareena saw value in the opportunity dōTERRA presented. She wanted to pursue the business, but didn't want it interfering with her family. Kareena shares, “I took a very close look at my priorities in order to create a balance I was comfortable with. I knew I needed to commit to succeed, but I didn't want it taking over my life.”

Chris, Kareena's husband, was very supportive. He helped her stay on course as she worked toward her goals. Kareena says, “I have done a good job. It wasn't until this last year that my children realized that I was working.” Although it can be difficult, Kareena believes it is possible to balance a career and family.

◀ **“Your time is valuable—choose only those things that are worthy of your time.”**

“Follow-up is one of the little things that mean the most.”

KAREENA SUGGESTS

- 1 **Keep Your Priorities Straight**
- 2 **Be Honest with Your Team**
- 3 **Find Your Strengths**
- 4 **Set Realistic Goals**
- 5 **Hold Consistent Events**
- 6 **Stay Organized**
- 7 **Be Committed**

Kareena knows that like anything else, finding balance takes practice. For those seeking a balanced life, she shares this advice: “Have a sense of humor. There are always going to be ups and downs—just go with it!” For Kareena, it is the little things that keep her balanced and on course. One of her favorite

quotes is by Harvey McKay: **“The key to building a network is keeping track of the small, seemingly insignificant details. Little things don’t mean a lot, they mean everything.”**

Kareena is able to find stability because she is continually focused on the little

things. She turns off her phone when she is focused on family, but she makes follow-up calls while her children are away. She attends her son’s football games, but is ready with essential oils when someone gets hurt.

ASK YOURSELF

- Have I created something others want to be a part of?
- When opportunities to share are presented, am I open?
- Do I consistently move forward, or do I give up?
- Is this a hobby, or is this going to be an income?



■ Rick & Hayley Bammesburger



“AFTER I BEGAN USING ESSENTIAL OILS, PEOPLE NOTICED THAT I WAS HEALTHY AND HAPPY. WHEN THEY SAW WHAT ESSENTIAL OILS COULD DO, THEY WANTED THEM.”

Identifying Leaders

Hayley Bammesburger's upline leader, James Bybee, gave this advice: “Find out who your leaders are.” This simple statement, once put into action, led to a 400 percent growth in Hayley's organization in just six months. This progression helped Hayley understand the importance of leadership in a dōTERRA organization.

Prior to this advice, Hayley had been hesitant to move forward. She shares, “I knew that I would have to become a leader and train the individuals under me. I wasn't sure that I had the knowledge or the experience to do that.” However, at each rank, Hayley pushed past her fears and grew. Hayley explains that “sometimes you don't feel

like you are ready, but you just need to embrace it and go.”

Hayley, like many other consultants, had very little experience with essential oils and direct sales. To bridge the gap, she focused on increasing her knowledge. She recalls, “I studied for at least an hour every day. I listened to webinars and watched YouTube videos. I have grown slowly, but I have learned a lot.” What Haley lacked in experience, she made up for in commitment and dedication.

Through trial and error, Hayley has become a better leader. She shares, “Because I have learned a lot, I am able to teach my team important

principles that will save them from making the same mistakes I did.” Haley recommends that individuals have a love and understanding of the product before they focus on building a business. This foundation will prepare them as they move forward and become leaders.

As Hayley focuses on building future leaders, she concentrates her efforts on helping them obtain their goals. Hayley believes that, “as you help your team members achieve their goals, you will naturally achieve your own.” Haley is a leader who understands that only by working together can an organization grow.

Achieving Your Goals



Create a Timeline

Write It Down

Date It

Commit

“Once this is complete, set smaller goals, in between, that are reachable. Setting smaller goals will aid you as you work toward reaching larger ones.”

“The truth is, it won't be easy. There will be struggles all along the way, but if you keep moving, you will make it.”

RETREAT

LEADERSHIP



The dōTERRA 2013 Leadership Retreat

was a great reason to pull 1,300 of the top leaders in the company together to collaborate, experience, and learn. Exciting announcements included a new shopping cart, reduced shipping costs, direct deposit, the launch of www.aromaticscience.com, an opportunity to join Healing Hands in Guatemala, and new products.

We kicked off day one with a fabulous groundbreaking ceremony for the new dōTERRA Global Corporate Campus in Pleasant Grove, Utah. City and state dignitaries joined our executive team and master distributors as the first shovels of dirt were overturned. dōTERRA leaders and visitors filled custom jars with loose dirt to preserve the memory of this momentous occasion. The day finished back in Salt Lake City as high-level training inspired each Diamond to set new goals and push even harder toward their dreams!

Day two welcomed another group of distinguished dōTERRA leaders. They joined with corporate employees and Diamond

consultants for a full day of education and relationship building. Corey Lindley, Chief Financial Officer, gave financial updates and shared the strategy behind supporting leaders on every level. Emily Wright, Executive Vice President of Leadership Development, explained the dōTERRA commitment to oil purity and sourcing. Justin Harrison and Eric Larsen, Master Independent Product Consultants, livened up the training with some fun cultural videos. Other leaders inspired creativity, balance, personal development, tap-rooting, and follow up, while giving insight into their building strategies.

Finally, Leadership Retreat came to a close Saturday evening at Utah's Museum of Natural History. Music played while leaders shared stories and wisdom. The strength of dōTERRA was evident as the caliber of leaders shown bright like the stars gracing the night sky. United as one in purpose, leaders from every different team—along with corporate staff and executives—came together and shared a vision for the future that will ensure success for all. ●



The dōTERRA 2013 Leadership Retreat was a great reason to pull 1,300 of the top leaders in the company together to collaborate, experience, and learn.



David & Joan Coon

Recreating Education

Joan Coon was determined not to be perceived as a stereotypical salesperson. Instead, Joan used her creative nature to grow her dōTERRA business in new and interesting ways. She explains, "I simply decided to be myself. I have always needed an outlet for my creativity. dōTERRA has allowed me to utilize my talents and that works well for me."

Joan focused her talents towards creating educational opportunities that were both fun and informative. She says, "I wanted to educate individuals while providing them with a reason to love dōTERRA."

Joan decided that the best way to achieve both of these goals was by holding regular, professional events.

Joan researched topics, created PowerPoint presentations, and found

presenters with associated expertise. Due to her preparation, Joan ensured that "individuals went away armed with information they could use to help others." As information spread, Joan's attendance increased.

In addition, Joan provided her team with a consistent venue and time. This stable environment allowed attendees to refer others. Joan says, "People rely on me. They trust that there will continue to be a place where they can come and learn." As Joan's audience grew, she offered her leaders the tools necessary to duplicate her process. Joan shares, "Although I provided them with the content, they all used their personal talents to hold events in a way that worked for them."

Joan's focus on duplication ensured that her team was being provided the tools necessary to succeed. In addition, Joan worked with her leaders one on one to determine growth strategies. Joan explains, "These two things ensured that my leaders were strong. Now, if we need to get together and talk or strategize in order to make something happen, we do. However, I have excellent leaders who rarely need encouragement."

For Joan, offering education to prospects and leaders is her number one priority. She exclaims, "I attribute all of my success to education and to loving people!" Joan truly is an example of the growth that comes from utilizing hard work and talent as you build towards success.



“I have brilliant, hard-working people in my organization. The ones that work from home are able to create events. The ones juggling dōTERRA and a career utilize the events I offer.”

“I have always needed an outlet for my creativity. dōTERRA has allowed me to utilize my talents and that works well for me.”

▶ **“This company has provided me with a brand new life—I am happy, healthy, and financially independent.”**



LUNCH AND LEARN

“This event is purely educational. People appreciate the casual atmosphere and feel comfortable bringing friends.”

Preparation

- Do research on a household item.
- Provide background on why that item might be considered unsafe.
- Follow up with recommendations on natural alternatives.
- Arrange for lunch to be provided.

“My success rate for this event is around 90 percent. Everyone loves what they hear and asks, ‘How do I get involved?’”

THE MAKE IT AND TAKE IT PARTY

“The idea is to teach individuals to make items that they can take with them. It’s a wonderful way to introduce them to the dōTERRA products and it’s interactive.”



Supplies

- Inexpensive spray bottles, containers, or bags.
- Essential oils like On Guard, Lemon, Lavender, and Peppermint.
- Recipes such as Green Cleaner, Bath Salts, or Hand Sanitizer. (For more ideas visit www.dōTERRAblog.com)
- Ingredients based upon the recipes you choose.

“These events allow attendees to see the fun and useful ways in which dōTERRA essential oils may be used. People love it! When I hold a **‘Make It and Take It’ event, everybody comes.**”

“I teach people they can accomplish every dream if they just move forward one foot at a time.”

Laurie Langfitt



Understanding ^{the} Opportunity

Laurie has always been a go-getter.

Even as a young child, she had an entrepreneurial spirit. She shares, "No one has ever had to push me; I've always been self-motivated. I often have to be careful not to drive myself too hard." Laurie's self-motivation led to the ownership of a holistic wellness center where she not only ran the business, but worked as a highly skilled natural health practitioner—a career that would provide her with the understanding necessary to not only embrace dōTERRA products, but also the business opportunity.

Betty Torres-Forbord, a friend and

previous direct-sales team member, introduced Laurie to the product. An avid product user, Laurie did not become fully engaged in the business until visiting dōTERRA corporate headquarters. She explains, "I felt good about the executive team and their vision. I had wanted to work in the 'right' business for years, and I have finally been given that opportunity."

Understanding the opportunity presented to her, Laurie wasted no time in sharing dōTERRA with others. She says, "The final ingredients that moved me into massive action, were the miracles that happened when

individuals used the oils." In order to aid individuals in their use, Laurie focused on matching the appropriate essential oil with the person's need. She explains, "When I provide a sample of a product, I try to find out what will work best for the individual. The results grab a person's attention, and they never ever let go."

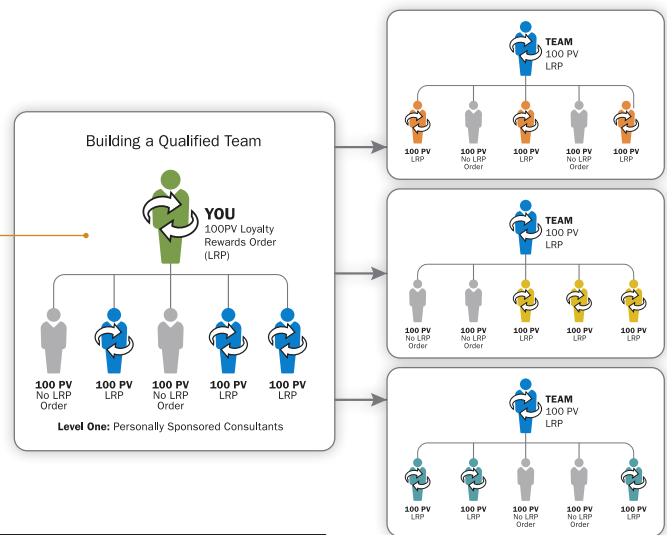
From there, Laurie works to help individuals pay for their product through the Power of 3 bonus structure. She says, "Showing individuals how to earn \$250 a month, to cover the cost of their product, has been an amazing tool. When people understand how easy it is, they join."

POWER OF 3 IMAGING

“Showing individuals how to earn \$250 a month, to cover the cost of their product, has been an amazing tool.”

PAYING FOR PRODUCT

“Once a new IPC has an understanding of Power of 3 and the importance of Loyalty Rewards, we begin helping them reach their goal of getting their product free. “



STEP 1

Encourage new Independent Product Consultants (IPCs) to bring interested individuals to a local event.

STEP 2

Help them hold events, one-on-ones, or three-way calls until they achieve three qualifying enrollments.

STEP 3

Teach them to host an event; make sure they are comfortable teaching Loyalty Rewards and Power of 3.

STEP 4

Be available to communicate with and aid individuals as they duplicate the process with their enrollees.

“Because we teach Power of 3, the majority of individuals we enroll come in with a decent amount of product. In addition, they understand Loyalty Rewards and are ready to begin their product and business education.”

Laurie loves helping people find solutions. She is genuine in her effort to aid individuals as they reach for success. She provides this advice for those seeking to build their dōTERRA business: “Don’t be concerned about achieving a specific rank; instead, build for the long-term, residual income. If someone doesn’t go Silver by fully participating, how will they know how to help someone else do the same?” Laurie is a true example of someone who understands the magic of hard work.

“My family has been supportive from day one. They help me with anything I need, and they do it with enthusiasm and energy.”



■ Peter & Susie Bagwell



Putting Others First

During their time as Independent Product Consultants, Peter and Susie Bagwell have learned what it takes to build a successful team. Susie shares, “We used to think that we had to be a higher rank than the consultants on our team. However, Teresa Harding shared something that changed our perspective. She said, ‘I am going to have to take a step back from my personal goals to support my team.’ This advice completely changed our outlook. Now when an individual tells us they want to achieve a goal, we work to support them.”

This change in perspective aided the Bagwells as they built their dōTERRA business. By focusing on supporting their team, Susie and Peter were able to meet their goals. Individuals don’t achieve Diamond by chance—Susie and Peter understand what works because they’ve learned from their success as well as their failures. For those seeking to achieve the rank of Diamond, the Bagwells offer this advice:

◀ **“Our home is a dōTERRA home. You smell essential oils when you walk through the door. You see them on the counter and in the cupboards. You can even taste them in our drinks and our food.”**

“We set the goal and reached for Silver, Gold, Platinum, and Diamond. If we had not set the goal, we would have never done it.”



PROVIDE SAFETY MARGINS

“If you build just to the Power of 3, you have no safety margins. Instead, build to the Power of 4. If you have doubts about the strength of a leg, enroll four consultants under that leader. The worst thing that can happen is you’ll have four or five leaders under a person instead of three. That’s not a bad problem to have.”

SUPPORT TEAM GOALS

“Often, a team member’s goal may be different from your own. They may want to build faster, or they may build in a completely different way. Despite differences, your job is to provide them with the tools and tactics they need to be successful. You must have the attitude of, ‘What can I do to help you?’”

HOLD WEEKLY CONFERENCE CALLS

“Conference calls can be used to build team unity, plan events, brainstorm ideas, and to market both the business and the product. Record topic-specific conference calls, so current and future consultants can refer to them as they build their dōTERRA business.”

USE YOUR STRENGTHS

“Some individuals are excellent at marketing, while others excel in socializing. You have to know your team in order to help them utilize their strengths. Peter isn’t afraid to think outside the box, while I’m a massage therapist who understands the product. We both apply our strengths as we build our business together.”

SHARE YOUR GOALS

“If you don’t share your goals, where will you find support? When we began discussing our goal, to achieve Diamond, the response from our team was so positive that it changed our team momentum.”

Peter and Susie have worked hard to make their team a well-oiled machine. They work as a team, play off each other’s strengths, and know how to communicate. Peter offers this advice: “Be patient, plan ahead, and take it step by step. When we started, we had a business, volunteer work, and family, so the idea of dropping everything was unrealistic. However, with this strategy we’ve become solid Diamonds.

■ Greg & Marti Christensen

Growing in a **Smart Way**

When Marti Christensen attended dōTERRA's first annual convention, it was the Gala that made an impression. As Independent Product Consultants (IPCs) walked across the stage, she thought, "That's where I want to be next year." Marti went home and immediately enrolled as an IPC.

Her first goal was to hit US Founder. She knew there were only a few spots left, and she had to move fast. Marti says, "I hit Gold so fast, I don't even remember hitting Silver!" Although the quick growth and great success were rewarding, the unorganized, weak structure brought a new challenge.

Marti explains, "I was stuck at Gold for a long time. I had to find new leaders." Marti was forced to learn the hard way the importance of structuring if you want to succeed at building a dōTERRA business. She offers these four tips for structuring your business successfully:



▲ **"It is important to involve family. My kids know my goals and are interested in what I do. When they start trying to understand the business, it makes it that much easier."**

HOW TO SUPPORT

Marti's husband Greg is not an IPC, but he supports her in any way he can. Here are some of his recommendations for supporting your spouse:

- Travel Together
- Speak at Events
- Be a Travel Agent, IT Support, and Technical Engineer
- Understand It's a Sacrifice
- Don't Impede Growth—Support

*“Do something **every day** that will further your business—even if it is educating yourself! If you commit to doing something every day and never stop, it will happen.”*

1 Communicate with new and existing team members.

Marti began refocusing her business with many of the same people that she had started with. However, she had to clearly communicate her goals. Marti found success as she discussed the following topics with each team member:

- This is your business.
- I have a goal to reach Diamond.
- What is your interest level?

Their response to this conversation aided Marti as she placed new individuals in her organization.

2 Know the difference between enroller and sponsor. Understand the duties they perform.

Enroller: A designation that entitles an IPC to qualify for Ranks and Fast Start Bonuses in the compensation plan.

Duties

- Invite
- Educate
- Follow Up
- Support

Sponsor: An IPC who has another IPC placed directly underneath him/her in his/her organization. A designation that entitles an IPC to qualify for Unilevel compensation and Power of 3 bonuses.

Duties

- Ensure Understanding of Loyalty Rewards Program
- Educate on Product

By knowing the difference between enroller and sponsor, you will be able to understand which enrollments and sponsorships you need and which you can give away. Marti ensures that her downline understands and commits to the responsibilities of an enroller.

3 Have a relationship with the individuals on and off your team.

“When I do a follow-up call, I try to focus on the individual. I don’t want them to think that the only reason I call is to build my business and make money. My biggest strength is knowing my team personally and not just as dōTERRA clients. This allows me to have good relationships and help them grow.”

4 Educate people about the product and the business.

Education is defined by dictionary.com as, “the act or process of imparting or acquiring knowledge or skills.” Marti explains, “The more education I provide, and the better the relationship I have, the more consultants share. They just naturally begin doing the business whether they had intended to or not.”

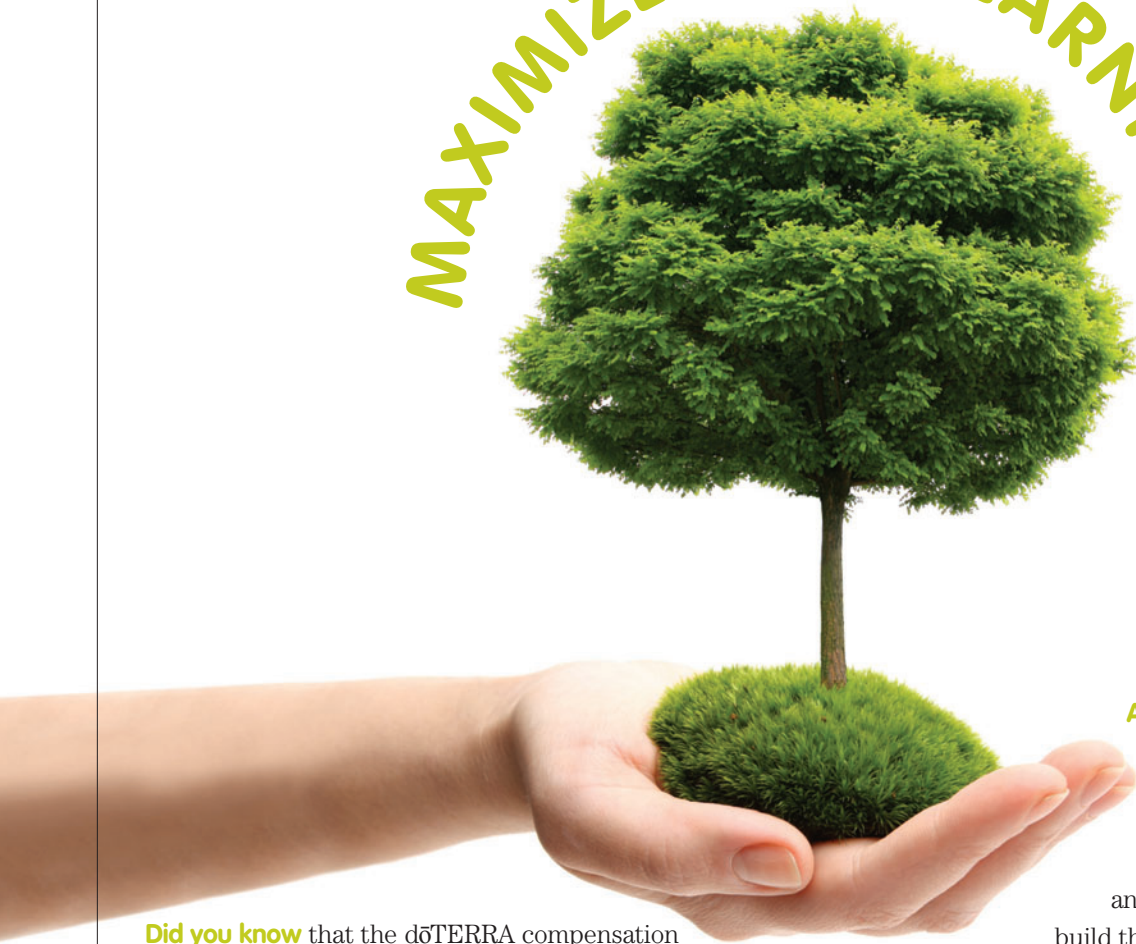
Proper structuring is key in creating and maintaining your successful business as an IPC. Utilizing these effective tips from a successful leader will help you provide support and increase your success with dōTERRA.



“It is not just your spouse who can support you; it can be your parents, family, or friends.”

Support

MAXIMIZE YOUR EARNINGS



“My success formula is simple, you have to have events, you have to enroll people, you have to nurture them, and you have to place them. You will learn how to master those things if you do it consistently. Then you will be successful.”

*Shane Hintze
Blue Diamond*

Did you know that the dōTERRA compensation plan is designed to help you maximize your payout? By setting up your Power of 3, you are creating a structure that will help you achieve Silver rank. Silver is the first leadership level that allows you to be paid on seven levels plus dynamic compression!

The most fundamental, yet critical aspect of this business is sharing essential oils and enrolling people as dōTERRA IPCs. Enrolling people comes as a result of giving samples, sharing testimonials, educating on product, holding events, and following up.

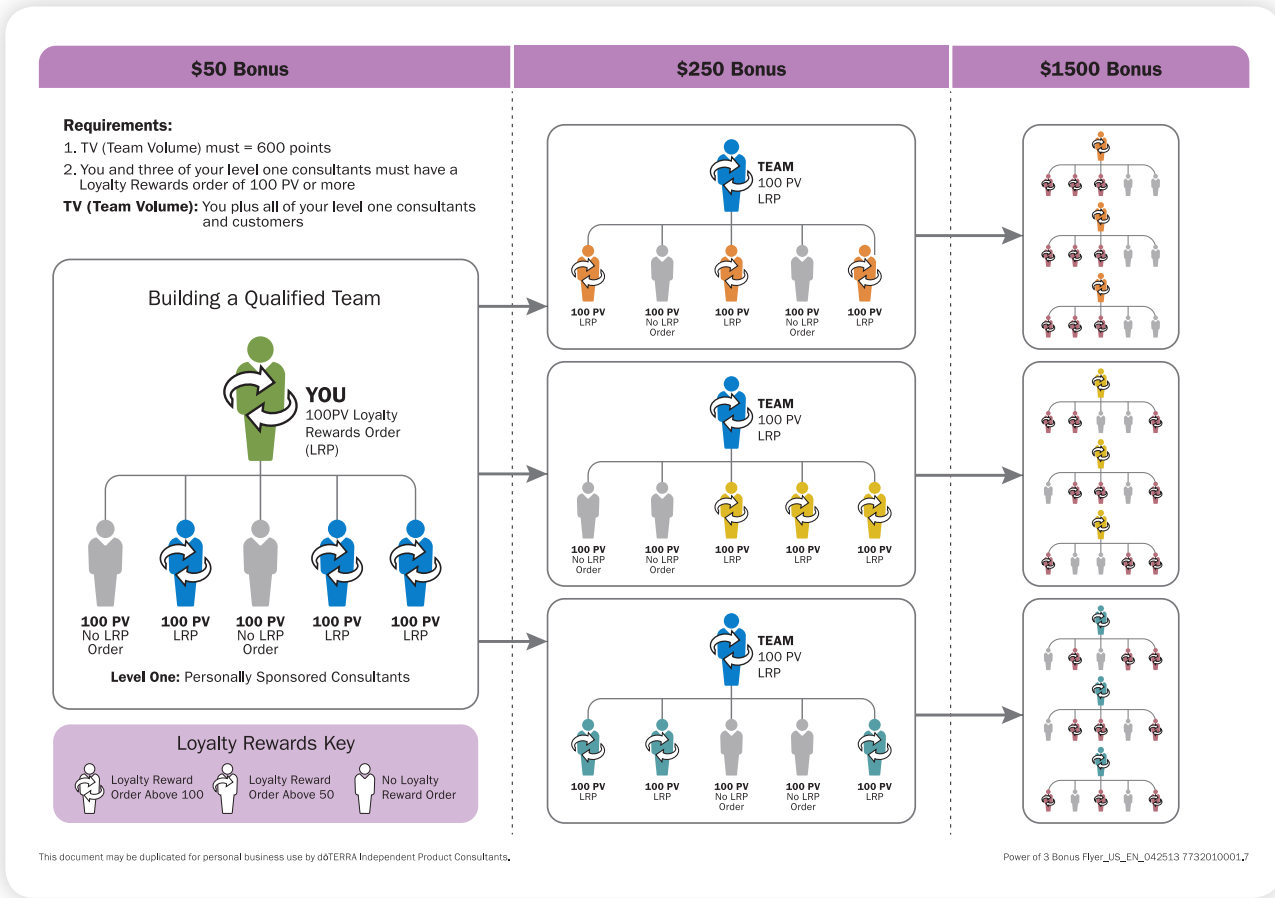
Once you start enrolling people, you need to determine where to place them in your organization. Start by building out your Power of 3. Find three people who love the oils and want to get their monthly order paid for. These are the three people who you will help earn their Power of 3 bonus. Start to structure your group based on how the Power of 3 looks.

As you build to your \$250 bonus, help and teach the leaders who are part of your structure to do the same. If everyone can manage their own \$250 structure and continue to teach others to build theirs, then all those leaders will be earning the \$1,500 bonus in a short time.

Plans don't always go exactly as outlined and people can change their orders, so we recommend building to the Power of 4. Take the Power of 3 and add one extra person in each group, so that you have some insurance on your bonus. This gives you peace of mind knowing that if one of your groups doesn't work out one month, you have a backup.

Finally, when you have your structure in place and templates are set above 100 PV, you want to make sure you check and double-check it. Around the 25th or 26th of the month, make sure that the orders have all processed correctly. If you find an issue, you will have a day or two to fix it, since the 28th is the last day for LRP orders to run. The last day of the month is when you should double-check to make sure everything is completed and your bonus is set. ●

dōTERRA Power of 3



Power of 3 FAQ

- Q** Which orders count toward my 600 team volume?
- A** Your own personal order and any orders from IPCs, Preferred Members (PMs), and Retail Customers on your first level count toward the 600 requirement.
- Q** Can my team have more than one order to qualify if the total of the orders adds up to over 100 PV?
- A** For the Power of 3 bonus, they need to have a single order 100 PV or higher. Additional orders will count toward the team volume.
- Q** Can my Power of 3 be based on enrollership instead of sponsorship?
- A** Power of 3 is always based on sponsorship placement; essentially, it's your graphic tree that can be viewed in your virtual office.
- Q** How can I be sure that my Power of 3 is in place at the end of the month?
- A** If you log in to your virtual office, you will be able to use the qualifications module to see what you are qualifying for. If the \$50 and \$250 circles have changed to a blue color, then you are qualifying for the \$250 bonus. You can also click on the detailed view to see exactly who is qualifying you. This tool is amazingly accurate and updates every hour.

Ryan & Jenyce Harris



A Service Perspective

While building a dōTERRA business, Jenyce concentrated on working to improve the health of others. She describes her approach like this, "I built relationships. I connected with individuals on a personal level and showed genuine interest in their needs." Despite receiving a positive response, Jenyce's business grew slowly. Jenyce admits, "I'm a shy individual. Talking to people about the business scared the living daylights out of me! I avoided doing presentations and other things that were necessary to build."

However, Jenyce quickly recognized the personal progression and business growth that came from stepping outside her comfort zone. When she became

discouraged, Jenyce relied on her upline leaders for support. She says, "Learning from those who had been there and who knew how everything worked helped me to keep going." Their support and insight taught Jenyce to embrace and learn from her mistakes rather than run from them.

As Jenyce worked towards building an organization, her husband, Ryan, focused on his nursing career. At first,

he was opposed to network marketing. He was supportive, but past experience kept him from being an active partner. Ryan explains, "The basic question 'Why?' changed the way I thought about direct sales. I asked myself, 'Why was I holding on to negative feelings and experiences?' The perspective that I was choosing to have toward dōTERRA was preventing me from choosing it as a viable road to success."

"People tell me they can't create further success in their market, but there are people everywhere!"

“Don’t be concerned about selling, be concerned about the individual.”



▲ **“My husband recognized that dōTERRA was an avenue for serving individuals while still providing freedom to spend time with the family.”**

By changing his perspective, Ryan was able to put aside past feelings and partner with Jenyce. While building their dōTERRA business, Ryan and Jenyce looked for ways to aid individuals with their health. Ryan shares, “People perceive when you care and when you don’t. That was my unfortunate experience with other network marketing companies. Caring about others is the biggest difference dōTERRA offers.” With a service perspective, and by applying the basic fundamentals, Ryan and Jenyce quickly began to grow

Recently, Ryan gave his two weeks notice. Between consultants, customers,

kids, laundry, dishes, and careers, the Harrises couldn’t keep up. Jenyce explains, “Ryan was exceptional at his job, but he recognized the needs of his family. He also understood that dōTERRA offered him another way to serve, so we took the plunge.” Ryan admits, “It once again came down to the ‘why’. I realized that I could choose to be with my family. I could choose my work hours, and the time I put into serving others. I could do all that and still have our financial needs met.” Now, Ryan and Jenyce enjoy the freedom that comes from owning a successful business.

GETTING STARTED

- Decide now to fully embrace the dōTERRA opportunity.
- Attend every event and training available to you.
- Always look for opportunities to serve rather than sell.
- Build personal relationships outside of the business.
- Be persistent, each day, in doing the fundamentals.

■ Betty Torres-Forbord



“If you **share** a product with one or two people each day and follow up, you can achieve great things.

I share essential oils as part of a wellness program. People are looking for a way to become more involved in personal and family health.”

▼ **Being a part of dōTERRA, has allowed Betty the freedom to spend more time with family. Betty often calls her girls to say, “I’m traveling this weekend, let me fly you out for some fun.”**



Share, Follow Up, Support

Betty Torres-Forbord gives this advice to those looking to build their business successfully: “Do three simple things every day: share, follow up, and support.” This is a cycle that can be repeated as you work toward success.

Like many other dōTERRA consultants, Betty didn't join dōTERRA with the intention of building a network marketing business. She simply began using dōTERRA products and found that they worked. Before she knew it, she was sharing these benefits with family and friends. Betty explains,

“If you believe in something because you have personally experienced benefits, it is easy to share your passion with others.”

One of the ways that Betty shares essential oils is through a basic introductory class called, “Essential Oils and Wellness.” She teaches this class two to three times a week. During the event, she explains how individuals can take responsibility for their health by using essential oils as a natural line of defense. In addition, Betty reminds attendees that to be truly healthy, lifestyles need to be changed. She

focuses on how the simple things like having a good night's rest, drinking enough water, enjoying physical activity, and eating right can only help.

Following an event, Betty contacts each attendee. She states, “I teach my team members about the importance of follow-up. Building relationships and educating people about the products and wellness is a process. It's important for us to understand that the majority of people who move forward do so after five contacts. The key is timely follow-up.”

Once an individual enrolls, Betty changes her focus from follow-up to support. She says, “When you sign up an individual, it is important to support them. Make sure you help them know how to build their business. **Show them the resources that are available.**” Some of these resources are:

dōTERRA®
UNIVERSITY

www.doterrauniversity.com

This site is a great educational tool for new consultants.

dōTERRA®
everyday

www.doterraeveryday.com

This site contains dōTERRA news, the corporate and consultant event calendar, recognition, promotions, and training.

dōTERRA® 

www.facebook.com/doterra

This site is an avenue for building relationships, sharing information, and finding essential oil uses.

dōTERRA®
the blog

www.doterrablog.com

This site contains do-it-yourself projects, gift giving ideas, and recipes, all containing dōTERRA essential oils.

In addition, Betty feels that the most important way to help an individual succeed is by making your process duplicable. Betty gives this advice, “Ask yourself, ‘What would happen if my team duplicated what I did today? Would their business grow?’” Betty knows that the best way to make a business duplicable is to **keep things simple, focus on the basics, and work hard.**

BUSINESS TIPS

- 1 **Talk with new people**—it is the only activity that truly produces results.
- 2 **Place mentoring calls to leaders and enrollees**—it is critical to understand their “why” and their objectives.
- 3 **Provide a minimum of three to five events a week**—businesses are built from event to event.

Yoshiya & Izumi Yanagihara



*“My husband and I signed up as a partnership.
The products were so good—there was no persuading.”*

Achieving **International** Success

Originally, it was Izumi’s poor health that drew the Yanagiharas to the dōTERRA products. They were impressed by dōTERRA’s high quality essential oils, and felt that they were products others were waiting for. Izumi shares, “Because of our belief in the products, we were able to jump into dōTERRA with conviction.”

In addition to their love for the products, Izumi’s previous experience aided them in moving forward. She explains,

“dōTERRA is very similar to Therapist Training school, in that it focuses on developing people. I knew how great a direct-sales company could be, because it worked in the same way.”

The Yanagiharas understand that to be successful you must focus not only on the product, but on the development of your team. Izumi says, “We feel strongly that as leaders we need to be accessible. The support we receive from our leaders and the company, allows us to direct our focus to our team.”

The Yanagiharas share with future team members their thoughts and feelings concerning the dōTERRA philosophy and dōTERRA products. They inspire others by sharing their desire and the company’s desire to support them. Izumi explains, “The company makes product lovers a huge priority and the Loyalty Rewards Program is proof of that. For people who love the product and have similar philosophies to the company, dōTERRA’s plan just makes sense.”

“I share the business and products with others, so that I can enjoy life with dōTERRA and everyone I bring to the business.”

1	2	3	4	5	6
Divide Up Roles	Display Product	Share Experiences	Change It Up	Repeat It	Following up
Make sure that you are providing others with experiences that will strengthen them.	I use the Premium Kit. I display the oils in the wood box and allow individuals to experience them	At an event, talk about personal product and business experiences.	Keep the interest of attendees by changing topic, content, and guest speakers each time.	When an individual joins the company, learning by repetition is important, so hold events often.	Without proper follow up, there is no way your team will grow.

“ We use a **good balance** of essential oils, personal care, and supplements. In addition to knowing that I can always have a good experience with dōTERRA products, I know they’re safe to use. ”

Steps to Achieving Diamond

Fifth: Work together as a team to reach your rank.

Fourth: Find four leaders that have similar thoughts and desires.

Third: Decide what it will take to reach your goal.

Second: Layout a reasonable timeline.

First: Figure out why you want to achieve Diamond.



A Desire to Help

By Nina & Paul Wood

Good health is a precious gift, and quality of life can change in a hurry without it. When I was eight years old, I was in the hospital for three weeks and that seemed like an eternity. But the nurses were so good to me, and they left a lasting impression that gave me a strong desire to help others. Because of that experience, I determined to pursue a career in the health field.

Life happens and sometimes our plans change. Instead of becoming a nurse I met my husband-to-be, married, began raising four children, and changed location several times. It turned out to be a very good change of plans!

But I never lost my desire to help others, especially in the area of health. I particularly felt a great responsibility to learn more about how to best keep my family well. I appreciate modern medicine and had used it in the past, but I was drawn to try natural solutions as well. I wanted to minimize the undesired side effects associated with synthetic medicine. This concern led me to the study of herbs, nutrition, and everything health related. I became a nutritional herbologist and loved knowing about the basic medicinal use of plants and how powerful they can be.

In September 2009, our friend Elaine cared enough to share the dōTERRA products and opportunity with us. When I learned that essential oils are 50–70 times more powerful than the herbs I was already familiar with, I knew it was definitely something worth looking into. At the time, I was working two plus jobs. One was at a local pharmacy and the other was at an early learning center for children with special needs. In addition, I was setting up CPM machines for a sports medicine company. Needless to say, I did not see how I was going to find the time to build this business. My life felt out of balance, and it seemed crazy to try and

fit in one more thing. But we fell in love with the products and felt this could be the change we'd been looking for. So, even though time was limited, we enrolled.

Shortly after, Elaine accompanied us to Orem where we met several wonderful people associated with dōTERRA. After hearing their vision

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I love that in this business we get to not only give a man a fish or teach a man to fish, but we get to teach a man to teach a man to fish, and therefore help change a society!

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for this company, I could see that these were people of integrity with an amazing product line. Seeing the generous compensation plan for their distributors, I knew this could be my vehicle to work with something I felt passionate about. I wanted more balance in my life and yearned for the opportunity to provide more money, time, and freedom for my family. With the encouragement and support of my husband and family, our journey began. By March 2012, I was able to leave all of my jobs and pursue dōTERRA.

As we learned more about the oils, we started sharing samples with friends and neighbors. The word spread quickly and it wasn't long before people started contacting us. They, too, were looking for natural solutions. It has been so great to share safe solutions to aid people dealing with issues like skin irritations, occasional aches and pains, and sleep problems, just to name a few.

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My husband and I enjoy working together and look forward to more opportunities to travel to exciting places while helping others enjoy the benefits dōTERRA offers.

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Thanks to modern technology, we have been able to stay in contact with friends and family both locally and overseas. Through continual communication, we have been able to build here and in Norway and Sweden. We are so excited to see up-and-coming leaders build dōTERRA in their countries. I love that in this business we get to not only give a man a fish or teach a man to fish, but we get to teach a man to teach a man to fish, and therefore help change a society!

We are grateful to have been working with individuals and families that have had the courage to share with their loved ones and acquaintances. My husband and I enjoy working together and look forward to more opportunities to travel to exciting places while helping others enjoy the benefits dōTERRA offers. ●

dōTERRA[®] CONSULTANT *Recognition*

PRESIDENTIAL DOUBLE DIAMOND

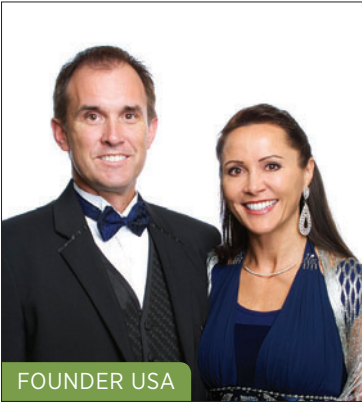
dōTERRA is excited to announce three new ranks:

Double Diamond, Double Blue Diamond, and Double Presidential Diamond. In January 2013, the dōTERRA Executive team met with Blue and Presidential Diamonds for a strategy meeting. They announced the M1 account, which allows Presidential Diamonds to create a second account and begin to build additional depth and width in their organizations. Presidential Diamonds who choose to build out their M1 account are recognized when the second account reaches Diamond, Blue Diamond, and Presidential Diamond. Double Diamond means that an IPC has reached Presidential Diamond with their first account and Diamond with their second. Double Blue Diamond means that an IPC has reached Presidential Diamond with their first account and Blue Diamond with their second account. Double Presidential Diamond means that an IPC has reached Presidential Diamond with both their original account and their M1 account. Congratulations to Boyd and Sandy for being the first to reach Double Diamond 3 times!



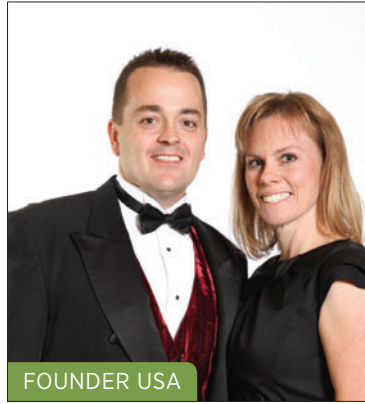
BOYD & SANDY TRUMAN

PRESIDENTIAL DIAMONDS



FOUNDER USA

TERESA & ROGER HARDING



FOUNDER USA

JUSTIN & KERI HARRISON



FOUNDER USA

ANDY & NATALIE
GODDARD



NATE & BRIANNE HOVEY



FOUNDER TWN

DAVID & TAWNYA HSIUNG



FOUNDER TWN

STEVEN & MONICA HSIUNG



FOUNDER USA

JERRY & LAURA JACOBS



ERIC & ANDREA LARSEN



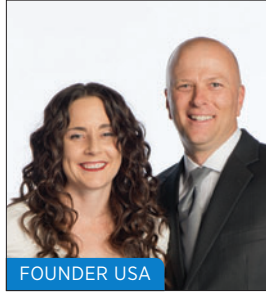
PATRICK & ALLYSE SEDIVY

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BLUE DIAMONDS



ROMAN & CORINNA
BARRUS



JAMES & ROXANE BYBEE



MARC & JENN GARRETT



SHANE & REBECCA
HINTZE



PAUL & BETSY HOLMES



BRYAN & ANDREA
HUDDLESTON



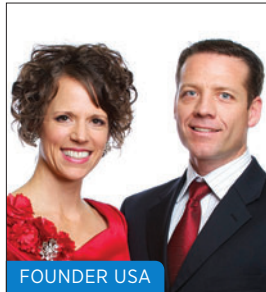
KYLE & KIERSTON
KIRSCHBAUM



KAI-HSUN KUO &
PEI-LING SU



DANNY & NICOLE
LARSON



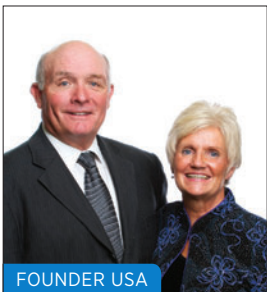
JUSTIN & TAHNA LEE



DAVID & TAMMY MILLER



MARK EWEN &
CHRISTIAN OVERTON



TERRY & LIL SHEPHERD



DAVE & PEGGY SMITH



JAMES & CHELSEA
STEVENS



PEI-CHI YI

DIAMONDS



PAUL & DELMAR
AHLSTROM



MATT & KELLY
ANDERSON



DAVID & ASTI
ATKINSON



FOUNDER USA

PETER & SUSIE
BAGWELL



HAYLEY
BAMMESBURGER



FOUNDER USA

DANIEL & CRISTINA
BENITEZ



MICKI BOBERG

"dōTERRA is an incredible and caring community! I am glad to be a consultant! I only wish I would have joined dōTERRA three-years sooner!"

Lexey Gianfilipo

"I love that dōTERRA has introduced so many people to the benefits of essential oils! dōTERRA is great at sharing information and promoting the benefits."

Heather Oakley Stanley



FOUNDER USA

CHRIS & KAREENA
BRACKEN



JEFF & CHERIE
BURTON



DOUG & RACHELLE
CASTOR



FOUNDER JPN

RICK & ETSUKO
CHIDESTER



FOUNDER USA

GREG & MARTI
CHRISTENSEN



SPENCER & BRIANNA
COLES



JOAN COON



MAREE COTTAM



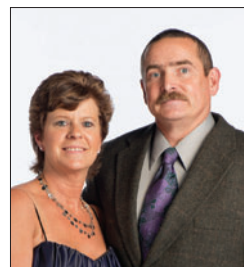
BECKY COX



VICTOR & AMANDA
DARQUEA



LORI DAVIS



BRAD & ROSALIE
ELLIOTT

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DIAMONDS



SCOTT & RHONDA FORD



FOUNDER JPN
ASAKAWA KAZUYUKI & AKIYO FUTAKUCHI



AL & MAUREEN GARCIA



FOUNDER AUS
MAX & CHERIE GARRETT



FOUNDER USA
VALERIEANN GIOVANNI



CURT & CAROL GUEST



STEVE & KRISTINE HALES



KIRK & JENNIFER HAMILTON

"I do live dōTERRA essential oils. It has been an unexpected worthwhile journey for me."

Marlene Plocher



JIM & MARTY HARGER



RYAN & JENYCE HARRIS



JOHN & MELYN HARRISON



GARTH & JULIE HASLEM



FOUNDER USA
GORDON & JULIE HERBERT



FOUNDER USA
MARIA HEUSER-GASSAWAY



LAURA HOLBROOK



JESSICA IDDINGS

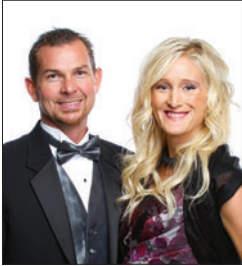


ARIN INGRAHAM



FOUNDER USA
ROB & WENDY JAMES

DIAMONDS



BRIAN & RACHEL JONES



FOUNDER JPN

ASAKO KOBAYASHI



JOE & AMBER KROPF



JENNIFER KRUBA & JEFFREY FREY



LAURIE LANGFITT



FOUNDER USA

NOLAN & PAT LEAVITT



BROOKE MAGLEBY



DENA MCCAFFREE



JASON & SHARON MCDONALD



JUSTIN & ASHLEE MILLER



JESSICA MOULTRIE



FOUNDER JPN

SUMIKO NOBORI



JEFF & CRYSTAL NYMAN



FOUNDER JPN

RIYO OGAWA



FOUNDER JPN

YOSHIFUSA NISHIDA



FOUNDER JPN

KEIJI & EMIKO OKUYAMA



RICHARD & JENNIFER OLDHAM



ROBYN OPENSHAW

"I diffused essential oils, in my kindergarten classroom, during the last week of school. I am not sure who it helped more, the students or myself!"

Gwen Fallin Babcock



KATHY PACE



SPENCER & LAURA PETTIT



ROD & JENNIFER RICHARDSON



FOUNDER USA

BURKE & NATALIE RIGBY



CASEY & MELISSA ROBERTSON

dōTERRA® CONSULTANT Recognition

DIAMONDS



JAMES & KELLY
ROBISON

"I take time each morning to meditate and visualize my success with dōTERRA. I can honestly say this works and is a powerful tool for me!"

Lisa Verner



GARY & KARINA
SAMMONS



JEFF & DIANE
SHEPHARD



KACIE SHOBER



RYAN & DANI SMITH



JIM & TAMMY
STEPHENS



BILL & ERLEEN TILTON



BETTY TORRES-
FORBORD



FOUNDER USA
GINA TRUMAN



MARK & TAMALU
WATKINS



JOHN & KALLI WILSON



JARED & SHEREE
WINGER



DANIEL & AMY WONG



NATALIE WYSOCKI



YOSHIYA & IZUMI
YANAGIHARA



FOUNDER JPN
MIHO YOSHIMURA

DIAMONDS NOT PICTURED:

BRANDI BURDINE
CRAIG GOODSSELL
KILEY & NORA JOHNSON
ARITA MAYUMI
WENDY WANG
CACHAY WYSON

PLATINUMS



KATIE ADAMS



GABE & STEFANIE
BIRRER



CONNIE BOUCHER



BRENDA BROWN



ERIKA BUTLER



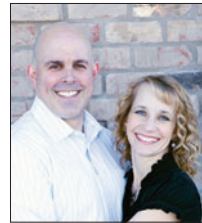
CURT & TONIA
DOUSSETT



PAUL & STEPHANIE
FRITZ



VINCE & TERESA
GARCIA



DAREN & CRYSTELLE
GATES



MONICA GOODSSELL



CLIFF & PJ HANKS



EMILY HANSON



AISHA HARLEY

"The most rewarding part about this business is the relationships. The opportunity to be financially free is just a bonus."

Alicia Haugstad



JENNIFER HEATH



JON & EVE HEWETT



JESSE & NATALIE
HILL



HAYLEY HOBSON



BRENT & ANNIE
HONE



JEFFERY & MIRANDA
HU



LELAND & ROBIN
JONES



BILL & DEENA
JORDAN



LAURA KING



DEBBIE KRAHN



SPENCER & RETA
KUHN



PEGGY
LANGENWALTER



JULENE MARTINDALE



PATTI & JOHN
MASON



SHOKO MATSUYAMA



TONY & AIMEE
MCCELLELAN



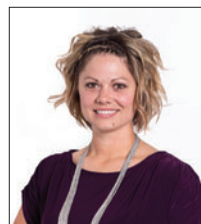
ANGELA MOFFITT

dōTERRA® CONSULTANT Recognition

PLATINUMS

"I love the growth of such a positive company. They are improving health and aiding individuals in a difficult economy."

Sam Luis



COURTNEY MOSES



BERNADETTE O'DONNELL



FOUNDER AUS
PAULA ECKERT & JOHN OVERBEEK



FRANI PISANO



CINDY PRICE



JOSEPH & CATHARINE PUTUTAU



BRUCE & SARADEL RIRIE



SETH & JENNY RISENMAY



GALE SANDGREN



JULIE ANN SCOTT



BENJAMIN & STEPHANIE SCOVILLE



KIRK & LANA SMITH



WADE & CHRISTINE STOLWORTHY



FOUNDER AUS
ADHEESH PIEL & SANTOSHI STONE



SAMUEL & MELISSA TAEU



EVAN & ADRIENNE THOMAS



SANDRA WANG



SHAUNA WETENKAMP



EMILI WHITNEY



KRISTI ZASTROW

PLATINUMS NOT PICTURED:

KARI ARNTSEN
ANANDA BERNSTEIN
EMMANUELLE BOURBON

JEANETTE FRANSEN
CHRISTINA GARDNER
KRISTANN GILLIES
JAE HYEON JU

KATHY & RICK HUNSAKER
STACY PAULSEN

GOLDS



ATANASKA ADAMS



COLEMAN & HILARY ALLEN



DEAN & KATHIE ANDRUS



JANAE ARANCIBIA

"I love to diffuse dōTERRA essential oils. I love the smell."

Leanne Alvarez



BRENT & KRISTI AVERETT



LORI BACON



ERIC & BECKY BARNEY



DEBBIE BASTIAN



JENNIFER BEJCEK



JOE & ASHLEY BELL



SHAWNA BIELMANN



VERA BLOUIR



JAMIE BOAGLIO



KENDRA BODINE



JONI L BRADLEY



DAN & HEATHER CARLSON



ADABELLE CARSON



DIANE TENNEY CHATTERTON



MARK & ROMI CLARK



RICK & ALISSE COIL



CAROL COLVIN

"Stop thinking about how to do dōTERRA and just do it."
Nick Killpack



ALICIA COTTAM



TOM & ANITA COTTAM



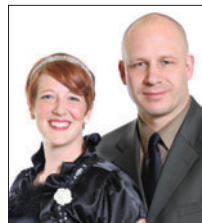
TANYA COTTERELL



JUDY CRUDEN



SHELLY DAUGHERTY



JARED & MINDY DEGRAFFENRIED



DAMIAN & JENNA FANTE



LEONIE FEATHERSTONE



MARK & TIFFANY FLAKE

dōTERRA® CONSULTANT Recognition

GOLDS



LISA ANNE GAFKJEN



CRAIG & TERRI LYNN GINES



DEBBIE GORDON



MELISSA GUTHRIE



SCOTT & SHYANNE HATHAWAY

“This is a ‘relationship’ business. The more relationships you gain and build, the more success you will acquire”

Amy Caldwell



WAYNE & JENNA HENRIE



BRYANT & BRIANNA HESS



JASON & STEPHANIE HILL



HOLLY HIRT



MARK & PATRICIA HOFFMAN



TANYA HOWELL



JULIE HUNDLEY



CYNTHIA INCZE



ROSE INGRAHAM



LYNDON & STACY JONES



MASAMI KAWAI



DOMINIQUE KING



MELISSA KING



CHRIS KIRSCHBAUM



TERESA KOERNER



MARY LAGASSE



MICHIE LAYTON



MICHELLE LEBARON



JOHN & CAROLINE LEE



YUEN MING LEUNG

GOLDS



JODI LEWIS



SHELLY LOYD



LISA LUKE



ADELE LURIE



HEATHER MADDER



CYNTHIA MAGUIRE

“Sharing essential oils quickly became my passion. I love people, and I love teaching so it has never felt like work.”

Alicia Haugstad



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



MIKI MATSUMOTO



AARON & TONYA MCBRIDE



JENNIFER MCCLURE



BEBE MCFALL



WAYNE & KAREN MERRITT



PRISCILLA MESSMER



JUDI MINCKLER



SCOTT & ROBYN MITCHELL



HOWARD NAKATA



MITSUKO NOMIYA



AUSTIN & AMBER NORDSTROM

“The truth is that every time I use essential oils, I learn something new.”

Dana Goodan



KERRY & DENISE NORRIS



CHRISTIAN & MARJA NEUDEL



TAMI NUHFER



ANNA OFFMAN



ROBERT & JANELLE PARRINGTON



CYNTHIA PATIENCE



KYLEE & KATEE PAYNE



ANGELA PIJANOWSKI



SHANE & BROOKE PUGH



ROBERT & DONNA RAMOS

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GOLDS



ELAINE RISER



RYAN & JANESSA
SALSBERY



SUSAN SCHIERING



NANCY SERBA



FOUNDER AUS

MARK SHEPPARD &
RANI SO

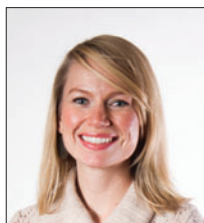


FOUNDER AUS

ROBYN SIMON



PAMELA SMITH



RIGEL SMITH

“dōTERRA has dramatically changed my life forever.”

Alisha Cotterell



JOHN & JENNIFER
SORENSEN



TAMMY STEUBER



DAVE & CALLIE
STEUER



DENNIS & JANETTE
STEVENS



SHEILA
SUMMERHAYS



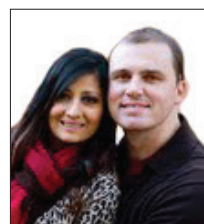
JIM & TOBY
SWANGER



LYNN THOMPSON



ADAM & NIKKI
TOPHAM



MATT & ALICIA
TRIPLETT



STEPHEN & YVONNE
TSAI



LORI VAAS



SONDRA VERVA



KATE WAGNER



HEIDI WEYLAND



RON & LIZ WILDER

“Fortune is in the follow up.”

Nick Killpack

GOLDS NOT PICTURED:

KELLY ALVIS	JENNIFER & JEFF FRINK	ALLEN LAFFERTY	SHERRI PRICE
LIZETH BALDEMAR DE ARRAS	KAORI FUJIO	RONNIE LARDIZABAL	PERLA RAY
PAUL BERGMAN	MELISSA & ERIC GARCIA	JANYCE LEBARON	RESTORE YOUR SOUL
LEESA BRIDGES	AMY GLENN	NANCY LINDER	HELEN SHAW
RACHELL BRINKERHOFF	ERICK GONZALES	TANYA MAIDMENT	JULIE STOESZ
TRACY BROADHEAD	PINGHUA GU	MICHELE MALCHOW	GERRIE TAYLOR
ERICA CAMPANELLA	MATTHEW & ANNA HALES	ANITA MARRIOTT	KERI THOMPSON
WILLIAM & DONNA CARD	ASHLEY HINTZE	SILVIA MARTINEZ	CYNTHIA TIMBERMAN
MARIDEE CASH	TONI L HOLLAND	RUMI MATSUBARA	DUANE & CRYSTAL TUCKER
FARRAH COLLVER	DENA HOLMES	YOSHIRO MATSUDA	DEBRA A TUTTLE
MELISSA COOK	YU HING HUI	TERUMI MATSUSHIMA	YASUKO UETSUHARA
DURELL DARR	SEIKO IKUTA	CAROL-ANN MENDOZA	JENNIFER VASICH
MAO DU	CAROL KING	SHERI NORTON	DEBORAH WHITE
SPRING B ESTEPPE	ANNE MARIE &	HOLLY OLMSTEAD	YASUNORI YOSHIMURA
CHRISTY FECHSER	SHANE KLEPKO	ALLYSON PHILLIPS	CHANGPU YU
WENDY & AARON FRAZIER	YOSHIHISA KOMIYA	CYNTHIA PORTER	TOMOKO YUTAKA

Recognition level is based on the highest rank reached three times in a calendar year and then maintained once a quarter.
Recognition is current as of May 2013.

dōTERRA®

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www.dōTERRA.com

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UTAH



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