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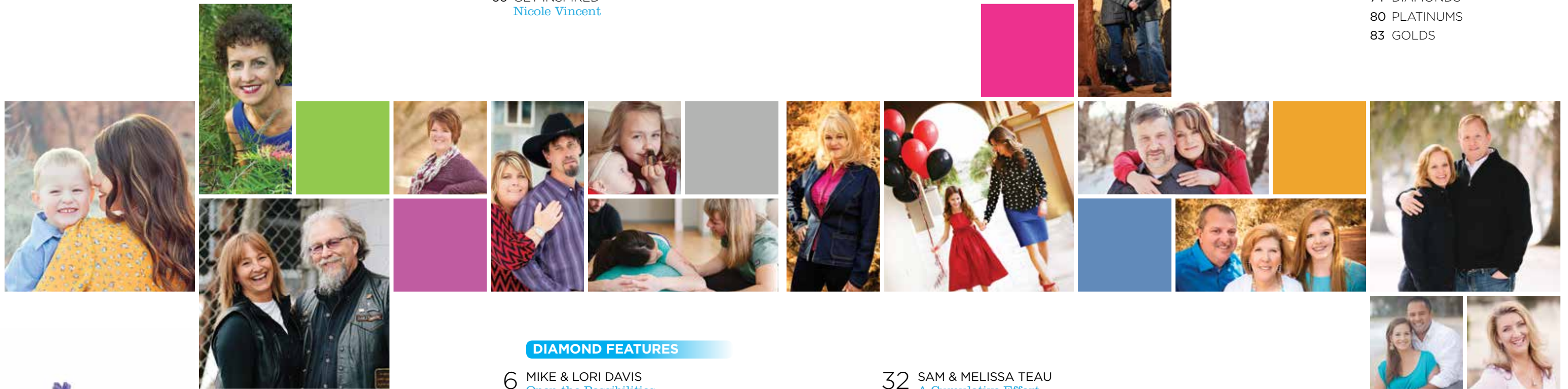
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# Congratulations on Reaching Presidential Diamond James & Roxane Bybee

PLACERVILLE, CALIFORNIA, USA



“dōTERRA is a personal development program wrapped up in an essential oil company. Literally the secret to success in dōTERRA is how fast you can look in the mirror and love that person and everything that comes with it. It’s not about what anybody else does or chooses, it’s all about looking in the mirror and how you deal with what you see there.” -James

## How did you get started building your dōTERRA business?

JAMES- Our story is one of people who found themselves in a place where they never thought they would be. That happens sometimes. Circumstances take you to a place where you are just evaluating your life and you think, “We were going to do more. We had big dreams. How did we get here?” We were looking for ways to get out of serious debt. We were living in a broken down old mobile home, and we didn’t really know how to get out. I was working about 60 hours a week, and Roxane would work a few days a week overnight at a care

facility. We were looking into different opportunities to change our situation. Roxane’s sister, Natalie Goddard, introduced us to essential oils, and we kept saying, “It can’t be network marketing,” because we had had a bad experience years before. Natalie followed up with us two or three times and eventually I said, “OK, maybe we should consider this.”

I jumped in and had Dr. Hill at my very first meeting. He flew out for it...and no one showed up. We had failed at everything up until this point, and now we’d failed at this too. But then Roxane had some experiences with the oils and

got onboard. We started sharing with our friends and then some checks came in the mail. After that, we started getting more serious and focused, and Natalie started to push us to hit Gold. I think that got us rolling and we were really immersed in it together.

## Why are events so important?

ROXANE- We were Gold when we went to our first Leadership Retreat in Utah. It was so hard for us to fly out for that event and get our kids taken care of. At the time, I remember thinking, “Is this going to even be worth it?” It was this big process for us to just go to that one day. I remember

it seemed like this huge obstacle, but it was there that I received the confirmation that dōTERRA was what we were supposed to do. I knew it was right. This was how we were going to get out of debt and out of the trailer. It was on the flight home from that event that we really pinned down our mission and our why. It was March, and we decided by July we would be Diamond.

JAMES- We really want people to know how important these events are. Don’t let a week go by where there’s not an event you’re attending or hosting. Don’t miss the big company-sponsored events, because that shifted everything for us.

## How do I balance my life while building a dōTERRA business?

JAMES- Everybody in dōTERRA goes through this barrier of balance. They say, “My life is out of whack! I’m doing too much dōTERRA!” But once you have a why, a goal, and a mission, you just do whatever it takes. There’s a price you have to pay for a period of time. There is chaos before there is order. While we were building our business, I just decided that even though I was dead tired at the end of the day, I was going to do it because I was passionate about it. That’s what we did even though it might mean that we only got four hours of sleep. We did whatever needed to happen.

ROXANE- I feel like balance is a myth. Our expectations of what balance is, is basically that we want to stay in our comfort zone. Do you really think that people who have succeeded at this had all these little time slots all perfectly aligned in their life? I was busy before dōTERRA and so was James. We had no time. Life will always feel busy. You just choose where you put your busyness.

## What’s the secret of your success?

JAMES- It’s not like we have some magical thing. We still go through the same things everyone goes through. We just never stop doing this. We’ve been through more levels, we’ve been more consistent, we’ve learned all the lessons, failed all the ways that you could possibly fail, and we’ve done everything that you’re not supposed to, which has led us to doing all the things that you should do. There’s nothing über-special about us. There are people doing this business much faster, easier, and more efficiently than we did, but that’s why we love it. You can come from any place and if you find your why, be consistent, and never give up, you will obtain what anyone else can obtain. It may not be in the same timing, but you can do it.

ROXANE- I would do it again even if it was 10 times harder. Whatever it is that is going to be your challenge, just face it and go through it, because it’s worth it in the end.



## Top 5 Mistakes Everyone Makes:

**1 Stop sharing with friends and family once you start doing the business.** “Initially I called several people and said, ‘This stuff’s awesome! You’ve got to buy it!’ Then I decided to do the business and I stopped calling them. I went out and talked to complete strangers instead of the people who are close to me because there’s no risk in that. But, it wasn’t coming from a genuine, authentic place of sharing. I had to start genuinely sharing with my friends and family to succeed.” -James

**2 Fire-hosing people with too much information right away.** “You overwhelm them because you’re trying to convince them instead of letting the oils do the work. You are trying to do and say everything that the oils would do.” -James

“Instead, focus on that person’s need. If you focus on their needs you show up to serve and not to sell.” -Roxane

**3 Sell someone a kit and don’t set up anything to move them forward.** “When you call someone to follow up after they’ve enrolled they often feel like, ‘I’ve already bought it, leave me alone.’ We started doing consults that take place after you sell them a kit, something that they know about when they get their kit. Right after enrolling them you say, ‘You’re going to get a free consult. Let’s schedule that now.’ That way when you call them, they’re already planning on it.” -Roxane

**4 Don’t think about people when you build.** “It was something we didn’t pay attention to as soon as we should have. You need to say, ‘We need leaders, how do we select them?’ instead of, ‘We need a structure, let’s build a structure.’ We started focusing on our Power of 3 instead of focusing on the people who would help build that Power of 3.” -James

“When you really care about people, then you’ll care about their life. There are people on your team who will need the income; focus on how you can help them instead of saying, ‘OK, Power of 3 works like this, how much do you have on your LRP?’ If you’re really getting to know and working with your leaders, it comes back to you.” -Roxane

**5 Don’t focus on creating relationships with your leaders.** “We always focus a ton on, ‘What is that person’s why?’ If you don’t know your leaders’ why, then that is the reason that you are not growing. You’re doing it for you and not for them.” -Roxane

“You have to learn everybody’s different hot buttons, love languages, and personality types.” -James



## Mike & Lori Davis

LAS VEGAS, NEVADA, USA

# Open the Possibilities



Five years ago, the economy crashed and Mike Davis's contracting business was hit hard. He went to his wife Lori and told her she would have to go back to work as a speech pathologist. After contemplating the matter, Lori felt strongly that she wasn't supposed to return to work. She didn't understand why she felt this way, because they really needed the money.

Around the same time, Lori had a friend approach her about creating a network marketing business together. They had tried others before, but wanted to try again with a company in the natural health industry. They had already settled on one when they heard about dōTERRA. Lori says, "My friend called me up and said there were two ladies coming down from Salt Lake to talk about essential oils. She asked if I would listen. I didn't know very much about essential oils, but I had heard good things, so I said I would." After listening to the presentation, Lori and her friends immediately decided that this was the company they wanted to join, and the rest is history.

Before getting into dōTERRA, Lori had learned from her previous network marketing experience the importance of being consistent. While running her other

**"MY HUSBAND WARMED UP TO dōTERRA ONCE HE SAW THE DIFFERENCE IT MADE. HE'S BECOMING MUCH MORE INVOLVED. HE LOVES IT. HE REALIZES THE POSSIBILITIES IT HAS OPENED UP TO US."**

**"One thing I love about dōTERRA is the people I've met through this business who have become my best friends."**

business, she had several people on her team say they wanted to take December off because it was so busy. Lori agreed and quickly regretted it. "When January came and it was time to start back up, we couldn't gather anybody back around. They wouldn't get going. That really killed our business." She learned you can't take time off in this business, especially when the momentum has just started to build.

She also learned the importance of sticking to a schedule. Early on, she planned out regular events and trainings and made sure every one happened. "If no one showed up to an event but IPCs, we went ahead and turned it into a training. We didn't cancel it. If we planned an event, we did it."

When she first started growing her business, Lori made sure to put in the sacrifices necessary to build a strong foundation. "We were struggling financially in the beginning, but I realized I needed to put money back into my business. It was hard. There were bills that needed to be paid, but I felt strongly that if I put time and effort into dōTERRA, it was going to pay off for me in the long run."

And it did. "Now my income is at least five times more than it would have been if I had gone back and worked as a speech pathologist. dōTERRA has opened up possibilities for me. It has been one of the greatest blessings in my life."



### HOW TO DEAL WITH CONFLICT AS A LEADER:

*"In this business, you're dealing with a lot of different personalities and some are not always easy to work with. Issues come up, and you have to learn how to deal with people in a proper manner."*

**BE KIND.** "When people are upset with me, I listen to them and see what I can do different."

**HAVE A THICK SKIN.** "People get upset with you. They just do. I had to learn to deal with that professionally."

**DON'T CREATE MORE ISSUES.** "Come back to them with compassion and understanding that this can be frustrating, and help them know how to handle it."

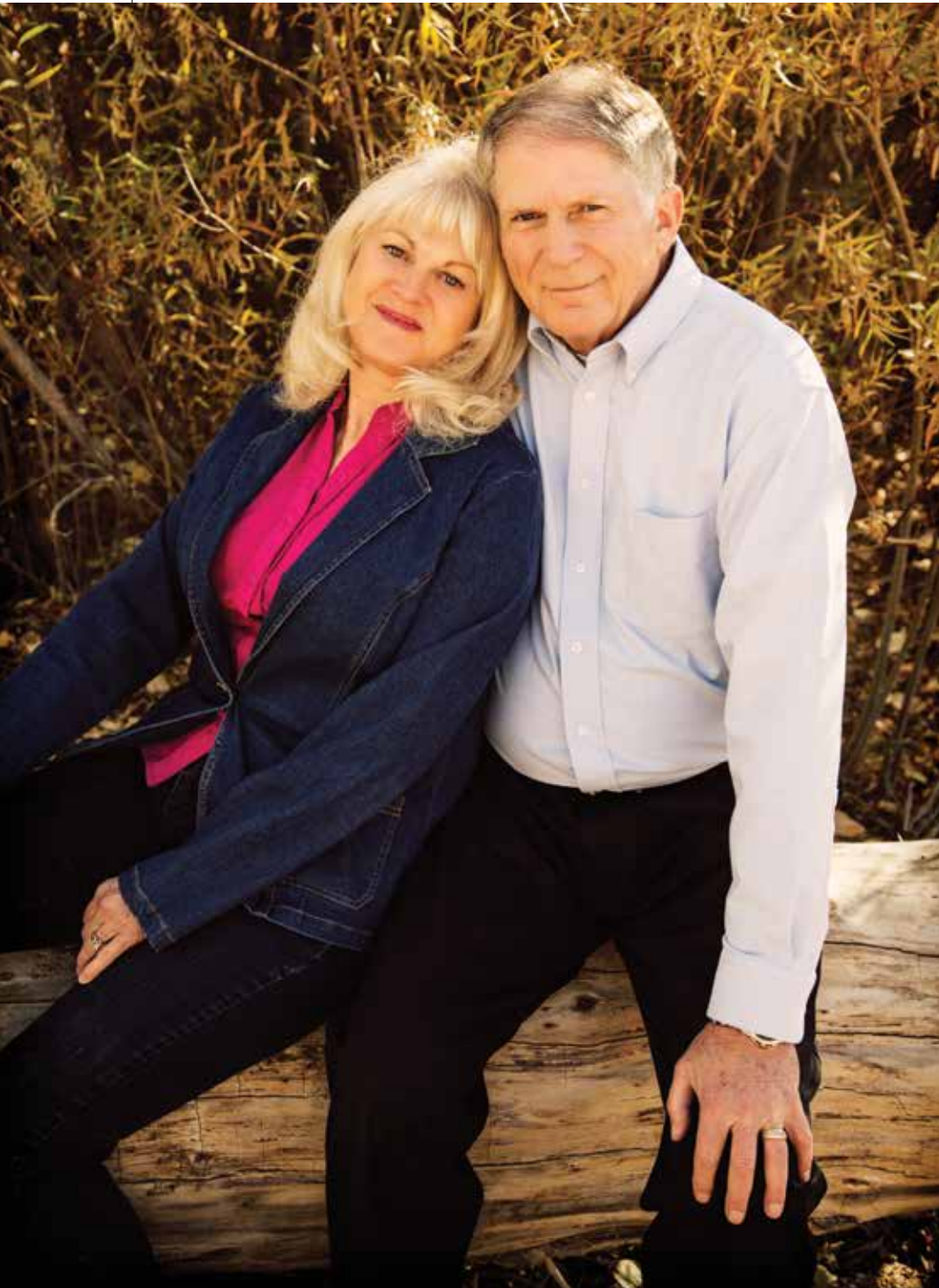
*"All five of my children are IPCs and one of my sisters is actually on my frontline. All five of my siblings are very supportive. I love being able to work with my family."*



## Rick & Kathy Hunsaker

LAS VEGAS, NEVADA, USA

*“Kathy puts her whole heart into whatever she does. I knew when she started dōTERRA that whatever she did she would do it 100 percent, and she would make it work.” – Rick*



# Health in Every Aspect

**K**athy Hunsaker had been involved in several other businesses before she started doing dōTERRA. She was looking to replace her income from her current job, and before long found that she could make twice as much working fulltime with dōTERRA. Kathy says, “That is when my why changed. Before that, my why was to help people become healthy. That still is my why, but now I really love employing people. I have an avenue for people to have a job and make money.”

When she first brought home dōTERRA, her husband Rick thought she was giving him snake oil. Rick says, “I saw that they seemed to improve things, but I still needed the science behind them to really convince me that they worked.” It wasn’t until he went to convention and heard Dr. Robert Pappas’s presentation analyzing scientific proof of the oils effectiveness that he was persuaded. Now, he contributes to growing Kathy’s business.

Kathy says, “He’s an excellent resource to help me make decisions, because he’s not as emotional. He helps me keep it in balance.” Rick says, “When a new person signs up, it’s a question of what strategy we should use in deciding where to place them. She looks at it from a subjective, emotional point of view, and I look at it from an objective, business point of view.

## HOW TO REACH DIAMOND:



### Make a game plan.

Have your goals in mind. Create a vision board and don’t give up. You have to find a least four people and help them get to at least Silver.



### Identify people.

Put them in a proper category. Don’t try to make them into something they aren’t. Determine if people are account holders, oil users, sharers, builders, or leaders.



### Communicate.

It makes a big difference to have good communication with your team. Evaluate them without pressuring them. Find out what their needs and goals are.



### Don’t reinvent the wheel.

People have already perfected this method to make sure anyone can be successful if they follow the simple, daily tasks and really care about people.

Balancing those two different viewpoints makes all the difference.”

As Rick has tried to learn the back office and the compensation plan, he’s seen that it’s often something not everyone understands. He says, “Even Premiers or Silvers sometimes forget the strategy that is involved in taking advantage of the compensation plan. Kathy often

tutors them and reminds them of the benefits that they can receive.”

Kathy knows it’s important to mentor her team. She calls them every day and makes herself available for their phone calls as well. She says, “Hopefully they don’t have to learn from the school of hard knocks like we did. I love them all. I’m just so excited about working with them.”

The Hunsakers have seen dōTERRA make a difference in their lives that nothing else has to date. Kathy says, “Rick has been a vice president and I’ve been an owner of companies, and we’ve never had the self-development that dōTERRA has offered us. No matter what you’re dealing with, dōTERRA can help you with all aspects of your life.”



*“All of our children have joined us in the business. It’s been a joy...The whole family is involved and it feels like a family business now. We’re really thankful that dōTERRA has given us this opportunity.” –Kathy*



## Jerry & Priscilla Messmer

LAS VEGAS, NEVADA, USA

# BRING YOUR TEAM WITH YOU

At first, Priscilla Messmer decided to not worry about hitting Diamond by the 2013 convention. She thought it would be better to be recognized as Diamond together with her downline leaders at the next convention. But her upline, Lori Davis, told her, "You need to be Diamond now so that you can be a leader and bring your other team members up with you."

Priscilla discovered it did make a difference to be recognized as Diamond at convention. "It sets you apart in a nice way. It made a difference with how my team recognizes me. I feel more like a leader because I'm Diamond and the other Diamonds recognized me as a part of their leadership group." She has seen that it's easier to lift her team up if she is first at a higher point. "Now I can use that knowledge that I have gained to help bring my team to where I'm at."

She was introduced to dōTERRA through her work as a nurse, taking care of mothers and infants after birth. She walked into a patient's room and

**"dōTERRA gives me hope in my life."**



**"I could not have done it without my husband. He has truly been my best support. He has allowed me to keep going, he encourages me, and he helps me share. Having his support has been the best thing."**

was immediately impressed by how good it smelled. That patient was Lori Davis's daughter, who directed Priscilla to her mother to find out more about essential oils. Lori invited Priscilla to events and introduced her to the oils. Priscilla shared the oils with many of the other nurses she worked with and saw immediate results.

In her past experience with network marketing, she had always been her own best customer. "When I signed up with dōTERRA, I thought it would be the same. But with dōTERRA, the ball was already in motion and all I had to do was keep it going." Priscilla discovered she already knew many people who were interested in both the dōTERRA products and business, and it just kept going from there.

For a long time, Priscilla was reluctant to get involved in the business because she already had a profession that she enjoyed. Now, she can see that because of dōTERRA, her world has opened up. "There's no way as a nurse that I could ever be making as much money as I am with dōTERRA. I love being a nurse because I'm helping people and it carries right over to dōTERRA. I'm making a difference in people's lives, with even more financial benefits."

Priscilla knows she could never have done any of it without her team. "They are the ones who are going out there, introducing it to new people, and following up with their team. When you have that duplication, that really is what drives it. There's no way I could be doing this on my own."

### HOW TO BE RECOGNIZED AS A LEADER

**"I think the difference is when you reach out to everybody in your group. I don't know everybody in my group, but I still want to be that person they can come to. I want to stay connected to them."**

Support your whole team. Don't stop at the seventh level.

Offer ways to stay in contact with everyone: Facebook, phone calls, webinars, etc.

Make promotions and other special offers available to the whole team.

Don't leave it to your upline. Your team can benefit from you.

**"Keep sharing the oils and develop testimonials from you and from other people. What that does is really confirm in your heart that you're on the right track and you're doing the right thing. Just keep going a little bit at a time. You're a part of something big, something incredible, and something that truly is benefitting so many people."**





## Jeff & Judy Cruden

LAS VEGAS, NEVADA, USA

# Share the Dream

**“It’s important to plant that seed and let people know that there is an option to do dōTERRA as a business. Before, I was waiting for them to come to me, and I had no builders. Now, I have more than 60 builders in my organization. Just planting that seed in my class has changed everything.”**

Judy Cruden enrolled so many people when she first signed up with dōTERRA that she won second grand prize for the incentive trip that year. She says, “But I didn’t have any leaders, because I refused to talk about the business in my classes. That was holding me back.”

At the time, Judy was running her own tax firm. She was successful at it, but

she didn’t enjoy it. She hoped she could earn an income from dōTERRA that would replace her tax business and still allow her to support her family. “When I saw that I could replace that income, I knew I was going to do it as a business, but I didn’t want people to see me as the oil lady. I had a perception issue; I had this block within myself. It took me two years and two complete restructurings of my organization before I realized what I was missing.”

She reached a point where she was either going to have to reach a certain level of compensation, or quit dōTERRA and go back to her tax firm. She started receiving mentoring from her upline Allyse Sedivy and saw that she had to introduce the business opportunity in

her classes if she wanted to grow. She did her research and came up with a one-minute speech that she was comfortable saying at the end of every class. “It has literally changed everything for me. We have so many builders now. My business has grown exponentially since then.”

Now, Judy teaches her team to find their builders from the beginning. She has them make up a list of people and divide it into two: on one side they list people they want to share oils with, and on the other side the people who might be interested in the business. “If there are people that you enjoy being with, that would be fun to do the business with, or that you know need financial healing, then approach them first. At



**“My family loves dōTERRA. We truly are a family that is a product of the product. There isn’t a product of dōTERRA that we don’t use. They are involved in literally every aspect of our lives.”**

least find one or two builders before you start attacking the other list.”

She has learned that she can’t make people want to do the business, but she can find people who need the financial benefits dōTERRA can bring. “I can’t want it for someone more than they want it for themselves. I will be their biggest cheerleader, I will be their biggest support, and I will pick them up when they just can’t go any further, but I can’t do it for them.”

In the end, Judy is grateful that she never gave up. “It doesn’t matter that someone else got there before we did. What matters is that we keep doing those regular habits that keep us moving forward. Keep chasing that dream. The only people that aren’t successful are the people that give up.”

### WE BASICALLY HAVE THREE KINDS OF PEOPLE WHO COME TO OUR CLASSES:

- 1 OIL USERS:** People who come to learn about essential oils as an effective, less-expensive way to take care of their family.
- 2 SHARERS:** People who are thinking of everyone who could use the oils.
- 3 BUSINESS BUILDERS:** People who want to do what they see the IPCs doing, or who need financial healing in their lives.

### HOW JUDY INTRODUCES THE BUSINESS OPPORTUNITY TO THESE THREE KINDS OF PEOPLE:

“If you’re interested in learning how to share or in learning about the business opportunity, please come talk to me afterward. But, what I love about dōTERRA is they love everybody equally whether you are using the product for yourself, sharing it with others, or applying the business opportunity. dōTERRA’s mission is to help one family at a time.”



## Mark Sheppard & Rani So

RICHMOND, VICTORIA, AUSTRALIA

# A Way of LIFE

"dōTERRA has the best products that truly deliver results, a compensation plan that pays, and great support from dōTERRA corporate."



**"TIME IS ONE OF THE MOST IMPORTANT ASSETS, YET IT CAN SO EASILY BE FRITTERED AWAY. MAKING CONTACT WITH A PROSPECT AND NOT UNDERTAKING EFFECTIVE FOLLOW UP IS LIKE SAND PASSING THROUGH AN HOURGLASS. IT IS SIMPLY A MASSIVE TIME WASTER AND THEREFORE A DRAIN ON BUSINESS GROWTH."**

**"FOLLOW UP IS CRUCIAL. WE FOLLOW-UP WHEN THE NEW MEMBER RECEIVES THEIR ORDER. IN ADDITION, WE ENCOURAGE ATTENDANCE AT MEETINGS TO INCREASE THE KNOWLEDGE AND UNDERSTANDING OF THE PRODUCTS."**

Mark Sheppard and Rani So had been involved in another network marketing essential oils company when they switched to dōTERRA. They say, "We discovered very early that the dōTERRA oils and other products are the very best. We also strongly felt the integrity of the owners and the company. We felt the combination of the products, the integrity, and the amazing support from all of the dōTERRA staff would significantly assist us in growing a very successful business."

As business partners, they are the biggest support for each other. They are both fully engaged in their business. "Our relationship is one of our major strengths. We are completely on the same page when it comes to our life and business goals. Our joint desire is to share dōTERRA for the benefit

of everyone. We each have various strengths and weaknesses. These complement each other so together we are strong and committed."

Effectively sharing the products happens when, along with building good relationships, you are filling your schedule with continual activity. "Passionately share the products and be a walking example of how dōTERRA can so positively make you so much more healthy and energetic."

Sharing the business becomes easier when you fully understand the enrollment process and the compensation plan. "Totally embrace the great benefits of the direct sales industry. Once you fully understand and love the industry, your confidence will flow through to others and they will willingly be attracted to you." The difference with dōTERRA, they

say, is anyone who applies themselves can reach Diamond and earn a significant income.

Mark and Rani say that events can be more successful when you have built a relationship with people and know their needs. "By knowing this, you can openly and with integrity inform them that the event will cater to their needs." They also emphasize that it's important to hold events weekly to produce momentum that will help your business grow at a faster rate.

They know that reaching Diamond comes from filling your schedule with events, follow up, and leadership calls. Set clear goals and plan the road map to achieve the goal. "It has to be your passion and purpose. If it is, you will share no matter where you are or what you are doing. It will become a way of life."

### COMMUNICATING WITH YOUR TEAM

1

Speak directly to your team members. Never rely on email or other forms of electronic communication.

2

People are different and need different rates of communication. Establish regular communication that is agreed upon and committed to by both parties.

3

Discussion should focus on motivation and support and focus on the agreed upon goals.

4

Listen to the person's needs.



# HOW TO PUT ON A Make-and-Take Class

By Leigh Anne Wilkes and Katie Clark, IPCs and bloggers

Adding a make-and-take to your dōTERRA educational classes or presentations can be both fun and profitable. A make-and-take can be its own class or something you add on to an existing presentation.

## WHAT IS A MAKE-AND-TAKE?

A make-and-take is a hands-on activity where your attendees put together something they can take home with them to use. Recently, I held a make-and-take as part of an intro to essential oils class. The class attendees were able to put together some oil blends in roller bottles and take them home. It is a great way to get oils into people's hands and get them using them right away.

## WHAT ARE THE BENEFITS TO A MAKE-AND-TAKE?

**1** Make-and-takes are fun. People like to get involved, do hands-on activities, and make something useful to take home.

**2** Make-and-takes are an extra draw to your presentation. I have found that people who have attended the class before will come again just because they want to do the make-and-take. They always learn something new, and it gets people using the oils.

**3** Make-and-takes are a great way to give people the opportunity to try new products. It introduces them to oils they have never used or purchased before. Hopefully, they will love them and begin purchasing them on their own.

**4** Make-and-takes help educate people on different ways they can integrate the oils into their daily life.

## HOW DOES ADDING A MAKE-AND-TAKE TO A CLASS WORK?

**1** I always charge a fee for the make-and-take. Depending on what I'm going to make, I figure out the cost of the container, the cost of the oils, and the cost of the carrier oil. I use a breakdown of each of the oils and how much per drop each oil is. This helps me figure out the cost.

**2** You can collect the fee ahead of time from the people you have invited. Collecting the fee ahead of time helps people commit to attending the event, but it can also be a lot of work. Usually, I let people pay at the class. When they RSVP, they let me know how many items they want to make so I know how many materials to have on hand.

**3** For the roller bottle class, I set up areas for each of the blends. I placed each of the oils used in the individual blends together along with a tent card that told them how many drops of each oil to put in the bottle.

**4** I also provided labels for their roller bottles so that they will know what each one contains.

Customize your make-and-takes to the time of year. An allergy blend is good to offer in the summer months, and a cough blend is helpful during the cold and flu season. There are lots of roller bottle recipes available on the Internet, or if you have some blends that work well for you—use those! There are so many possibilities!

Visit Leigh Anne at [yourhomebasedmom.com](http://yourhomebasedmom.com)



◀ The key to the perfect make-and-take is keeping it simple enough so that anyone can do it. Provide recipes for things that everyone uses, like soaps and lotions. They will be sure to be a huge hit.

◀ Just add your favorite scent to a plain lotion or hand soap. There are a variety of scents that can be used. Try a few out to see what smells best. Wild Orange is very versatile, is uplifting, has great benefits, and can be paired with just about anything. Here are a few suggestions:

- Wild Orange + Vetiver
- Wild Orange + Peppermint
- Peppermint + Rosemary
- Lavender + Lemon + Wild Orange
- Wild Orange + Ginger

No make-and-take project would be complete without a cute label. The pump bottles on the left have an example of labels that are perfect for lotion and soap bottles.

Find editable labels and some of Katie's favorite make-and-take recipes at [clarkscondensed.com](http://clarkscondensed.com)





## Leonie Featherstone

LABRADOR, QUEENSLAND, AUSTRALIA

# A CONSISTENT Action PLAN

In May 2012, Leonie Featherstone took the dive into a full-time dōTERRA business. She says, “I wanted to show my team that with an indelible why and a consistent action plan, you can achieve anything—in this case, the Diamond rank.”

Then her friend and co-enroller Cath Rogers passed away from cancer, and she found an emotional reason to achieve Diamond in addition to her financial one. She decided she would walk the carpet at convention as the leader of a Diamond team in Cath’s honor—and she did.

Leonie had always enjoyed network marketing and recognized dōTERRA as a sound business opportunity. “Everything centers around the efficacy of the products and educating people to gain the most from those products. When people are empowered to learn how to use a product and they get results, they continue to consume and they share the good news with others. This is the simple brilliance of our business and when this effective duplication process is combined with passion, empathy, and integrity—the sky is the limit.”

Leonie knows that one of the most important aspects of sharing dōTERRA with others is making it about the



“I have been on my own for 16 years and am used to single-handedly tackling business and personal challenges. However, 18 months ago a wonderful man, Stewart, came into my life. While he is not my spouse in the formal sense, he is my rock. He is constantly encouraging me and supporting me.”

person you’re sharing with. “Take time to genuinely connect with each person, then it’s easier to tailor your approach in a way that has relevance to them. The business opportunity is just another product. If seen this way, it can take some of the fear away. We are simply offering people options and respecting their right to decide which one they choose.”

This holds true throughout the process, whether sharing or following up. “Really hear what people are saying as it can help you answer their concerns or understand whether or not they are interested. Sometimes even though people aren’t ready to take dōTERRA on as a business, they may still be interested in hosting a class or purchasing some oils. By respecting their decisions and where they’re at, you can often maintain a good relationship that could lead you to your next business builder.”

Leonie emphasizes that follow up is absolutely crucial throughout the business process. “I see many people spend countless hours and many dollars finding new leads, only to waste them by not following up on them. The same applies to new enrollments. New team members must be followed up on and nurtured regularly so they not only feel cared for, but receive the information and education they need to get the most value out of their product. When this happens, they continue to consume and enjoy the benefits of the LRP, which is the lynch pin to a successful business.”

Leonie was able to successfully reach Diamond in the same way she reached Elite and every level in between. She found her why, created an action plan, and went to work. She made sure to show emerging leaders what she did so they could duplicate her. “Then I continued to do classes, share the oils and the options, and the circle rolls on!”

“I proudly use the products and people often tell me they can smell me coming. I take that as a compliment and it’s a great conversation starter. I often reapply my oils. I take out my little bag regardless of where I am and without song and dance apply my oils. Quite often people will excuse themselves and ask me what I’m doing or if I am into ‘natural therapies.’ And the relationship begins.”

### STEPS TO A SUCCESSFUL EVENT

- ✓ **CONNECT** with each person who attends.
- ✓ **PASS THE OILS** around so people can interact with them.
- ✓ **EXPLAIN THE RELEVANCE** of the purity and potency of the oils.
- ✓ **SHARE INFORMATION** and success stories about the oils.
- ✓ **FOCUS ON THE BENEFITS** of bringing dōTERRA into their lives.
- ✓ **OFFER THE OPTIONS**—the kits, the business, ongoing classes, etc.—then let go of the outcome.
- ✓ **HELP PEOPLE WITH THEIR CHOICES**, e.g. filling in their account forms, organizing dates for the next classes, etc.
- ✓ **HAVE FUN** and make new friends!





## Jim & Lara Hicks

WESTERVILLE, OHIO, USA

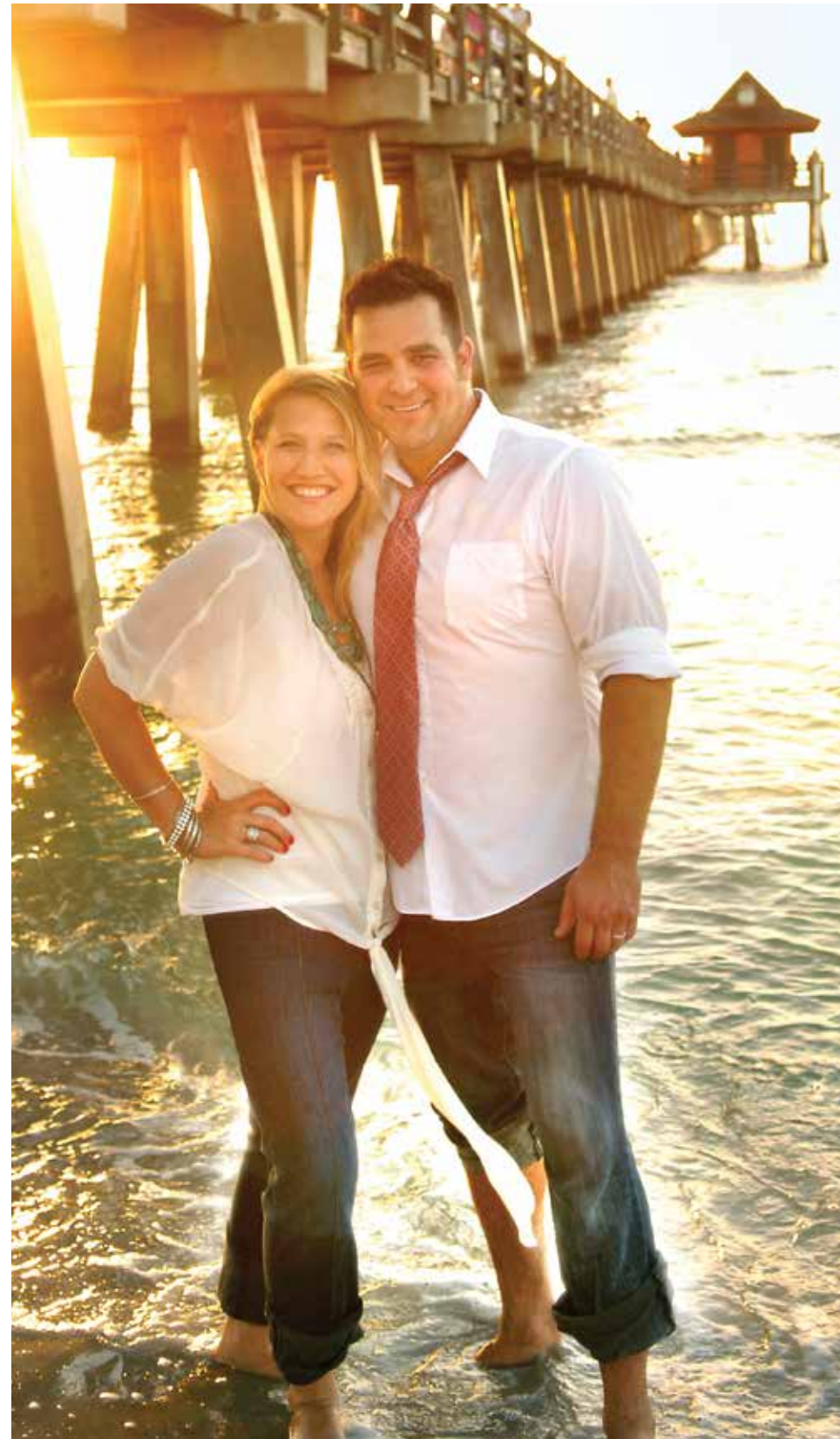
*"Oil and water don't usually mix, but they do in our family. The oils have managed to combine with our passion to help bring clean water to the world." -Jim*

# OIL & WATER

When Jim Hicks says he knew from the beginning that dōTERRA was a goldmine, his wife Lara can quickly clarify that he is obviously joking. "Jim was the biggest skeptic," she says. "He called it 'snake oils' and thought it was a total waste of money. It took weeks to convince him."

It took several "coincidental" experiences with the oils' effectiveness on their family for Jim to be convinced that they really worked. From there, the Hicks started telling everyone. Jim says, "Because we loved the oils, we couldn't help but tell people about them." They had always been passionate about helping others, as shown through their nonprofit Thirst Relief that provides clean water solutions to developing countries. The oils were just another way they could help those around them.

"We swore we would never do the business," Lara says. "We were never going to be that weird oil couple." Jim says they were anti-network marketing, but after three years of simply sharing the oils with people they knew, they one day received a \$1,500 check in the mail. Jim realized, "If we can get that kind of money doing nothing with intention, what if we were intentional?" He decided they were going to devote more time to building this business.



**"We exist to transform communities through clean water solutions.** These are long-term sustainable solutions. We believe it's a hand-up out of poverty versus a handout. Clean water is the most significant factor when it comes to ending extreme poverty, slave trade, the AIDS epidemic—everything stems from the issue of clean water. The sickness that comes from lack of access to clean water makes people vulnerable to these things. We are radically committed to helping end the world water crisis." -Jim

For \$10 we can provide someone with clean water access for a minimum of 25 years.

300,000 people have been served through our projects.

We have an ongoing partnership in eight different countries, and have been able to go into nine.

100 percent of public donations go toward projects.

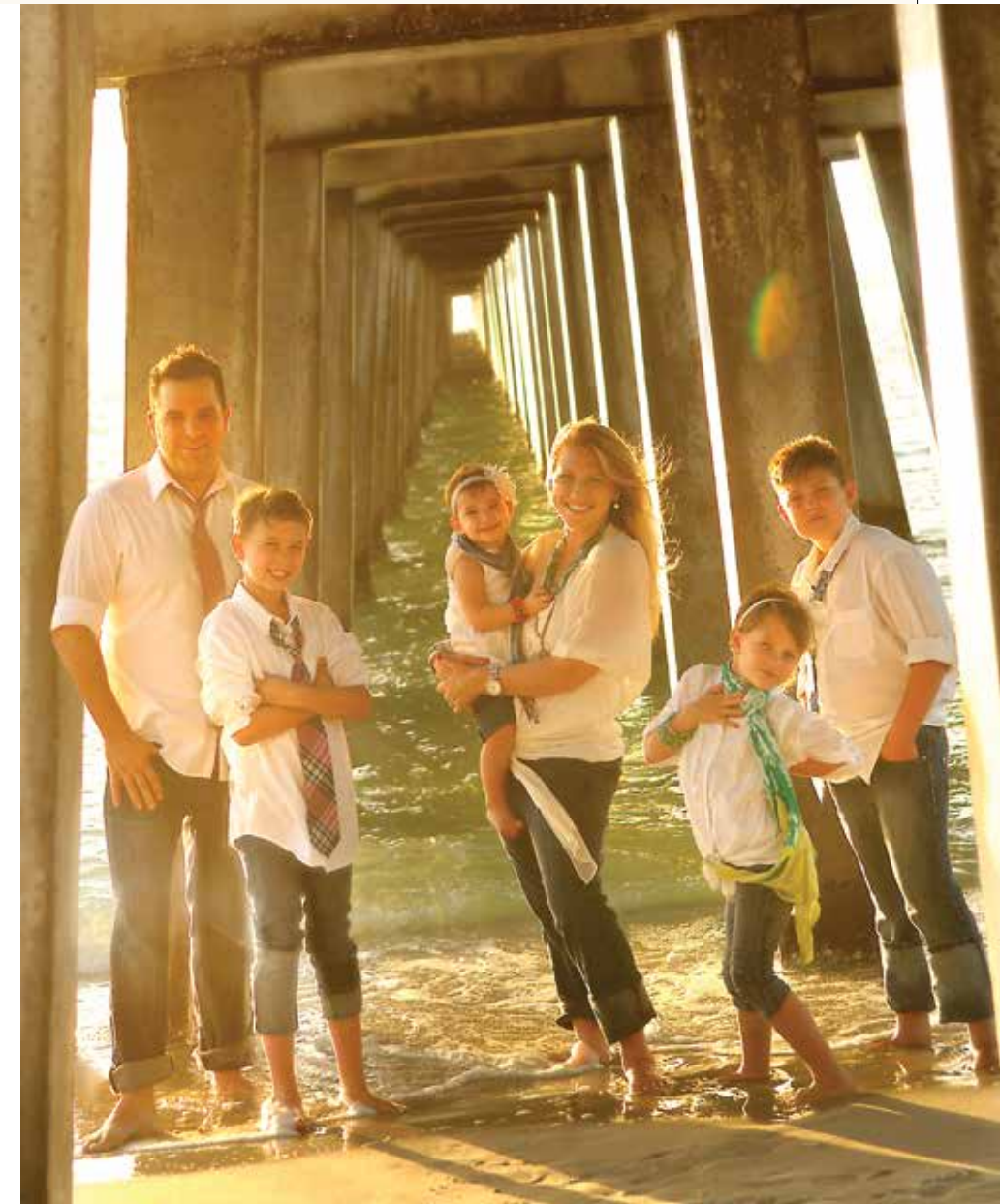
Healing Hands donated \$10,000 to Thirst Relief at the 2013 convention.

▶ For more information visit [thirstrelief.org](http://thirstrelief.org)

Not long after that, their nonprofit lost one of its major donors that contributed to their salary. The Hicks then decided they were going to devote themselves to dōTERRA in order to be able to move to volunteer status with Thirst Relief. They joined Diamond Club with the intent of being Diamond at the end, and they were able to achieve that goal in a stable way. Jim says, "We've been able to sustain that Diamond status every single month, which allowed us to return to volunteer status at the nonprofit. We feel like we really were the winners."

The Hicks have found that maximizing your time effectively is the key. Lara says, "You can spin your wheels and be really, really busy, but if it's not in strategic places, then you're just keeping really busy." For example, instead of holding lots of little classes, she holds one large class that everyone can come to. She also makes sure to empower her leaders to duplicate what she does so they can become independent.

Jim and Lara are grateful that through dōTERRA they are able to pursue their passion of changing the world. Lara says, "Because of dōTERRA, we are able to run after our passion for Thirst Relief. That is truly our calling in life, but if the finances weren't there, we would have to be stressed about getting the funds. We don't have to worry about that anymore." Jim says, "The oils not only allow us to do what we do with Thirst Relief, but we also have a long-term vision to take the oils to the nations."



**"dōTERRA HAS FREED US UP TO DO WHAT WE'RE TRULY PASSIONATE ABOUT, WHICH IS THIRST RELIEF, AND NOW dōTERRA HAS ALSO BECOME A MAJOR PASSION FOR US." -Lara**

## Nick & Julie Hundley

HIGHLAND, UTAH, USA



# Consistently Build

**N**ick and Julie Hundley made their first push into the dōTERRA business when Natalie Goddard invited them to present the oils at a big spa in New York City. Nervous at first, Julie agreed to do it. She says, "I remember walking out of my meeting with the spa director, and I couldn't wait to call Natalie to tell her all about it. I told her, 'It is so much fun to share these products. People love them!'"

Having previously worked as a health counselor, Julie saw the value essential oils could bring to health practitioners, so she began to share and her teams grew from there.

She found that things that needed to happen just happened when her team was united in their goal. "Our team members all have unique ways of building the business, and they have all

been consistent and committed from the beginning. Because of this, we had four team members hit Silver at the same time when we first hit Diamond. Our intentionality of where we were going shifted the energy. It was really cool to watch."

Julie is inspired by how well her team collaborates and works together to support each other's growth. "I have

"I HELP THE TEAM WITH PERSONAL DEVELOPMENT MENTORING. I LIKE LISTENING TO PEOPLE AND HELPING THEM PUSH THROUGH BLOCKS AND IDENTIFY THEIR MOTIVATIONS. I HELP PEOPLE SEE THE BIG PICTURE OF HOW TO FIT dōTERRA INTO THEIR LIVES IN THE BEST POSSIBLE WAY." -Nick

“We are so grateful for dōTERRA. It provides us with the ability to have improved health, increased financial stability, and stronger relationships. It's been memorable to take our family on business trips and have experiences together. Our kids love the oils and have shared with their friends and others how to use them.”

—Julie

### How to more successfully enroll at the end of a class:

JULIE:

**1** Have enough IPCs to assist attendees enroll after the class. "At the end of your class, people tend to have a lot more interest than they let on, but may end up walking out if there isn't someone there to answer their questions."

**2** Listen to people's needs. "Instead of simply telling people what to do, I ask questions to figure out what they need, help them see their options, and identify the enrollment package that will best meet their wants and needs."

**3** Take the necessary time. "I try to spend time with people making sure they're very satisfied."



enjoyed supporting each of them in the ways they've requested to help them be successful. Now they are all working toward new ranks, and it continues to be a fun and exciting journey."

Julie has learned that finding the right team comes easier when she makes her own personal development a priority. "We attract who we're like, so if you want to have a strong and thriving business, then you've got to be the kind of person people want to

be around." Nick says, "I think Julie's success has come from her tenacity. She has stuck to it and is always getting better."

Most of all, Julie always tries to make her business about service. "I make sure I serve people in the way they are asking to be served and not how I think they need to be served." She makes it an ongoing relationship, assisting people with their problems one at a time rather than all at once.

## David &amp; Heather Madder

GILBERT, ARIZONA, USA

## A Life-Changing Opportunity



**"I LOVE HOW dōTERRA DEVELOPS PEOPLE INTO THE HIGHEST VERSION OF WHO THEY ARE. THAT IS WHY I'M HERE, BECAUSE I CAN GIVE OTHERS A POWERFUL TOOL TO LIVE AS THE HEALTHIEST, HAPPIEST, HIGHEST VERSION OF THEMSELVES."**

When Heather Madder's friend, Natalie Goddard, gifted her with a kit of essential oils, Heather quickly fell in love. When Natalie followed up and asked her to get on LRP, Heather was hesitant but eventually agreed, thinking she would only do it for a few months before she had all the oils she wanted. "I've never skipped a month in four years," says Heather. "I had no idea that that little box in the mail was going to change my life so completely."

Heather says she is grateful for Natalie's courage and persistence. "She knew what I did not know—she knew this amazing journey, the opportunity that was available, and what was possible for me. She would not let me overlook it." From Natalie's example, Heather has learned it is her responsibility to share the oils with strength and certainty.

Once Heather decided to participate in the dōTERRA business opportunity, she went Gold in 22 days using the network she had from another business. She says her past business experience taught her to be confident in the uncertainty of a new endeavor. "Every new entrepreneur

will go through at least six months of uncertainty. They will feel afraid, insecure, and worried about how they're going to be perceived. A lot of people are going through that phase when they start doing dōTERRA, and that's OK." Heather has found that it's important for new IPCs to work through those feelings and to keep doing the business even when they're scared, tired, or unsure.

She teaches her team to live and build their business in a way that is consistent with their happiness. "With dōTERRA, we're promising a happy, healthy lifestyle. We as leaders have to live and build in a happy, healthy way so we can model that and be true to what we stand for."

She stresses that with dōTERRA anyone can create what they desire out of their life. She has seen that it has changed her life for the better. "It has opened up my heart. I was loving before, but I had no idea how much I would genuinely, deeply, sincerely come to love people, feel connected to them, and believe in them. I can look at somebody I have just met and hardly know and fiercely believe in them."

**"In the beginning, my husband was skeptical of the oils, but over time he saw the changes in me as a person and in our finances and grew to deeply respect the business. He's now 100 percent fully supportive of my dōTERRA business."**

**CONNECT TO YOUR INWARD AND OUTWARD SUPPORT SYSTEMS**

"I teach all of my leaders and builders to get really connected to their inner support system and create an external support system to keep grounded and connected to that empowering network."

**INWARD SUPPORT: Spend time alone grounding yourself in positive things.**

"I spend a minimum of an hour each day in meditation, prayer, visualization, affirmation, and positive exercise, with uplifting music. I saturate my mind, heart, and spirit in positive, empowering things. By the time I start my day, I'm at a high place of energy."

**OUTWARD SUPPORT: Surround yourself with empowering leaders.**

"When I need extra help, I have seven to ten leaders that I can call at any time. They help me with my struggles and give me an encouraging word. If I need any help, I reach out immediately to people that I trust and that are confident enough to support and strengthen me."



## James & Cynthia Maguire

COLORADO SPRINGS, COLORADO, USA

# Fostering Teamwork

When Cynthia Maguire decided to build her dōTERRA business, she took one look at the compensation plan and saw that she needed three leaders. “That was my main goal,” she says. “I started thinking of the three people I knew that had influence, that really needed the extra money, and that were outgoing. I tracked down three professionals that I knew and I said, ‘I have just gotten into this amazing business, you have to do this with me.’ That was my approach.”

Cynthia felt it was important to find her leaders before she did anything else,

and she has taught her downline to do the same. “A lot of people go out with a shotgun approach and just get everybody in. This results in 40 people on the topline. Instead, I’ve taught my team to hold back a little and get your leaders first.”

Tahna Lee first introduced Cynthia to dōTERRA, and for several months persistently contacted her until she agreed to give dōTERRA essential oils a try in her natural pathology practice. “I started using them on my clients and I got really phenomenal results.” She found the oils to be simpler and easier

to share than the products she had used before, and she quickly saw how duplicable dōTERRA could be as a business.

Having worked with a network marketing company before, Cynthia saw a big difference in the dōTERRA compensation plan. “I love the way they pay you more the deeper you go. It’s the total opposite of the other company I worked with. They paid you more the closer you kept your people, but that doesn’t help build a team. dōTERRA has such an amazing compensation plan because it fosters teamwork.”



“I am so grateful for the way dōTERRA has structured their compensation plan because it fosters teamwork. It works because people get excited when you’re building under them. Leaders can team up together with their downline and say, ‘OK, let’s recruit together.’”

Working as a team means working with a lot of different personalities. “Personalities are important to keep in mind when you structure your team. If I have a person on my team who’s all about facts and figures, I really watch that I don’t put a new person under them who just wants to have fun and party. That’s been a big learning experience for me.”

This teamwork environment has had a positive effect on Cynthia’s life. “I have always been a loner. I’m the first person in my family to go to college. I grew up in a very unhealthy situation. I succeeded, but I was used to doing things on my own. Because of the way the dōTERRA compensation plan is set up, you have to develop teamwork, and I have learned that for the first time in my life. We have to do it together to succeed.”

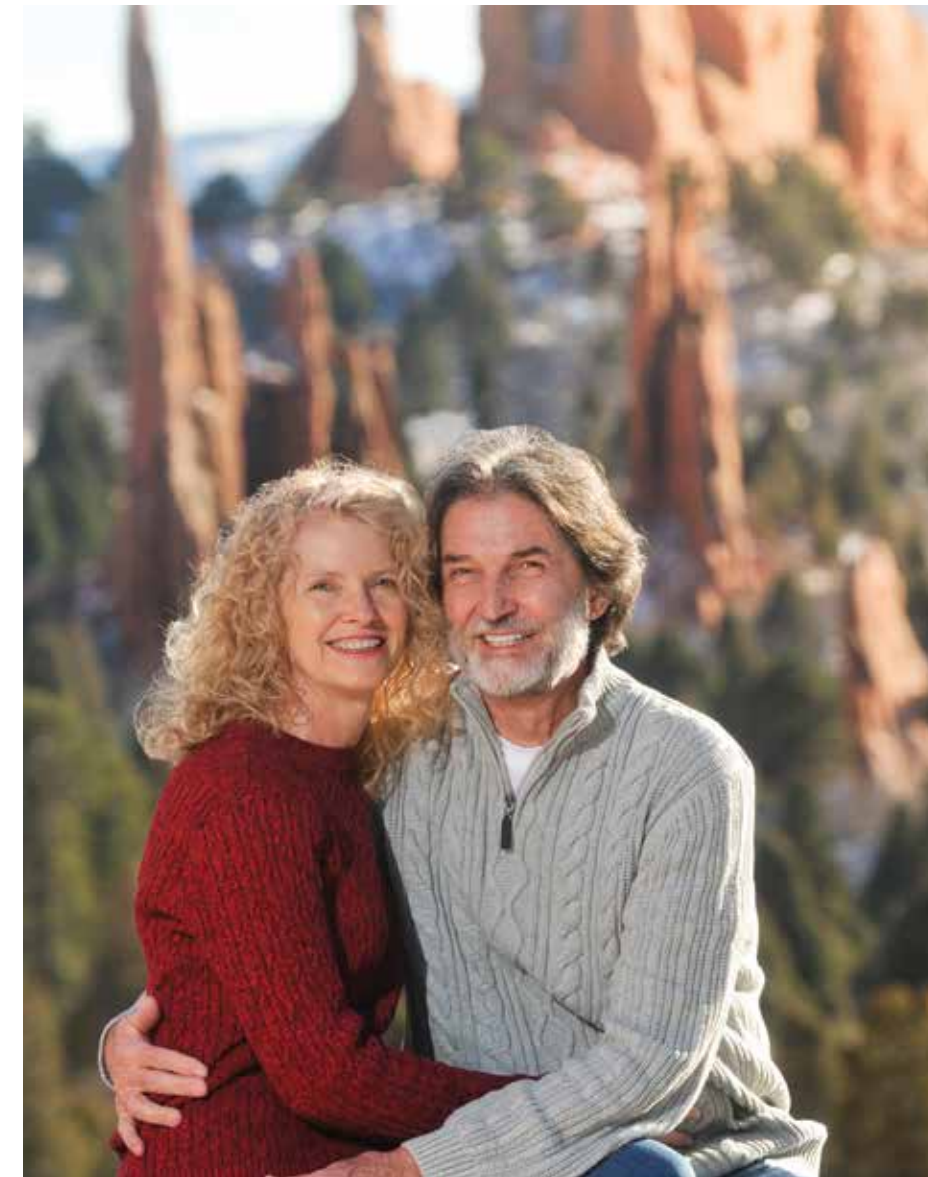
### STEPS TO REACHING DIAMOND:

**1 Mentor your leaders.** “I started mentoring my leaders as soon as I brought them on. I trained them weekly and also talked to them regularly, to make sure they were contacting and holding classes.”

**2 Teach a lot of classes.** “I taught a ton. I was doing one to two classes a week sometimes, and sometimes it would only be for two or three people, but I still held it. If one person showed up, I was there.”

**3 Never stop looking for leaders.** “Whenever I’d find a good leader, I would plug them in underneath. Instead of spreading people out all over the place, I would tell my leader, ‘Ok, I’m going to build this one leg for you, and you’re going to build the other two.’ It gets them excited and they feel supported. Also, if for some reason your leader decides to drop out, then you’ve got the assurance of another leg that you can make rank on.”

“My husband has been a tremendous support. I wasn’t married when I got into dōTERRA, and I introduced an acupuncturist into the business right away. Through the process of getting to know each other, this acupuncturist and I ended up getting married.”



# A Legal Q&A: Claims

The legal department of the dōTERRA corporate office answers questions about drug claims.



## WHAT IS A DRUG CLAIM?

A drug claim is a statement that is intended to diagnose, treat, cure, or prevent any disease.

A quick way to clarify this is to consider whether the condition is something you would either take medicine for or see a doctor for. Helping a normal body function improve is not a drug claim. Picture a vertical line with “sick” on the left side and “well” on the right.



A good rule of thumb is to ask yourself if the statement takes a person from the sick side to the well side. If so, it is a drug claim.



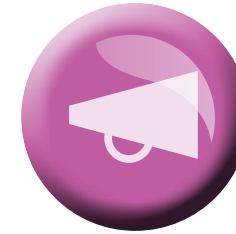
## WHAT AGENCIES GOVERN CLAIMS?

There are two agencies that govern claims made about our products:

- FDA (Food and Drug Administration)
- FTC (Federal Trade Commission)

The FDA governs the substantive claims permissible about nutritional supplements. In other words, what you can say. The FTC governs advertising or financial claims. Their focus is on whether the advertising is honest. In other words, is what you say true or is it misleading?

The FDA prohibits drug claims about any product except those who have obtained drug approval through the FDA—prescriptions or over the counter (OTC) medicines. You may have a claim that is true, and thus will satisfy the FTC, but if it is a drug claim about a nutritional supplement, the FDA will not allow you to make the claim regardless of whether it is true or not.



## WHAT ABOUT MY RIGHT TO FREE SPEECH UNDER THE FIRST AMENDMENT?

You do have a right of free speech under the First Amendment. However, that right can be limited if you are involved in commercial speech. Commercial speech means you are making a statement in order to sell something as opposed to making the statement merely to educate or to comment. If you use a trademark (like dōTERRA or Deep Blue) in connection with your statement, it is a good indication that your purpose is to sell the trademarked product, and you will be held to the standard of the FDA.

The fact that the statement is true does not matter. The FDA looks to regulate drug claims, not false statements. Even if the statement is true, you cannot make it if it is intended to diagnose, treat, cure, or prevent any disease. The same is true for a personal testimony. If the personal testimony is a drug claim, the fact that it happened to you personally does not allow you to get around the rule.



## ARE THERE THINGS I CAN SAY ABOUT THE PRODUCT IN RELATION TO HEALTH?

The Dietary Supplement Health and Education Act (DSHEA) of 1994 created a new category of claims titled structure/function claims. Structure/function claims strengthen or benefit the structure or function of the body—a normal or non-sick body.

For example:

“Treats insomnia” is a drug claim because insomnia is a disease.

“Helps you sleep better” is a structure/function claim because normal individuals can need better sleep.

“Treats bronchitis” is a drug claim because bronchitis is a disease.

“Helps maintain good breathing” is structure/function claim because normal individuals can still receive help to improve breathing even though they may not be sick.



## Seth & Jenny Risenmay

PROVO, UTAH, USA

# A Cause and a Dream

Seth Risenmay was first attracted to dōTERRA by the generosity and stability of its compensation plan. Having had experience with another network marketing company that sold his software products, Seth was familiar with other compensation plans available and saw that dōTERRA was different. He knew that dōTERRA could fulfill his dream of residual income, allowing him to financially support his family. It wasn't until later that he found a cause for sharing essential oils.

He was at the funeral of a close friend's brother who had died from a pharmaceutical drug overdose. In a family of five children, almost all were or had been dependent on pharmaceutical drugs. Seth looked at the mother of these children and decided he needed to help.

Seth visited this mother's home and showed her how to use essential oils. He says, "When she was going through the book she said, 'This is so empowering. Could you imagine the difference this would have made if I had had this as a young mother?'" As Seth drove back home, all he could think about was the difference essential oils could make in the lives of parents everywhere. He knew this was a cause he could get behind, and from then on fully committed himself to growing his dōTERRA business.

As Seth began to reach for the rank of Diamond, he soon realized there is a big difference between reaching the Diamond



**"I've always been very into the oils, but I'm not at all a business person. We're totally opposite in that regard. We balance each other. I do the oils and he does the business."** -Jenny

rank and being a Diamond. He says, "Hitting the rank means you have a whole bunch of volume hitting the right spots at any given month, but is that long-lasting residual income? Did you create a massive network of people that are purchasing at levels that are going to keep you at the rank, or did you just sign up a bunch of people for a one-time hit?" As the provider of a family, he knew he was building his

business for the long-term and that it was important to not just hit the Diamond rank, but to have a Diamond organization.

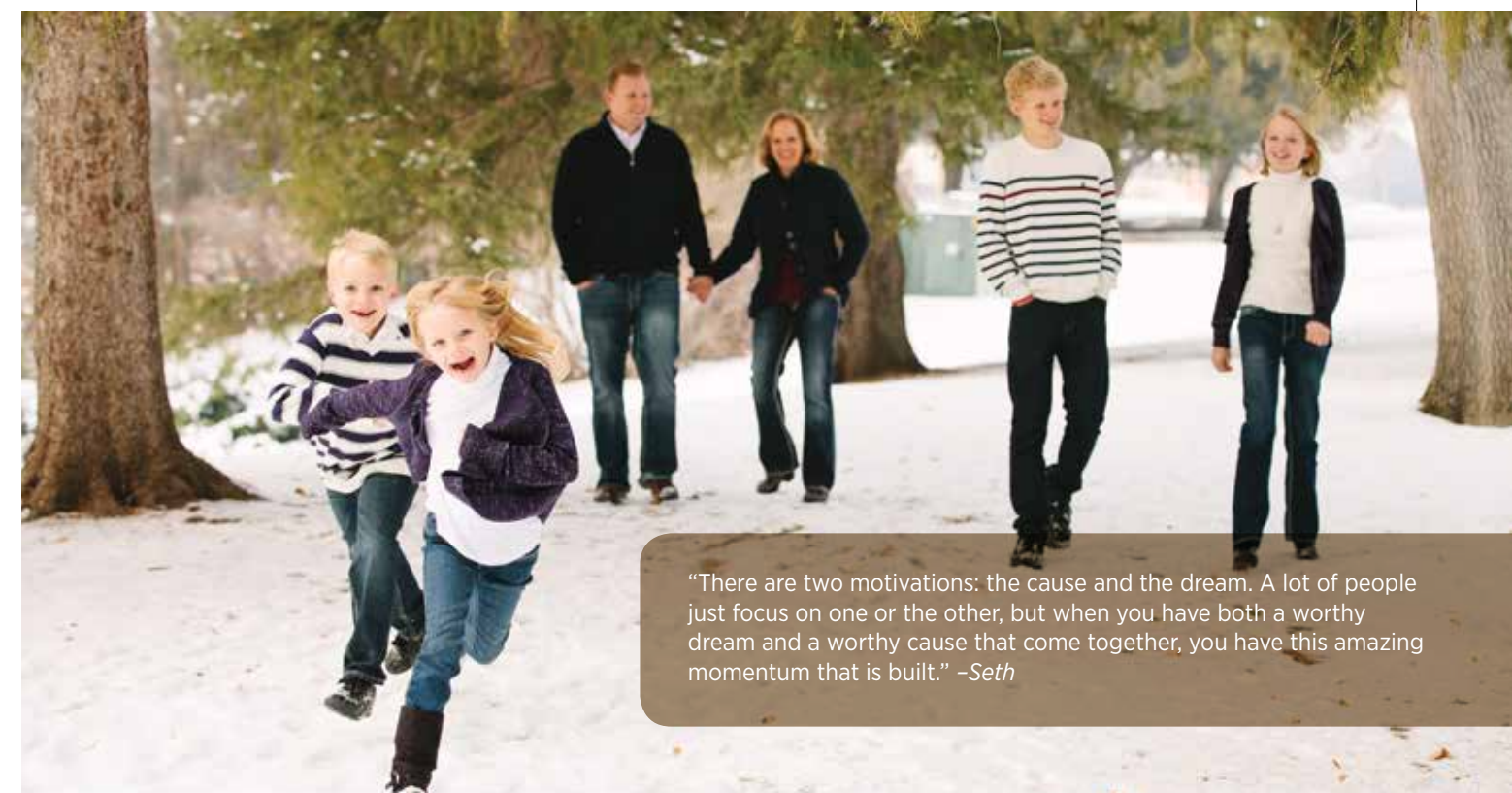
While building this organization, Seth established a method he calls "developing leadership depth," which means he will train and duplicate himself as many levels down into his organization as it takes to create a

strong leadership structure. "As long as I can see that there's leadership there, then I just keep driving it down because it builds a whole bunch of fire under everybody else."

In the end, he and his wife Jenny are grateful for all they've received because of dōTERRA. Jenny says, "dōTERRA has been a huge blessing for us financially, emotionally, physically—in every way."

### THE 3 PHASES OF BUSINESS:

- 1 Preparation**—Set goals, create a names list, watch training videos, and get equipped with resources for teaching classes.
- 2 Building**—Schedule dates and host classes in your home. "At this point, if they've committed, I will get with that person and show them how to teach a proper class. I go through it with them until they feel confident. I start to team-teach classes with them until I eventually let them loose."
- 3 Duplication**—If they create and contact a list of at least 100 people and put 35 people in front of a presentation, they will find three or four committed leaders from those people. Then the process begins again with those new leaders.



**"There are two motivations: the cause and the dream. A lot of people just focus on one or the other, but when you have both a worthy dream and a worthy cause that come together, you have this amazing momentum that is built."** -Seth





## Sam & Melissa Taeu

HAUULA, HAWAII, USA



# A Cumulative **EFFORT**

Sam and Melisa Taeu would compare a successful dōTERRA business to a team of rowers on a big, ancient ship. Sam says, "Everybody has to be in sync, rowing at the same time, and it just picks up speed and goes faster and faster." If everyone is growing together, the momentum will build until you reach your destination.

When the Taeus first discovered dōTERRA, they had already committed to another network marketing company with Melissa's sister, Kallie Wilson. Melissa says, "Then we started using the oils and right off the bat they were amazing. The experiences we had were

just life-changing. It was a no-brainer: stop doing the other company, we're going to do dōTERRA."

From the beginning, the Taeus decided they were reaching for the rank of Presidential Diamond. Sam says, "Diamond just happened to be on the way. It's a good place to take a pit stop, a breather, and then press forward."

When they started their business, they knew it was vital to find driven leaders who would work with them to reach their goals. They wrote lists of everyone they knew and started sharing. Melissa says, "When people have a powerful

experience, they have the desire to do what we do." By helping people have those experiences, they were able to find their business partners.

As they made the goal to achieve Diamond, they broke it down into its simplest parts and focused on who they had in place in their organization and where they had gaps. Sam says, "Our efforts were focused more toward those missing gaps to ensure that the leaders were mentoring, providing, and nurturing those that are in place." The Taeus made sure that when they advanced in rank, so did everyone else.

"WE HAVE OUR ROLES. I AM THE RECRUITER AND TEACHER. SAM IS MORE OF THE BUSINESS STRATEGY AND NUMBERS GUY. TOGETHER WE MAKE THE PERFECT TEAM. ON OUR OWN WE WOULD BE LACKING A LOT, BUT TOGETHER WE DO IT ALL." - Melissa

### A TEAM FOCUS FOR DIAMOND:

"It's a cumulative effort that has allowed us to be where we're at. It's not about us and what we've done, it's about turning our success around and building relationships and strengthening those within our team." -Sam

- ✓ Set the goal.
- ✓ Break it down into smaller ranks.
- ✓ Focus on those smaller ranks and build relationships with them.
- ✓ Make sure everyone has the resources and tools they need to be successful.

They held weekly mentoring calls that were duplicated throughout the organization. They made sure these calls were focused not only on the business, but on each individual as a whole. Sam says, "If for some reason during the allotted time they are stressed because of children, financial struggles, or whatever else, they can't focus on the business because there's a block. There's a strain there that we want to address to help them resolve and overcome their problem and allow dōTERRA as a business to once again flourish in their lives."

Most of all the Taeus would tell anyone just starting their dōTERRA business to have fun. Sam says, "The product is great, the business is great, you're part of a company that's just legitimate. You have nothing to be afraid of. Find those opportunities to serve others and be ready because they're going to come."



## Kenny & Rebecca Anderson

HIGHLAND, UTAH, USA

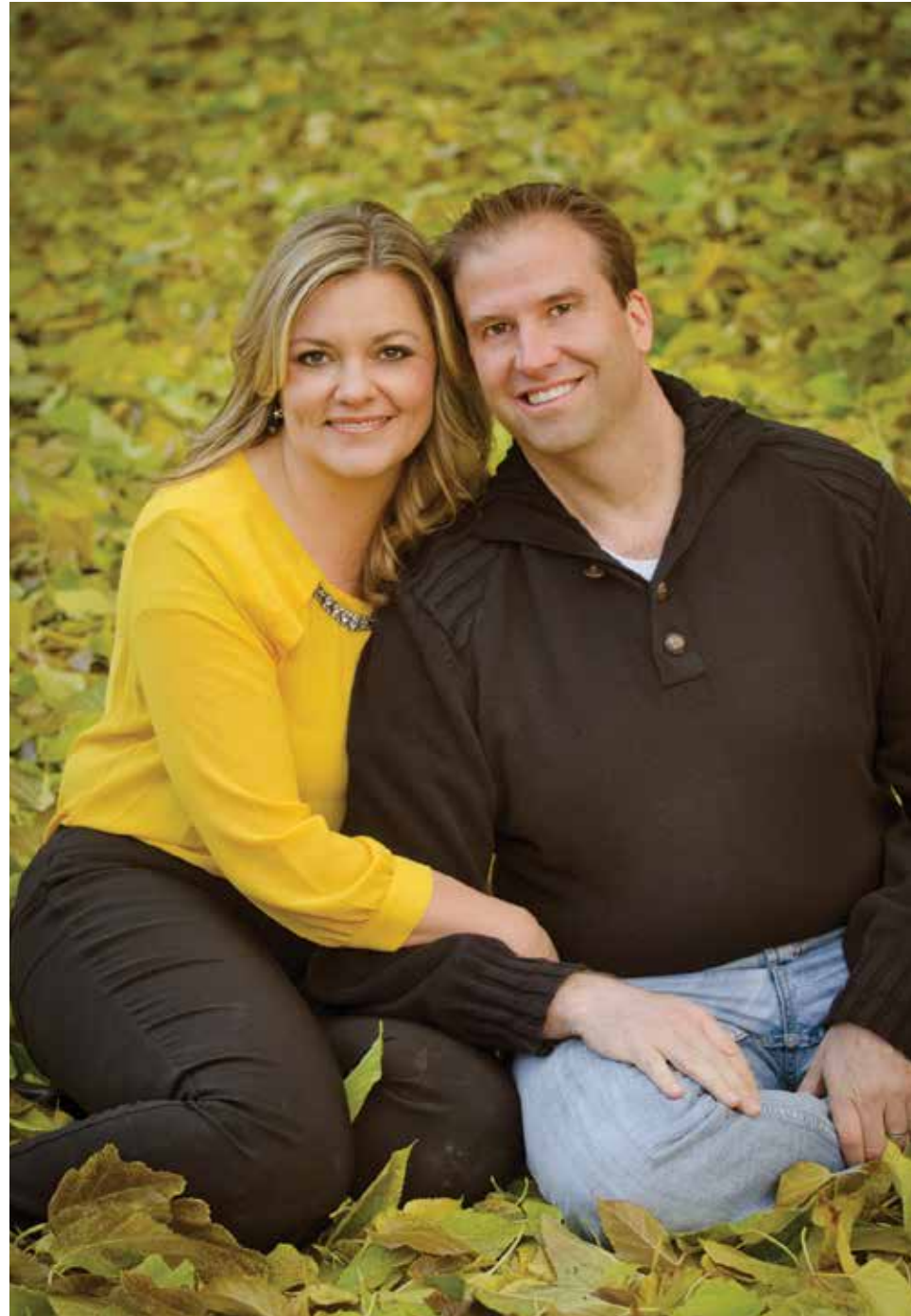
# International Leadership

One key to Kenny Anderson's success has been making a point of aligning with leaders who he felt confident had the caliber to achieve Presidential Diamond. He says, "Most of my leaders have already been financially successful in their lives, and they saw an opportunity of deeper magnitude behind dōTERRA. They saw the opportunity to serve and add value to others' lives, and that is what has inspired and encouraged them."

Kenny already had several businesses when he started dōTERRA, but felt he could use it as a vehicle to incorporate and promote the things he was already doing. Through his other business ventures, he had several international contacts that he was able to reach out to about the dōTERRA opportunity. "Almost instantly, every single contact that I had in each country responded to the opportunity to be a part of it. That just began to snowball."

He says, "We started international right off the bat." His first few team members were from Hong Kong, Korea, Mexico, and Europe.

**"A really cool part about using essential oils in our home is that I don't feel like I sat down with any of my kids and said, 'Listen, this is what you need to do for this or for that.' I think over this past year they have just watched. They've experienced things on their own. They want to and know how to use the different products."** -Rebecca



## ATTRIBUTES OF A GOOD LEADER

### LOOK FOR SOMEONE WHO:

1. Can see the big picture of what dōTERRA can do.
2. Takes ownership and responsibility and doesn't give excuses.
3. Has integrity.
4. Has high energy and high capacity.
5. Works well with people.
6. Is organized.

“EACH ONE OF MY LEADERS SHARES A VERY COMMON DENOMINATOR AND IT IS THAT EACH ONE HAS A FAR GREATER PURPOSE THAN MONEY BEHIND WHY THEY DO dōTERRA. THEY EACH HAVE A VERY STRONG DESIRE TO CONTRIBUTE TO THE BENEFIT OF OTHERS.” -Kenny



His wife, Rebecca, quickly became the product expert at home. When their good friend first introduced them to the essential oils, the Andersons somewhat reluctantly agreed to give them a try. Rebecca soon found that these products were effective. Kenny came to realize that dōTERRA was a threefold opportunity—a business, a product, and a company.

In the company, the Andersons have been impressed with how helpful the

executives have been with their team. Kenny says, "They've been good about meeting with key leaders that I've had come from other countries. They've helped to support and create the vision of the dōTERRA opportunity globally."

Having reached his initial goal of achieving Diamond in six months, Kenny now looks to the future of achieving Presidential Diamond in less than two years. He says he reaches his rank

goals by focusing on the goals of his team. "I talk to every single one of my leaders at least weekly. It's a constant review of their goals and purposes. It's about identifying what it is that they want to accomplish, following up every week to see how it's coming along, and understanding what I can do to help them get there. If you help people get to where they want to go, success is going to be a natural byproduct."



## Nick & Jeanette Fransen

CARLSBAD, CALIFORNIA, USA



# MORE LIVES TO TOUCH

As a natural pathologist, Jeanette Fransen was already heavily involved in helping others when she was introduced to dōTERRA essential oils. As she gradually began to offer the oils to her clients, she found the oils to be effective and less expensive than the products she would normally provide. Before long, she had all her clients using dōTERRA products. She essentially put herself out of business.

She says, "I wanted to help even more people than I already was, and dōTERRA has been a perfect way for me to do that. I can touch that many more people that much quicker through the ripple effect of a dōTERRA business rather than just one client at a time."

**"I think where you're coming from makes a big difference when sharing dōTERRA. When we truly want to help people and the business is secondary, that shows through."**

**"I wasn't trained on this. I just share my experiences and people use those experiences until they have their own. If they're using the oils every day, they will have their own experiences."**



### BUSINESS TIPS FOR BEGINNERS:



**Be confident**



**Learn the business plan**



**Start sharing**



**Don't think you have to be an expert**

Once Jeanette decided she was going to build her dōTERRA business, it was easy to get her sisters, and eventually her mom, involved. In fact, her entire frontline is family. She says, "We work as a team even though we have our own accounts. All of us help each other out."

Jeanette will often help teach classes for her sisters' teams while they do more of the follow-up. If at any time they can't do something on their own, they know their family will be willing to take care of

it for them. "I think it's so much easier to work like that. I really think that's why I was able to build to Diamond in eight months from scratch."

Though she had little experience with essential oils before dōTERRA, Jeanette has been able to integrate her knowledge of health and nutrition into her new business. "I always incorporate nutrition, exercise, breathing, etc., into my classes. It's important for us to realize that the oils will work more

quickly and more effectively if you have a healthier body that you're putting them into."

Most of all, she is grateful for the opportunity she has to help as many people as she can. "I don't think I could do any other network marketing company that wasn't involved in helping people, because that really is my number one motivator. dōTERRA is going to make a huge difference in the amount of lives I can touch."

**"People sometimes say to me, 'I'm not a natural pathologist, I can't do this.' The truth is you don't have to be an expert to start sharing essential oils because you have expert knowledge available to you."**



## ■ Louis Fuislier & Monica Goodsell

GLENWOOD SPRINGS, COLORADO, USA

# A Friendship Business

Monica Goodsell discovered early on that she had to focus on personal development if she wanted her dōTERRA business to grow. She says, “Before dōTERRA, I had been a boss. I quickly learned that I couldn’t be a boss anymore. I needed to be inspiring. I needed to be friends with my leaders.”

After hitting a roadblock in her business, she went to her upline, Marc Garrett, for coaching. “He asked me if he were to call my topline leaders and ask them if I was their friend apart from dōTERRA, what would the answer be? Thinking about the question, I realized I didn’t like

the answer. He said, ‘Well, it looks like you have some work to do.’ I really had to work on learning how to build that relationship genuinely instead of with expectations of what they’re going to do with dōTERRA. When I got that down, it made a huge difference in my growth.”

When Jen Garrett first introduced Monica to the dōTERRA essential oils, Monica was immediately converted. She bought a kit and came home and told Louis she was going to start using dōTERRA. Louis laughed, but before long had experiences with the oils that converted him too. That year, Monica

lost her job and then decided to commit to the business and participated in Diamond Club.

With the Garretts’ help, Monica has learned to focus on friendship in her business. She encourages her team to introduce dōTERRA by getting friends together over coffee or lunch instead of having a huge class. “That way you have the opportunity on a smaller basis to answer more personable questions and start working on building that friendship.”

Monica knows that the success that she’s had has come from knowing her

“I interact with a lot of the men who have wives in the leadership role. I can get through to them because I relate to where they’re at. They’re in the same position I am: working 40 hours a week while trying to support their wives. This business has its ups and downs, but where I am now I can see it has more ups.” – Louis

purpose. She says, “My driving force is to be able to help someone find within themselves what they need to do to be able to achieve their goals. That’s what I like about this business—that’s my trigger, more than the oils.”

She has seen that it’s hard for people to allow themselves to make big goals. “People have a hard time dreaming. Sometimes they say, ‘I want to help people,’ so I help them get very specific on how they want to help people. I try to make it so they can taste, feel, smell, and think about their actual purpose in a clear way. That’s what’s going to help drive them forward.”



## INSPIRATION FOR YOUR BUSINESS

“In order to grow, I had to look at my habits and myself. I had to look at what I wanted and how I wanted people to treat me and perceive me. I had to change so that I was perceived in a leadership role, but with love at the same time. I needed to switch things so that I could build the relationships that would make my business strong. My leaders needed to know that I cared about them outside of dōTERRA.” – Monica

- 1 HAVE A CLEAR PURPOSE.** “I feel that is a driving force to be able to have the motivation to move forward.”
- 2 BUILD RELATIONSHIPS WITH YOUR TEAM.** “Build these relationships on a genuine level, so that you would be friends with or without dōTERRA. When you can do that, you can help people learn how to dream.”
- 3 DON’T GIVE UP.** “You’re approached with different lessons in life and each lesson that’s put in front of us is there for us to grow and move to the next level. In this business, you will learn a ton about yourself and be able to achieve things you never thought possible.”
- 4 BE GRATEFUL FOR WHERE YOU’RE AT.** “Say you can be happy and move forward through your day happy, because that really projects and other people will feel it from you.”

# Member Services **FAQs**

When IPCs call into dōTERRA, Member Services is there to help them with their questions or concerns. Here are some of the most frequently asked questions they receive:

## 1

### AT WHAT POINT CAN I CHANGE MY MONTHLY ORDER?

Consultants are able to edit their standing Loyalty Rewards order at any point up until midnight of the day prior to the processing date. The order will process in the early morning of the set date and we will not be able to make changes. We have a generous return policy for unwanted items or orders.

## 2

### WHAT IS OUR STANDARD SHIPPING TIMEFRAME FOR A CONSULTANT ORDER?

The standard time frame is five to seven business days; however, it is not uncommon for IPCs to get their orders in three business days.

## 3

### HOW DO I GET IN CONTACT WITH dōTERRA QUICKLY IF I DON'T WANT TO WAIT ON THE PHONE?

Our Live Chat option is available on the right side of the screen anywhere in our Online Shopping Environment. Simply click the button that says "Live Chat is Online" and chat with one of our Member Services agents.

## 4

### WHAT INFORMATION CAN BE FOUND ON dōTERRATOOLS.COM?

dōterratools.com has a lot of helpful information including training materials, presentations, forms, product imagery, and much more.

## 5

### WHAT ARE THE BENEFITS OF SHOPPING ONLINE OR USING POINTS ONLINE?

In the past, consultants have contacted Member Services to place a separate points order over the phone. Not only does shopping online eliminate the need to contact Member Services, it also allows you to apply your points to any existing order. This allows you to save money while placing standard orders. The call center does not have the ability to combine points with paid items on an order—you can only do this online.

## 6

### WHEN WILL MY FIRST LOYALTY REWARDS ORDER SHIP?

Your first Loyalty Rewards order will ship in the month following your enrollment.





## Jay & Debbie Gordon

DRAPER, UTAH, USA

# Driven by the Cause

**B**y the time Debbie Gordon found dōTERRA, she had already been searching for quality essential oils for 20 years. A good friend she had met in her nursing career had introduced her to essential oils. Debbie immediately wanted them, but never found out where to get them. “I honestly searched high and low for 20 years. I bought oils from the health food store, and I didn’t receive results.”

Then in 2010, Debbie was attending a nursing conference and found Peggy Smith at a dōTERRA exhibit table during the event. She gave Peggy her contact information and got a call that week. Debbie told her, “I’ve been searching

for this information for years. How soon can you do a class for me?”

Debbie was able to arrange a class for Peggy with eight other women present.

**“I couldn’t do it without my husband’s support. He has been my support throughout my nursing career, throughout my birthing career, and throughout dōTERRA—and that’s a hard job.”**

“We barraged her with questions for three hours. She never really did get to her presentation.” They all enrolled that night. When Debbie got a check in the mail that next week, she had no idea where it had come from. She called Peggy and for the first time started learning about the compensation plan.

As Debbie naturally began to share, she saw that everyone she shared the oils with got results. She says, “It wasn’t really about the business. I became cause-driven. If I never made Diamond in dōTERRA, I would still share it.” She started to share with everyone in her circle of influence, including her clients as a birth-worker.



She learned quickly that continuous interaction is important. “Lately, I have had enrollments with people that I have talked to since the beginning.” It took them several years, but now they’ve decided they are ready. No matter what the response, she feels it is her responsibility to make sure everyone knows about

dōTERRA. She says, “I can’t not share this. I have an obligation to share this. This has blessed my life tremendously.”

For Debbie, educating others about what the products can do for them and their families is more important than anything else. In each of her

classes, she makes sure that even if her attendees don’t buy any products, they always leave with an instructional book. “I make a great effort to educate them and show them how to be self-reliant in using these products with their families.”



**“I ask my birthing clients what aromas they would like to be diffused in the labor room. I often pull out my oils and let them smell to determine which ones they prefer. I allow them to fall in love with the oils. I am very careful to not push or diagnose them. Very often, I open the book with them and ask which oil jumps out for them.”**

## HOW TO GET THE MOST OUT OF DIAMOND CLUB

**1 Find out who your big players are.** “Go to your team and find out who wants to move ahead. Those who say no are giving you a gift by saying, ‘Not now.’ Those who say yes, that’s who you work with. Then it’s not only for you, but for them.”

**2 Focus on three or four people, no more.** “The first time I did Diamond Club, I helped everyone on my team who wanted to hold a class, and I taught every single one. I never increased in rank. This year, I decided my strategy needed to change drastically. My team had to get their people to my events, not the other way around. I streamlined my efforts.”

**3 Train and support your three leaders.** “Groom them and help them to be good event planners and hosts. Help them learn how to get the word out and get people to their events. Then go back to each one of them twice during that Diamond Club period.”

**4 Don’t quit!** “I know it’s intense. On those days when you feel like quitting, on those days when you feel like you can’t go on, and on those days when it’s completely horrible, pick up and keep going.”



## ■ Benjamin & Stephanie Howells-Scoville

INDIO, CALIFORNIA, USA

# Fulfill Your Dreams

**“In dōTERRA, you can fulfill your dreams just by helping other people.”** –Stephanie

Stephanie Howells-Scoville knows that succeeding at dōTERRA requires a vision for the future. She says, “For the first couple of years you work really hard without much return. You have to see past that and say, ‘I’m putting forth this effort now for the stuff that’s going to come later.’” After a lot of consistent effort, the business will begin to snowball.

After a few good experiences with the oils, Stephanie and her husband Benjamin were both eager to learn

more. They were willing to let their upline hold several classes in their home and buy as many oils as they could, but they weren’t interested in the business until checks started appearing in the mail. Stephanie says, “In the beginning, my why was ‘why not?’ We kept getting these Fast Start checks, and we were sharing the oils anyway—might as well do it.”

Before they knew it, they were Silver and were able to attend leadership retreat and participate in Diamond Club. Stephanie says, “After those experiences, we knew what it took to be successful with our business, and that is consistency and persistence.”

They were fortunate enough to attract skilled, motivated leaders to their team. “We have self-learners on our team. I think the most we do for our team is to help them implement ideas that they have and inspire them to believe they can get there,” explains Stephanie. Because Benjamin and Stephanie always believe in their team, their team has been able to rely on that belief until they gain it for themselves.

Benjamin and Stephanie’s main goal is to have their frontline leaders be able to duplicate everything they do. Stephanie says, “We don’t want to be put on a pedestal or be seen as the experts. We want our leaders to be seen as leaders



**“Because of dōTERRA, we have the freedom to be together as a family. Ben was able to quit his job, and now he can have valuable time with the family. dōTERRA has changed our lives because it’s made it possible for us to live our ideal lifestyle—our dream.”** –Stephanie

to their frontline. We let them take their leadership role, and we’re fine being in the background.”

They also know that they never could’ve done without the support of family and friends. “My parents, particularly, have been so supportive,” says Stephanie.

“They believed in us from the beginning and it was a huge motivator for us. They were always cheering us on.”

After all their hard work, they’ve been able to see their lifelong dreams come true. Stephanie says, “We had a vision, long before this business, of getting out

of the Monday through Friday rat race and traveling the country with our kids. dōTERRA has enabled us to live that dream.” Benjamin says, “I never thought there was any possible way for our biggest dreams to be fulfilled, I thought they were too big. Now all my dreams are attainable, it doesn’t matter how big.”

### 3 SIMPLE STEPS FOR SHARING

**1**

**Look for opportunities to share wherever you are, whatever you’re doing.**

“The product is so great that every time we share, people love them.”

**2**

**Make sure to have the oils with you wherever you go.**

“We can take it out and put Wild Orange or Peppermint on them as soon as possible.”

**3**

**Open the bottles and get the oils on them.**

“You can talk as much as you want about it, but they won’t know until they have an experience.”

## Sondra Verva

GILBERT, ARIZONA, USA

*“There are so many different ways to do this business and still achieve the same goal of helping share dōTERRA with others and provide an income for those that want to do the business.”*



# FIND YOUR STYLE

Sondra Verva has discovered that there are many different ways to build a successful dōTERRA business. She says, “One person’s style may work for them, but it may not always work for you.” Sometimes her style doesn’t work for her leaders, so she tells them to learn from other people who have been successful as well.

She has seen that dōTERRA promotes crossline camaraderie, which allows every IPC to learn from everyone else. “Many leaders want to help others, no matter who they are or whose team they are on. I just love that there is so much that has been shared on how to be an effective leader. Everyone is willing to allow you to come and learn.” She helps her team by letting them know where to find the resources that are available to them.

Sondra worked with another network marketing company for many years before she was introduced to dōTERRA by Diane Shephard. Diane had been her upline in the other network marketing company and knew what her perspective would be. “She was the right person to contact me about dōTERRA. I probably wouldn’t have listened to anyone else. I wasn’t looking for natural products, but she knew how to relate to me.”

Her interest was piqued by the opportunity of the business, and then, as she used the oils, she saw what a difference they made in her life. After that, she put her all into sharing them with everyone. “This is something that is so essential to every single person’s life. They will use it for the rest of their lives. I feel like I can make a significant difference. I can see changes in people’s lives.”

“MY SON LOVES USING THE PRODUCTS. HE RECOMMENDS THEM TO PEOPLE. I LOVE THAT HE WANTS TO SHARE dōTERRA WITH OTHERS.”

In her efforts to reach Diamond, she quickly saw the value of participating in and preparing for Diamond Club. She tells her leaders to prepare by setting a goal to hit Premier in June and by getting four or five people in areas at least 75 miles away participating in dōTERRA to have people to visit when Diamond Club comes around. “Know what you need to have, plan for that, and put those things in place. Start looking at your smaller goals before your big goal of doing Diamond Club.” She knows Diamond Club is an amazing opportunity that made a difference in her business.



## DIFFERENT WAYS TO SHARE



**USE SOCIAL MEDIA:** “Everyone complains about how sick they are on Facebook. I comment on these posts, tell them I have an essential oil they could use, offer a sample, and leave a link to my business page. That way, everyone else who leaves a comment on the post will see it. I’ve gotten a lot of business that way, just by putting the information out there.”



**LISTEN TO PEOPLE:** “Keep your ears open in every situation you’re in, whether it be a restaurant, a grocery store, or at lunch. It could be with people you know or people you don’t, who have an issue they are talking about. Be willing to offer a free sample to somebody. Don’t throw up dōTERRA on them, but gently let them know you have something that might work.”



**OFFER FREE OILS:** “I do a drawing for free oils every month, and I always carry drawing slips with me. I tell people that if they give me their information, I’ll enter them in the drawing. People love free stuff and that way you’ve got their information. Never give out a sample without getting their information.”



**USE THE OILS IN PUBLIC:** “Use them in front of other people. Put it down in front of them. Leave it on the table. They’re going to want to know what you’re doing. They’ll say, ‘What is that? It smells good.’ I think it’s awesome when you have the opportunity to pique someone’s interest. Someone’s going to wonder what that smell is.”



**LOAN A BAG OF PRODUCTS:** “I love dropping off a Family Physician Kit, a diffuser, a *Modern Essentials* book, and a *Living* magazine in a dōTERRA bag to somebody I know in my area. I give them a regimen for what to do for whatever issue they have, but now they have all this other stuff they’re going to look at. They’ll have an experience with the oils.”





## Ron & Liz Wilder

RENO, NEVADA, USA

# Be the **Best** You Can Be

Ron Wilder's life purpose is to "help people be the best they can be through my example." For a long time he searched for the vehicle through which he could make that happen. Then he found dōTERRA.

An associate traded him oils in exchange for helping her enhance her website. Ron didn't believe they would be effective, but she dared him to try them, and he was proven wrong. Ron enrolled later that month, but wasn't involved in building a business at first. A month and a half later, he reached a point in his life where he needed extra money. So, with her guidance, he decided that he would reach Silver that next month—and he did.

His wife Liz came on in full support. She says, "I didn't know anything about essential oils when my husband signed up, but I supported him and believed in him." She started sharing dōTERRA with her friends, and was influential in finding some of their top leaders.

When the Wilders decided to go for Diamond, it was a simple matter of removing distractions, letting their leaders know about their goal, and working hard. Ron says, "Going Diamond is about creating Silvers. Going Silver is about creating Elites. Going Elite is about sharing dōTERRA with



"I AM PROOF THAT EVEN AN ENGINEER CAN BUILD AN ESSENTIAL OIL BUSINESS." -Ron

"Don't be afraid to talk to everyone around you. You never know who will benefit from you sharing the oils. Believe that you are here to help, not just build a business, and you will succeed. Others will build their own businesses because they know you want them to be successful." -Liz

others in a simple, duplicable way. Everybody needs a simple system they can understand to share with other people. They don't need more than that. Selling a Diamond Kit is just about as easy as selling a Natural Solutions Kit or any other. You have to create value in the minds of those you're sharing with. Figure out what's in it for them."

Liz says that, for her, building their dōTERRA business has been about much more than making money. "This is a business about helping people around you. Being Diamond is not about rank, status, or money, but about helping more people. You share your success with these people. We always say to anyone who comes to us, 'How can I help you? Is there anything else I can do for you? What's blocking you? Let's solve that.' Being Diamond is about becoming a person people can come to for help and guidance."

The Wilders can't deny how much they have grown personally as they've built their business. Ron says he's had several people come up to him recently and tell him he's changed for the better. He has seen that change in him attract more people to his business. He says, "Every time I'm interacting with people I'm thinking, 'How can I make them better? How can I help them be the best they can be?' Nothing in my life I've ever done has come close to what I'm doing with dōTERRA. We get to help people. What better thing is there to do in life?"

### THREE THINGS PEOPLE SPEND THEIR HARD-EARNED MONEY ON:



**Money:** How to save it, better invest it, use it more wisely, but especially how to make more of it.



**Body:** How to look or feel better; health and beauty.



**Relationships:** How to better connect with people they're interested in, from dating and marriage, to family and co-workers.

"dōTERRA covers all three of these areas. If you work hard, you can make lots of money. The products can help with your body and health. Finally, the only way to build your business is to get good at developing mutually beneficial relationships. It's a win in all three areas, which means the likelihood of someone spending money on dōTERRA is really high." -Ron





## Karen Atkins

MILL VALLEY, CALIFORNIA, USA

# Patience and Persistence

**K**aren Atkins had been involved in practicing and teaching alternative health care for years when she discovered dōTERRA. She saw Corinna Barrus's booth at a farmer's market and was immediately drawn to it. Karen had never liked essential oils before, but knew right away that these were different. Soon, she was using them regularly in her practice and was blown away by the results.

She began sharing with her friends, held classes when Corinna invited her to, and, before long, had a team that she wanted to support. She says, "I had a very successful career, so I didn't need the money. My motivation for doing dōTERRA comes from helping others out of their financial, emotional, and physical struggles. That is much more inspiring to me than trying to make money for myself."

Karen has found it easy to share dōTERRA—it's just a matter of being open. "These oils are so powerful. If you just share your experiences from your heart, people are going to be attracted to them. They are anyway." She teaches her team that all they need is to be passionate and have an experience they can share.

She has seen that within dōTERRA many people who are successful today started out with no intention of building a business, including herself. "So, I wouldn't push people. Most people just need to get to know the oils and have their own experiences with them. Once they have, it's going to be easier for them to build a business."

**“dōTERRA allows me to reach people in a deeper way and in a wider range than I have ever had access to before. I'm able to help people help themselves and their families, while having a whole lot of fun.”**

Being patient and giving people time to learn about the oils is often the key. Certainly, that's what Corinna did for her. "She was very persistent and patient with me. I kept saying no, and she kept saying, 'Why don't you come teach a class with me?'" Karen has learned from her example how to treat her own team. "Just be there and

be patient. Know you have something incredibly valuable to share and people will realize it. Some people just take time."

Karen centers her business on the needs of her team. Often her coaching calls will revolve around nothing more than what is going on in her team members' lives. She wants them to

know that she's there for them outside of their dōTERRA business. "We're in a world where we need each other. I love networking to support one another, working in teams, and helping people out when they're having a hard time. A lot of businesses don't have that. In a business like this, you've got a bunch of people who can be there for you."

## HOW TO SUPPORT YOUR TEAM

**Don't push people.**

"Just think about how you can help people, especially how you can help them help themselves."

**Spend time with everyone.**

"I reach down anywhere in my organization. I don't care what level they're at. If somebody asks me for help, I will respond."

**Be patient with their schedules.**

"Most of my leaders also have other businesses and their schedules get busy sometimes. I'll take over doing some of the training calls for their teams whenever they need it."

**Bring them to the resources available.**

"When people come to me with questions, I don't just answer them, I show them where they can look up the answer in the future."

**Help them have an experience.**

"They don't have to know everything, they just have to have a hand to open up the bottle and a heart, and they can do this."



"A lot of people are so disconnected from their bodies and from nature. We sit inside on our computers, phones, or games. There's something about these oils that allows people to relax, simplify, and connect. It helps them clear their mind and go back to what really matters—their loved ones, their community, and their values."



## Eric & Becky Barney

EAGLE RIVER, ALASKA, USA



**“I know that my family has my back no matter what. If I have to travel, I never hear anyone complain. My family is cheering me on.” -Becky**

# Support and Encourage

When Becky Barney first bought a Family Physician Kit, she quickly decided she needed everything and made her next purchase the Every Oil Kit. She managed to enroll enough people that the large kit was paid for before her husband Eric even noticed the money was gone. Becky says, “He knows now, and we laugh about it, but he was not onboard with dōTERRA from the beginning.”

For a while, Eric actually pretended that the products weren't working. Becky says, “I kept coming up with all of these different blends of oils and he would always tell me it didn't work. I couldn't figure it out

because everybody else that would try them would get amazing results.” Finally, he came clean that they had been working, he just hadn't wanted to believe it.

Becky herself took a little while to come around to the idea of doing dōTERRA as a business. She used the products for eight months before she realized how many lives she could change if she shared this with others. She has learned, “Never give up on people. Some people see the opportunity the first day; some people take eight months or longer, but never give up on them. Believe in them and give

them opportunities.” Becky's downline, Asti Atkinson, kept inviting Becky and offering incentives if she brought a guest, keeping her involved until she was ready to participate in the business.

As she has built her own team, Becky has learned the importance of participating in regular, productive activities. She tells her leaders to spend 80 percent of their time in money-making activities like contacting, teaching classes, or following up. The other 20 percent of their time can be put toward getting ready for classes, making copies, putting together samples, or computer work.

## FIVE THINGS HUSBANDS CAN DO TO SUPPORT THEIR WIVES

“I wish I would've been more supportive of what Becky was doing from the beginning. I think she would be a lot farther than she is now if I would've hopped onboard sooner.” -Eric

**1**

Start using the products right away. Balance and Deep Blue Rub are my favorites.

**2**

Encourage your wife to attend as many trainings and classes as she can with friends.

**3**

Be willing to help out around the house when your wife is gone. Look at this as an opportunity for bonding time with the kids.

**4**

Attend a few events so that you can get a clear picture of what dōTERRA is and what it has to offer.

**5**

Take time to look into the compensation plan. You will see huge money-making potential or an opportunity to help those families around you.

“I have tried many different things, but it always goes back to consistency. If you are doing those daily activities, it's amazing what kind of momentum you can create within your organization.”  
-Becky

Becky says, “I see all the time where people get that mixed up. They're getting ready to get ready and it's not productive. Their growth will be slow. If they focus 80 percent of their time in activities that are generating money, it's amazing what they can do.”

She also makes sure to always focus on the positive with her leaders. “It's easy to find fault with others and to complain about leaders and what they're doing or not doing. I try to find the good.” Even if they aren't doing much, Becky makes sure to compliment her leaders on their great work and encourage them to do just a little bit more. “I tell my leaders to let their team do whatever they're doing to the best of their ability.”



“If you're not building your own dream, you're building someone else's. You might as well spend the time building your own dream, and dōTERRA is a great vehicle to be able to do that.” -Eric

# dōTERRA Bonus Pools: JOIN THE POOL PARTY

The Bonus Pools found in the dōTERRA compensation plan can be more easily understood if you think of them as actual pools. There are five bonus pools in the dōTERRA pool party, and while only certain people get to swim in each pool, it's always more fun if there are more people at the party.

The dōTERRA bonus pools are set up to reward leaders on the collective success of all IPCs. Each pool contains a percentage of the global commissionable volume for the payout month—so the better the company does as a whole, the more money there is in each pool. This means that everyone in the company can benefit from everyone else's growth and success, no matter whose team they're on. Having a bonus percentage based on global commissionable volume provides incentive for leaders to work together across teams and to support levels deeper into their organizations.

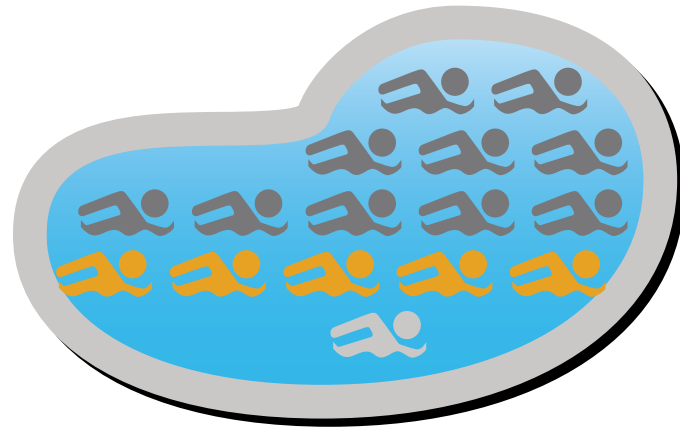
Each month, the total from each bonus pool is split into equal shares which are then paid to qualified IPCs in their primary bonus checks. Qualified IPCs can earn one extra share for personally enrolling an IPC who reaches the required rank for the first time during that month.

The following explanations and illustrations show how it works:

### LEADERSHIP POOL

- Percentage of global commissionable volume: 2%
- Who is eligible and how many shares they receive:
  - Silvers: 1
  - Golds: 5
  - Platinums: 10
- Rank required of an IPC they personally enrolled to get extra shares: Elite

**Example:** Sarah has reached the rank of Gold this month, so she will receive 5 shares from the Leadership Pool. Because she has personally enrolled 2 IPCs who hit Elite for the first time this month, she will receive 2 additional shares, for a total of 7 shares from the Leadership Pool.

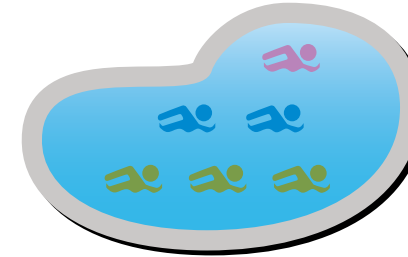


- KEY**
- PLATINUM
  - GOLD
  - SILVER
  - DIAMOND
  - BLUE DIAMOND
  - PRESIDENTIAL DIAMOND



### DIAMOND PERFORMANCE POOL

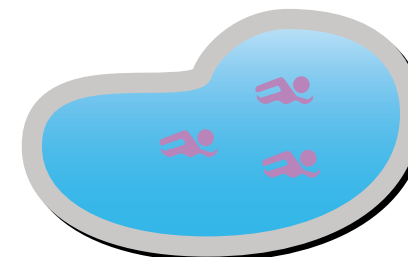
- Percentage of volume: 1%
- Who is eligible and how many shares they receive:
  - Diamonds: 1
  - Blue Diamonds: 2
  - Presidential Diamonds: 3
- Rank required of an IPC they personally enrolled to get extra shares: Premier



### DIAMOND POOL

- Percentage of volume: 1%
- Who is eligible and how many shares they receive:
  - Diamonds: 3
- Rank required of an IPC they personally enrolled to get extra shares: Premier

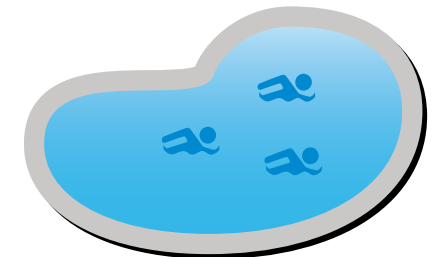
**Example:** Joe is a Diamond this month, which means he will receive 1 share from the Diamond Performance Pool and 3 shares from the Diamond Pool. He has personally enrolled an IPC who hit Premier for the first time that month, so he will also receive 1 extra share from the Diamond Performance Pool and 1 extra share from the Diamond Pool.



### BLUE DIAMOND POOL

- Percentage of volume: 1%
- Who is eligible and how many shares they receive:
  - Blue Diamonds: 3
- Rank required of an IPC they personally enrolled to get extra shares: Premier

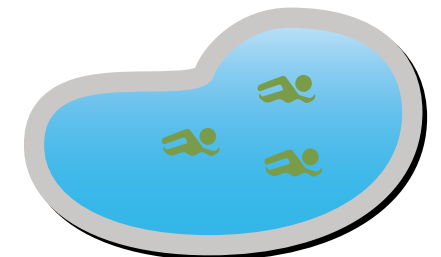
**Example:** Bridget is a Blue Diamond and will receive 2 shares from the Diamond Performance Pool and 3 shares from the Blue Diamond Pool. She has personally enrolled 3 IPCs who hit Premier for the first time that month, so she will receive 3 extra shares from the Diamond Performance Pool and 3 extra shares from the Blue Diamond Pool.



### PRESIDENTIAL DIAMOND POOL

- Percentage of volume: 1%
- Who is eligible and how many shares they receive:
  - Presidential Diamonds: 3
- Rank required of an IPC they personally enrolled to get extra shares: Silver

**Example:** Aaron is a Presidential Diamond so he will receive 3 shares from the Diamond Performance Pool and 3 shares from the Presidential Diamond Pool. He has personally enrolled 1 IPC who hit Silver for the first time that month, so he will have 1 extra share from the Presidential Diamond Pool.





## Jerry & Aimee Beck

ST. GEORGE, UTAH, USA

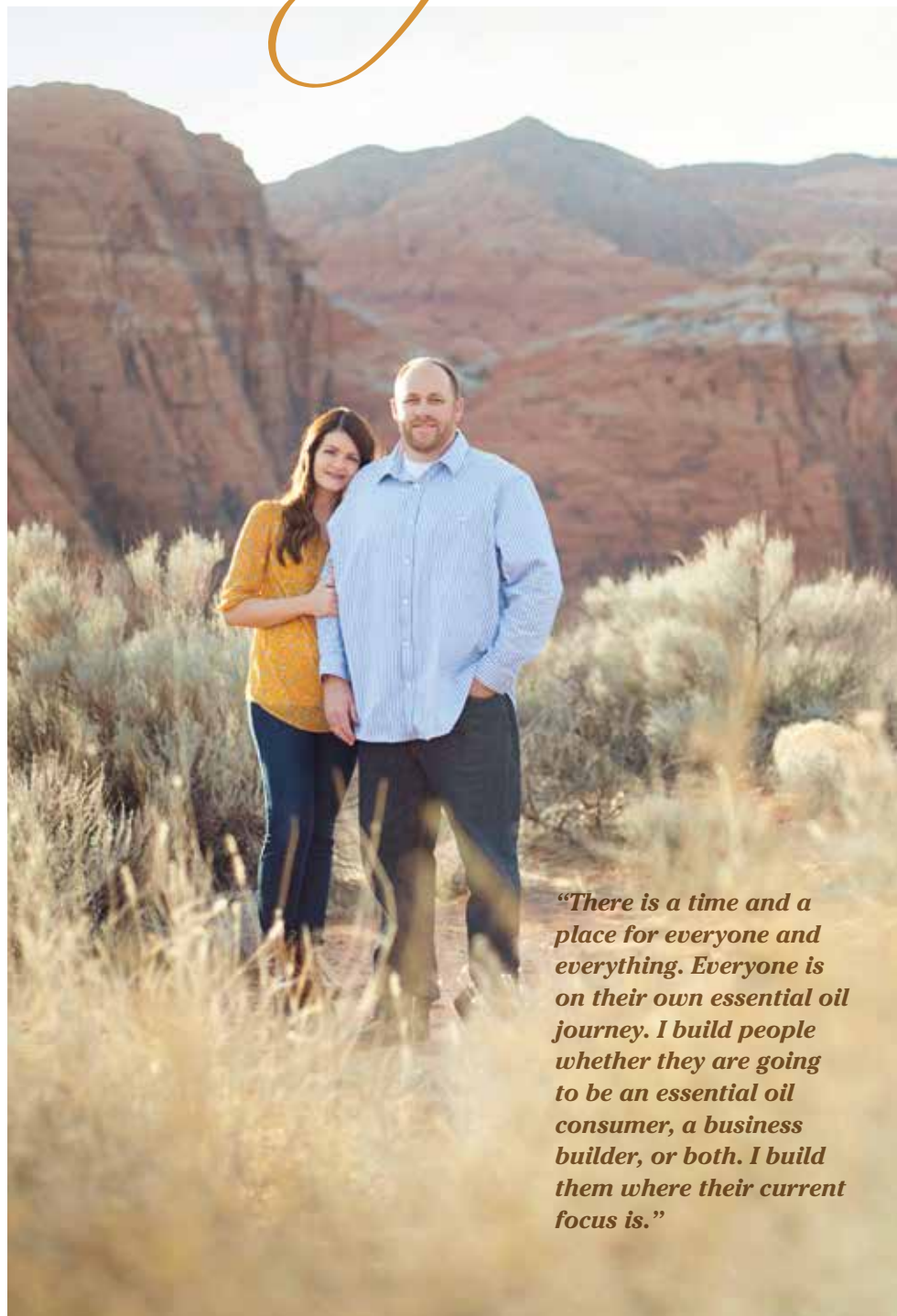
# The Spice of Life

When Aimee Beck began using essential oils, she soon saw how they could be useful in every aspect of her life. She had taught high school home economics for several years, and had always taught her students to use herbs and spices to flavor their food in a natural, healthy way. She says, "Now, with essential oils, I can cook with herbs and spices in their liquid form."

After a good friend, Kareena Bracken, shared a sample of the oils with Aimee, she had a positive experience. She became a regular user, but at first she kept them to herself. "Then when I started sharing, people were mad at me because I didn't share earlier." Many of her close family and friends love the oils. Her sister Natalie, mother Lynda, and best friend Kathy became her top leaders.

At first, Aimee wasn't interested in getting involved in the business aspect of dōTERRA. She didn't like the idea of being a salesperson. "What I didn't realize is that the essential oils sell themselves. Now, I just have to share. By doing this, I can help people improve their health, happiness, and wellness, and help them get the same positive effects that I enjoy."

One year, Kareena convinced Aimee to attend convention, so she went with her sister. They realized they saw many people with ranks on their name tags, while theirs was blank. She says, "We set a goal that



*"There is a time and a place for everyone and everything. Everyone is on their own essential oil journey. I build people whether they are going to be an essential oil consumer, a business builder, or both. I build them where their current focus is."*

*"I didn't start building my business for several years. I was an oil consumer who planted seeds just by sharing, with no intention of doing the business. Then all of my seeds sprouted, and I discovered that I had to nourish those seedlings. I was lucky to have found people close to me who loved the dōTERRA products as much as I do."*



### HELPING OTHERS INCORPORATE ESSENTIAL OILS INTO THEIR LIVES:

- ✓ **Monthly Newsletter:** "Knowing that I had new essential oil users to support, I started doing a monthly newsletter. I share recipes, tips, ideas, and any specials or incentives that I or dōTERRA are offering."
- ✓ **Online Tools:** "I have a website where I can post all my newsletters, recipes, announcements, product information, web links, etc. I also use social media to support and develop my team."
- ✓ **Individual Mentoring:** "I will meet with someone in person or by telephone to see what their health and household needs are. This has been most beneficial to me."
- ✓ **Monthly Classes and Specialty/Cooking Classes:** "My leaders and I use essential oils in all of the foods that we prepare. We let attendees try the foods and then provide them with the recipes so they can recreate them on their own."
- ✓ **Make-and-Take Products:** "We give our class attendees the hands-on experience of making their own products using essential oils in a reusable container. We provide them with the recipes so they can reproduce the items later and have great gifts for every occasion."

next year our name tags would at least say something." They set their sights at Silver, and a year later had both surpassed that goal.

Aimee has found it successful to transfer her experience in home economics to dōTERRA through regular make-and-take classes. She has replaced her entire medicine, herb and spice, cleaning, beauty, and aromatherapy cabinets with homemade products made with

essential oils. "dōTERRA products can replace many of the harmful items that you buy from the store, and at a fraction of the cost. I use essentials oils to make my own products as a way to save time and money and also to improve the health of my family with natural ingredients." She shows others that in the end, essentials oils don't have to be an additional expense, but rather a savings to their household budget.

For Aimee, her dōTERRA business has never been about making a profit, but rather about helping people by sharing these amazing products. The extra money she has earned is a mere perk. "dōTERRA is a passion that has turned into a new career that has allowed me to stay at home with my children. It is something I never would have imagined. I am truly appreciative of this opportunity."



## ■ Marc & Romi Clark

BOUNTIFUL, UTAH, USA

# Leverage Social Media



**“PEOPLE NEED TO LEARN HOW TO LEVERAGE SOCIAL MEDIA. IF THEY’RE NOT TAKING ADVANTAGE OF SOCIAL MEDIA, THEY’RE MISSING THE BOAT BIG TIME, AND IT COULD BE HARMFUL TO THEIR BUSINESS.” –ROMI**

It was through social media that Romi Clark discovered dōTERRA, and it was through social media that she built her dōTERRA business. She had been searching for something to help her clinical depression for a long time when one day she saw a Facebook post from Natalie Rigby about essential oils. She messaged Natalie, and soon discovered how effective the oils were.

Though Romi liked the oils, she didn’t want to become a salesperson. She did, however, want to get out of her current job. “So I made my own way,” she says. “I didn’t do classes, I just used social media. I jumped in and taught myself how to do it. I was desperate to get out of my job, so I was willing to do anything to make that happen.”

She soon found that the key to success in social media, and in dōTERRA, was building relationships. “Just make connections with people, with no expectations of what you’ll get in return. Serve people and love them no matter what.”

When Romi shares dōTERRA with someone on Facebook, she makes a new friend whether they end up doing

**“My advice to husbands would be to get onboard right away. Start using the oils, learn as much as you can, and support your wife. If she is passionate about helping people and believes in the products, I guarantee you one day she will make more money than you do. Why not participate?” –Marc**



the business or not. “If they join us in the business, that’s fantastic, but in the meantime, you have a new friend. You have an opportunity to see where you can serve and help people.”

Marc wasn’t very involved at first, but over time saw what dōTERRA was doing for his wife and what it could do for their future. Now, they do it as a team, and Marc will be able to retire from his job early to join her. It made a difference for both of them to see that network marketing could be a lucrative career. Romi says, “It doesn’t matter how many classes you do, or how much you love the product. If you don’t believe that you are in a viable profession, you’re only going to go so far.”

The Clarks have big goals for the future, and at the core of those goals is their desire to be able to help those in need all over the world. Their dōTERRA business will give them the tools to love, serve, and support many different charitable organizations. Marc says, “We want to have enough money so that we can help anybody no matter what their problem is.” Romi says, “I totally believe that if you give with a free heart and bless people just because you want to bless them, God will open the gates of heaven.”



### **MAKING THE MOST OUT OF SOCIAL MEDIA: THE CLARKS’ FACEBOOK PAGES**

- **THE OILERS CAFÉ.** Purpose: help others learn how to use the oils. “It’s a safe place to learn and be in a loving community. My goal is to help others no matter whose team they are on.”
- **ROMIZ ROCK STARZ.** Purpose: business building. “This is where builders on my team can come together to share tips and tricks, rally around each other, and cheer each other on when we are successful.”
- **ROMIZ ESSENTIALS.** Purpose: personal business page. “This is where I share information about the oils, positive and empowering affirmations, and network marketing tips. I also build relationships with the people who visit.”
- **MARCZ ESSENTIALS.** Purpose: attract men to dōTERRA. “He shares a lot of product information with a funny twist. Our goal is to show that dōTERRA is for men too.”



## Paul & Stephanie Fritz

SIERRA VISTA, ARIZONA, USA

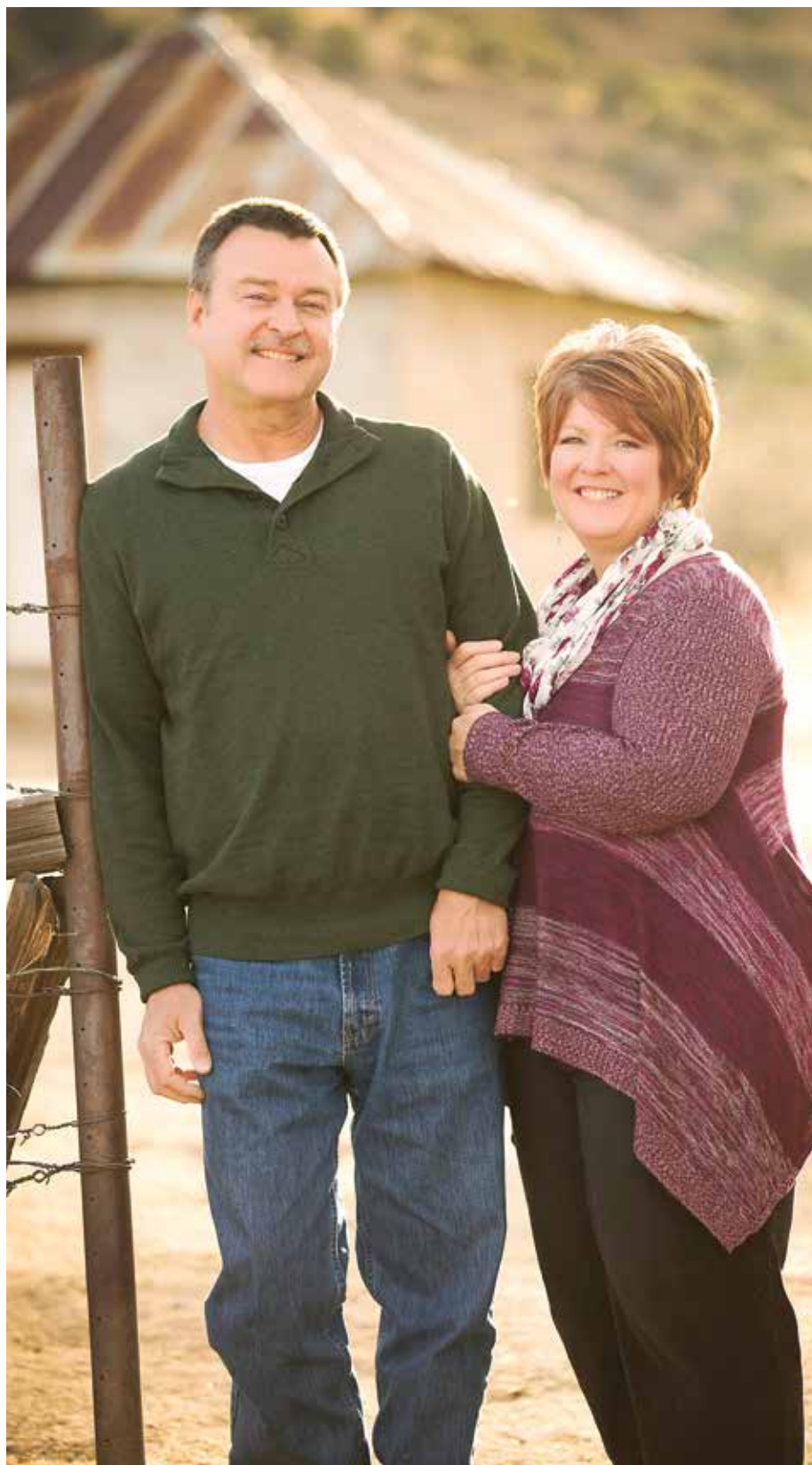
# EDUCATING Families

As a midwife, Stephanie Fritz most often shares dōTERRA essential oils with her clients. At the same time, her motivation to build her dōTERRA business is to create more time and freedom to spend with her family. She says, “Before dōTERRA, my life revolved around moms having babies. Because of that, there were times I missed being with my family, so I wanted to create more freedom of time in my life.”

In the beginning, Stephanie didn't think this “why” was big enough. “Later, I realized it was big enough. Those memories that we create with our families will be the most important things. It doesn't matter what your why is, as long as it's important to you.”

Stephanie had used essential oils for 15 years, but quit because of a negative experience. When one of her friends called her and told her about dōTERRA, she jumped at the opportunity to try the products. “I knew immediately that this was what I had been looking for. I ordered the biggest kit without even smelling them. I was excited because

**“My husband has been my main backstage guy. He works fulltime and is anxious to come onboard with me. He does his sharing at work. Everyone there knows he is the ‘oil man.’”**



“IT'S NOT HAPPINESS THAT MAKES US GRATEFUL, IT'S GRATITUDE THAT MAKES US HAPPY. THE MORE GRATITUDE WE HAVE, THE MORE POSITIVE AND ABUNDANT HAPPINESS WE WILL ATTRACT.”

I had finally found an oil that I could trust and that I could refer my clients to.”

It was when the oils arrived that Stephanie realized she wanted to get involved with the business. She enrolled her four daughters as her frontline and started sharing. She had always offered her midwifery clients product options to choose from, and so she began to include dōTERRA in these options. She explains how the oils are effective and safe and gifts them a trio kit to take home and try for themselves. “Almost all of them come back and enroll. They're using oils from the beginning, and I reinforce that with every visit.”

Stephanie has found that education on essential oils is central to any dōTERRA business. “The number one reason people still have their Family Physician Kit from when they enrolled a year ago is because they don't know how to use it. They don't have a daily routine.” She knows how important it is to teach new consultants how to use the oils in their daily life so they'll find a reason to buy and share the oils with others. “The core of being successful and consistent is knowing how to use the oils and actually putting them into action.”

She is grateful that she has been able to build her business with her family. “Because we do dōTERRA as a family, we all share that common bond. I love to see my children be successful in their families and their health. It has built confidence in all of us.”

▼ Stephanie with some of the babies she has delivered as a midwife.



### Diamond Tips

- 1 Be generous:** Give more than you would want to receive. It doesn't always have to be monetary. Give of your time, serve others, be present, and give sincere compliments. Let what you're giving be deep, meaningful, and sincere.
- 2 Do the little things:** The things that you do every single day don't look dramatic, and they don't look like they matter, but they make all the difference. They are easy to do, but they are also easy not to do.
- 3 Front load your month:** Don't wait until the end of the month to get all your ducks in a row. Start your promotions, your incentives, and your class schedule early. dōTERRA leads by example with the Loyalty Rewards perks by the fifteenth of the month.
- 4 Road map your Power of 3:** I have my three levels written out and I put in their Loyalty Reward orders every month. It helps me to know where to put people when I have enrollments, and to let my leaders know when they are close to their 1,500.
- 5 It's not a race:** I've often felt discouraged when I felt like I should be farther in the ranks than I was, or that I should have progressed faster. I have told myself many times that it's not a race. Perseverance and consistency are the keys.



## Aaron & Tonya McBride

HENDERSONVILLE, TENNESSEE, USA

# Never Give Up

Aaron and Tonya McBride used dōTERRA essential oils for several years before they started getting involved in the business. Their good friends, Scott and Rhonda Ford, first introduced them to the oils. Tonya says, “We were the couple people would normally be frustrated with. The Fords could have easily decided that we were never going to do it, but they never gave up on us.”

It was seeing the Fords success that drew the McBrides to the business aspect of dōTERRA. Aaron says, “Seeing their results, we realized that if we also went all in, we could have the same achievement.”

They decided to leave their jobs and devote themselves fulltime to dōTERRA. They had to focus on organization and consistency as they made the transition from employees to business owners. Tonya says, “Before, we just did things as it was convenient, if we could fit it into our schedule. When we made the decision to go fulltime, we knew that we needed to have consistent events, follow-up, and training to succeed.”

Without a time clock to punch in and out, the McBrides also learned they had to make sure not to overwhelm themselves with too much work. “We

really needed to implement structure and balance so that we didn't burn ourselves out. Your own self-care is important. You can't help anyone else if you don't help yourself first.”

They learned early on the importance of never giving up on their business. Tonya says, “The key is to not quit, even when it's hard. It's going to be hard at times, and it's important that you pick yourself up and keep going.” They ran their business more as a marathon than a sprint, but they always tell their team that they are allowed to pick the pace of their own journey. Aaron says, “Just be



“To laugh often and love much; to win the respect of intelligent people and the affection of children; to earn the approbation of honest citizens and endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived—this is to have succeeded.” – *Ralph Waldo Emerson*

### TIPS FOR TEACHING CLASSES

**1 Stick to the basics.** “Essential oils are completely new in the South, so we do a lot of Essential Oils 101 classes. Even if people have been to the class before, they still continue to learn.”

**2 Give them an experience.** “Get those bottles open and let them have an experience with them. Make sure you're using oils that will give them an immediate experience.”

**3 Listen to their needs.** “If you hone in on people's needs, then you can offer solutions for them.”

**4 Keep inviting.** “Never give up on people just because they don't come the first time. The timing just might not be right for them.”

consistent and work hard. You will get the results you desire.”

Just as the Fords never gave up on them, the McBrides make sure not to give up on their team. Tonya says, “Sometimes you invite people to classes over and over and they never come. But, we have had experiences where

we have consistently invited people for two years before they responded, and now some of those people are our best leaders. If they won't come or they're too busy—the timing just might not be right for them. We know from our own experience that you can never give up on people.”



“dōTERRA HAS GIVEN US THE TIME AND FREEDOM TO BE WITH OUR FAMILY. MEMORIES DON'T HAVE A PRICE, BUT dōTERRA GIVES YOU THE OPPORTUNITY TO MAKE AS MANY AS YOU WANT.” – *Aaron*





## Dick Ray & Stacy Paulsen

SANTA CLARITA, CALIFORNIA, USA

*"My husband has always trusted my decisions. When I decided to build a dōTERRA business, he just went right along with it. He's an excellent teacher and is able to help with the trainings we hold. He's good at identifying leaders and shares naturally. He's not selling, he's just trying to help others, and so they trust him."*



# INSPIRE ACHIEVEMENT

When Stacy Paulsen's friend first shared with her a few drops of Purify, she had no idea how much it would change her life. She quickly saw how effective dōTERRA essential oils were, and decided to buy a kit. She says, "I loved them, and I was sharing them with everybody, but I was very anti-multilevel marketing."

Stacy had run a successful business out of her home for several years. After moving to a different state and having a baby, Stacy found herself at a point where she wanted to start working again, but was unsure about what she wanted to do. She began researching dōTERRA and came across a webinar on the compensation plan. She says, "I already knew the oils worked, but I didn't know that I could actually make money from something that I was already doing."

She jumped right in, teaching herself with resources online. Fifteen people showed up to her first class. No one enrolled that day, but eventually all 15 enrolled, including Jessica Moultrie who is now a Diamond. Within a couple months, Stacy qualified

**"We have a responsibility to take care of things that need to be taken care of, but we also don't want to create dependence. We educate people so they don't have to come to us for information. I'm not overly busy because I've created an environment of independence. I support my leaders, but I also train them well so they can do it on their own."**



for Diamond Club and started traveling to several different states. "My intention has always been to reach Presidential Diamond or above, so Diamond has been a good spot on the way."

With a family of six kids, Stacy has emphasized duplication with her team in order to minimize the workload she creates for herself. "We find people, we train them, and we let them go. I don't want to manage people, I want to inspire them and help them do things

on their own." She's found this mindset to be consistent with what dōTERRA tries to do as a company—help families be self-reliant.

After running her own business, Stacy already had many skills that carried over for dōTERRA. She did, however, learn from this business the importance of building and serving others. "It started out as a way to make money, and now it's all about helping people grow and develop. There's so much fulfillment in

that. If you're doing that, the income just naturally flows."

Most of all, Stacy is grateful for the amazing opportunity dōTERRA has offered her to expand her role in life. "When I graduated from college, I thought I had a cap on where I could be as a mom. If I wanted to do more, it would require sacrifices that I was unwilling to make. Because of dōTERRA, that perception has changed. Now, the sky is the limit."

### MOTIVATION VS. INSPIRATION

**"Motivation** means to move.

I don't believe you can make people move for a sustained period of time.

But you can **Inspire** them.

That's one of the biggest things we are trying to implement in our teams. We are not going to move people, we are just going to help them see what's already available and then support them in that. Only you can move yourself for a sustained period of time."

ACROSS

# TEAM LINES

By Nicole Vincent

*When I was introduced to dōTERRA about four years ago, I wasn't ready for it. I was struggling with depression, weight gain, reflux, migraines, and more, but I wasn't ready for something different. I wasn't ready to change. It was another year and a half before I was open to what dōTERRA had to offer. I signed up and knew that I needed to tell others about the option for natural health care, but I told my upline I didn't want to do the business. However, as soon as I started learning more about the oils and the company, I became immersed in the dōTERRA culture and lifestyle, and I wanted to be involved in building a team. My love of teaching and sharing made it a perfect fit.*

I've never met a stranger I didn't like, and I have always embraced the philosophy, "The more the merrier." I love meeting new people and making new connections. dōTERRA fit right in with that way of thinking. When I joined dōTERRA, I automatically had a new dōTERRA family. These people might be in my "immediate" family, such as my direct upline or downline, or they might be "extended" family, like those across various team lines, but we all have one thing in common: essential oils.

Through this common ground, I have found some great friends and amazing support. Facebook has been my biggest connector. When I started, I joined various groups and liked various pages related to essential oils. As I got involved in the groups, I started adding friends. I would ask questions, read what others were posting, and share the experiences I had. Liking the various pages gave me great ideas on different ways to use and share essential oils. These pages also provided me with links to webinars and other online learning resources. Through social media, I have been connected with many people across team lines that otherwise I would have never known. Technology is a wonderful thing!

Attending corporate events in my area has also been a wonderful way to connect with other teams. I always take business cards to exchange with others that I meet at these events. I also like meeting the presenters and leaders involved

in organizing the meetings. It opens the door for new relationships and opportunities with people who are local to me. That support helps so much.

I have received mentoring from some top leaders in dōTERRA that are on other teams. I have done this by participating in their trainings, asking questions, and taking notes. I have also had success through emailing and using Facebook to help clarify questions I have. I know that these leaders have nothing to gain financially from helping me succeed, but still they are happy to help. I have been amazed at how many top leaders have been so willing to answer my questions and give me ideas. I have been greatly impressed with how the owners of dōTERRA are eager to help and encourage. They take the time for even a regular IPC like me. As I have moved into the role of a leader, their examples have helped me know how to treat those from other teams that come to me for help and advice.

The benefits of working across team lines within dōTERRA are vast. I have found that everyone explains things a little differently, and sometimes one explanation will resonate with me better than others. As I have attended other teams' presentations, I learn, grow, and find ways that I can improve how I teach, present, and lead. There are times that I have found a great way to explain or demonstrate a concept that other teams might not have heard of, so the learning and benefit goes both ways. I have also been able to get

honest opinions and advice that comes with no strings attached. When there are financial interests at stake, advice can be biased. Crossline, you can vent about your business frustrations without emotions getting in the way.

Another big advantage of networking and working across team lines is helping those that aren't in your local area get the education and support they need to grow and thrive. When you know a lot of people in a lot of places, you are more likely to be able to get those that you enroll to an in-person class and support group. That can make all the difference.

Because of dōTERRA, I have embarked on a journey where I've become physically and emotionally healthy. I have gained so many friends and experiences that have blessed my life in so many ways. I am so thankful for all the genuinely good people that I have connected with through dōTERRA. Working across team lines has been one of the biggest benefits and blessings for me on this journey. It has made me a better person in so many ways. ●



dōTERRA<sup>®</sup>  
CONSULTANT  
*Recognition*

DOUBLE BLUE DIAMONDS



PATRICK & ALLYSE SEDIVY



FOUNDER USA  
BOYD & SANDY TRUMAN

DOUBLE DIAMONDS



FOUNDER USA  
JUSTIN & KERI HARRISON



ERIC & ANDREA LARSEN

"With dōTERRA, I can help as many people as I can and educate myself and others about a natural, healthy lifestyle."

Mary Paine

PRESIDENTIAL DIAMONDS



FOUNDER USA  
JAMES & ROXANE BYBEE



MARK EWEN & CHRISTIAN OVERTON



FOUNDER USA  
ANDY & NATALIE GODDARD



FOUNDER USA  
ROGER & TERESA HARDING



NATE & BRIANNE HOVEY



FOUNDER TWN  
DAVID & TAWNYA HSIUNG

PRESIDENTIAL DIAMONDS



FOUNDER TWN  
STEVEN & MONICA HSIUNG

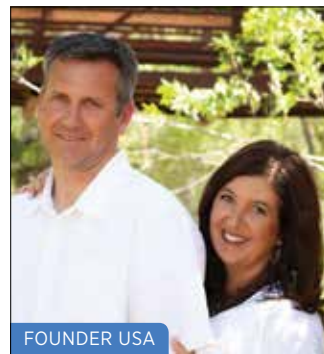


FOUNDER USA  
JERRY & LAURA JACOBS

BLUE DIAMONDS



ROMAN & CORINNA BARRUS



FOUNDER USA  
CHRIS & KAREENA BRACKEN



JEFF & CHERIE BURTON



SPENCER & BRIANNA COLES

BLUE DIAMONDS



MAREE COTTAM



SCOTT & RHONDA FORD



AL & MAUREEN GARCIA



MARC & JENN GARRETT



STEVE & KRISTINE HALES



JOHN & MELYN HARRISON

"I will continue to share this amazing product, enlighten people to their wonderful properties, empower more people to take control of their health, and transform lives."

- Vickie Crimmel Smith



SHANE & REBECCA HINTZE



PAUL & BETSY HOLMES

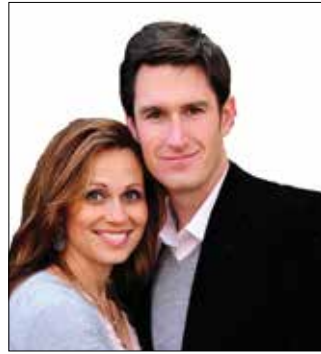


BRYAN & ANDREA HUDDLESTON

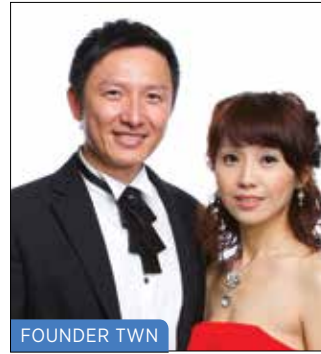


ASAKO KOBAYASHI

BLUE DIAMONDS



KYLE & KIERSTON  
KIRSCHBAUM



FOUNDER TWN  
KAI-HSUN KUO &  
PEI-LING SU



FOUNDER USA  
DANNY & NICOLE LARSON



FOUNDER USA  
JUSTIN & TAHNA LEE



JASON & SHARON  
MCDONALD



DAVID & TAMMY MILLER



FOUNDER JPN  
SUMIKO NOBORI



JEFF & CRYSTAL NYMAN



FOUNDER JPN  
RIYO OGAWA



RICHARD & JENNIFER  
OLDHAM



ROBYN OPENSHAW

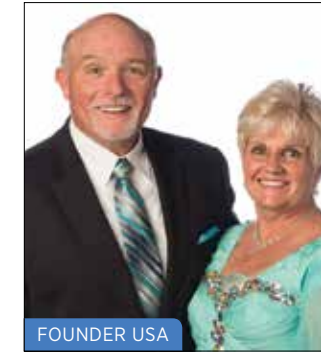
BLUE DIAMONDS



KATHY PACE



JEFF & DIANE SHEPHARD



FOUNDER USA  
TERRY & LIL SHEPHERD



FOUNDER USA  
DAVE & PEGGY SMITH



RYAN & DANI SMITH



JIM & TAMMY STEPHENS



JAMES & CHELSEA STEVENS



KACIE VAUDREY



JOHN & KALLI WILSON



JARED & SHAREE WINGER



KEVIN & NATALIE WYSOCKI



FOUNDER TWN  
PEI-CHI YI

dōTERRA® CONSULTANT Recognition

DIAMONDS



PAUL & DELMAR  
AHLSTROM



KENNY & REBECCA  
ANDERSON



MATT & KELLY  
ANDERSON



SPENCER & KARI  
ARNTSEN



KAREN ATKINS



ASTI ATKINSON



FOUNDER USA  
PETER & SUSIE  
BAGWELL



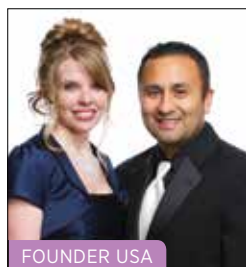
RICK & HAYLEY  
BAMMESBURGER



ERIC & BECKY BARNEY



JERRY & AIMEE BECK



FOUNDER USA  
DANIEL & CHRISTINA  
BENITEZ



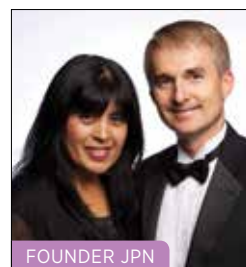
JEREMY & MICKI  
BOBERG



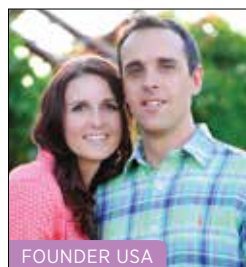
JERRY & BRANDI  
BURDINE



DOUG & RACHELLE  
CASTOR



FOUNDER JPN  
RICK & ETSUKO  
CHIDESTER



FOUNDER USA  
GREG & MARTI  
CHRISTENSEN



MARC & ROMI CLARK



RICK & ALISSE COIL



JOAN COON



TOM & ANITA COTTAM

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COTTERELL



BECKY COX



JEFF & JUDY CRUDEN



VICTOR & AMANDA  
DARQUEA



MIKE & LORI DAVIS



FRED & CARRIE  
DONEGAN



FOUNDER AUS  
PAULA ECKERT &  
JOHN OVERBEEK



BRAD & ROSALIE  
ELLIOTT



DAVID & JULIANNE  
ELLIS



KEITH & SPRING  
ESTEPPE



DAMIAN & JENNA  
FANTE



LEONIE  
FEATHERSTONE



ANDREW & CHRISTY  
FECHSER



NICK & JEANETTE  
FRANSEN



PAUL & STEPHANIE  
FRITZ



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& AKIYO FUTAKUCHI



VINCE & TERESA  
GARCIA



FOUNDER AUS  
MAX & CHERIE  
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CRAIG & LYNN GINES



FOUNDER USA  
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GIOVANNI



KATIE GLASGOW



LOUIS FUSILIER &  
MONICA GOODSSELL



CRAIG & SHEILA  
GOODSELL



JAY & DEBBIE  
GORDON



MICAH & KRISTA  
GRANT

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DIAMONDS



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KIRK & JENNIFER HAMILTON



CLIFF & PJ HANKS



EMILY HANSON



JIM & MARTY HARGER



AISHA HARLEY



RYAN & JENYCE HARRIS



MICHAEL & JENNIFER HEATH



WAYNE & JENNA HENRIE



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BRYANT & BRIANNA HESS



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JON & EVE HEWETT



JIM & LARA HICKS



JESSE & NATALIE HILL



HAYLEY HOBSON



LAURA HOLBROOK



BENJAMIN & STEPHANIE HOWELLS-SCOVILLE



JEFFERY & MIRANDA HU



CHRISTY HUGHES

DIAMONDS



NICK & JULIE HUNDLEY



RICK & KATHY HUNSAKER



CLAY & JESSICA IDDINGS



ARIN INGRAHAM



FOUNDER USA

ROB & WENDY JAMES



KILEY & NORA JOHNSON



LELAND & ROBIN JONES



BRIAN & RACHEL JONES



JAE HYEON JU



JEREMY & ANNETTE JUKES



SHAWN & LARA KING



JOE & AMBER KROPF



JENNIFER KRUBA & JEFFREY FREY



LAURIE LANGFITT



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DAVID & HEATHER MADDER



BRETT & BROOKE MAGLEBY



JAMES & CYNTHIA MAGUIRE



JULENE MARTINDALE



FOUNDER JPN

SHOKO MATSUYAMA



FOUNDER JPN

ARITA MAYUMI



AARON & TONYA MCBRIDE



DENA MCCAFFREE



TONY & AIMEE MCCLELLAN



JERRY & PRISCILLA MESSMER

DIAMONDS



JUSTIN & ASHLEE MILLER



SCOTT & ROBYN MITCHELL



KC & JESSICA MOULTRIE



HOLAN & CASSY NAKATA



HOWARD NAKATA



FOUNDER JPN

YOSHIFUSA NISHIDA



FOUNDER JPN

MITSUKO NOMIYA



FOUNDER JPN

KEJI & EMIKO OKUYAMA



ROBERT & JANELLE PARRINGTON



DICK RAY & STACY PAULSEN



SPENCER & LARA PETTIT



FOUNDER AUS

ADEESH PIEL & SANTOSHI STONE



ROD & JENNIFER RICHARDSON



FOUNDER USA

BURKE & NATALIE RIGBY



SETH & JENNIFER RISENMAY



CASEY & MELISSA ROBERTSON



JAMES & KELLY ROBISON



GARY & KARINA SAMMONS



ERIC & GALE SANDGREN

DIAMONDS



FOUNDER AUS

MARK SHEPPARD & RANI SO



RIGEL SMITH



SAMUEL & MELISSA TAEU



BILL & ERLEEN TILTON



BETTY TORRES-FORBORD



FOUNDER USA

GINA TRUMAN



STEPHEN & YVONNE TSAI



LORI VAAS



SONDRA VERVA



DAVID & KATE WAGNER



WENDY WANG



MARK & TAMALU WATKINS



JOHN & SHAUNA WETENKAMP



HEIDI WEYLAND



RON & LIZ WILDER



ROB & MELISSA WILSON



DANIEL & AMY WONG



JOEY & CACHAY WYSON



YOSHIYA & IZUMI YANAGIHARA



FUMIKO YOSHIMOTO



FOUNDER JPN

MIHO YOSHIMURA

**DIAMONDS NOT PICTURED:**  
EKUSERAN YUGENGAISHA  
KAORI FUJIO  
ROBERT & TONI HOLLAND  
YVONNE CHEUNG WAI HUNG

SHANE & JENNIFER JACKSON  
DRU & GINA KIESEL  
BYOUNG CHOL KOO  
SUN GYEONG LEE

JUNG HOON LEE  
MITSUYO MATSUMOTO  
BRAD & DARCI RICHARDSON



PLATINUMS



KATIE ADAMS



JOY BERNSTEIN



CONNIE BOUCHER



BRENDA BROWN



ERIKA BUTLER



RICHARD & ELIZABETH COPELAND



ALICIA COTTAM



MELODY COVINO



MARY CRIMMINS



CURT & TONIA DOUSSETT



AARON & WENDY FRAZIER



KRISTANN GILLIES



THOMAS & AMY GLENN



LEON GREEN



MELISSA GUTHRIE



DR. MATT & ANNA HALES



MATTHEW & SEANTAY HALL



BRENT & ANNIE HONE



TANYA HOWELL



MICHELE HORNBY



ROSE INGRAHAM



MASAMI KAWAI



CHANG HO KIM



DOMINIQUE KING



MIKE & MEGAN KNORPP



MIKI KOJIMA



DEBBIE KRAHN



SPENCER & RETA KUHN



PEGGY LANGENWALTER

PLATINUMS



ARLA LEINS



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



PATTI & JOHN MASON



ANGELA MOFFIT



DREW & COURTNEY MOSES



AUSTIN & AMBER NORDSTROM



TAMI NUFER



CYNTHIA PATIENCE



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JOSEPH & CATHARINE PUTUTAU



BRUCE & SARADEL RIRIE



JULIE ANN SCOTT



MARIZA SNYDER & ALEX DUNKS



TAMMY STEUBER



KRIK & LANA SMITH



WADE & CHRISTINE STOLWORTHY



SHEILA SUMMERHAYS



EVAN & ADRIENNE THOMAS



ESTHER VERMILLION



SANDRA WANG



PAUL & DENISE WEBSTER



EMILI WHITNEY



KRISTI ZASTROW

"I want to be the best leader I can be to represent dōTERRA and help change lives."  
Amber Nichole Walsh

PLATINUMS NOT PICTURED:

CHRISTINA GARDNER

JESSICA GIROUX

CHANGHO KIM & YOUNG RAN CHA

KALLI KENNEY

YOSHIHISA KOMIYA

SOON JA LIM

CAROL-ANN MENDOZA

HYE GI MIN & SUNG SOOK KIM

BERNADETTE O'DONNELL

JULIE STOESZ

MI JA WANT

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## GOLDS



MARTY & KINDRA ADAIR



ATANASKA ADAMS



JODY AITON



BRAD & KATHY ALLDREDGE



COLEMAN & HILARY ALLEN



KELLY ALVIS



NEAL & ERIN ANDERSON



EVIE ANDERSON



MIKE & JESSICA ANDERSON



DEAN & KATHIE ANDRUS



JANAE ARANCIBIA



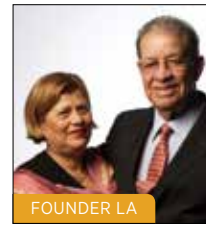
BRENT & KRISTI AVERETT



ROBYN AZIMA



LORI BACON



FOUNDER LA  
ANA LEDA ARIAS BARRANTES & CARLOS GILBERT PANIGUA BLANCO



MICHAEL BASILICATO



DEBBIE BASTIAN



CHRIS & ASHLEY BEANS



JENNIFER BEJCEK



JOE & ASHLEY BELL



VICTORIA BENTLEY

"dōTERRA essential oils help me help others."  
Susan Jackson Tweedy



KEN & WENDY BERRY



FOUNDER CAN  
MARIE BERWALD



SHAWNA BIELMANN



RHONDA BIRCH



VERA BLOUIR



JAMIE BOAGLIO

## GOLDS



EMMANUELLE BOURBON



DR. JAMIE R. & CHRISTINA BOYER



FOUNDER CAN  
JONI BRADLEY



JASON & KAMILLE BREUER



ALISA BRIDGES



SCOTT & LEESA BRIDGES



RACHELL BRINKERHOFF



CAREY BROWN



CHARLENE BROWN



MAUREEN BRUNDAGE



MARIO JOLLY & SABINE BUCHNER



JARED & REBECCA BURT



DEANA BUSHMAN



ERICA CAMPANELLA



RYAN & JENN CAMPBELL



HEATHER CARLSON



ADABELLE CARSON



HEATHER CARSON



JONATHAN & AMY CARVER



ELIZABETH CENICERROS



JON CHASE



DIANE TENNEY CHATTERTON



JACLYN CHILD



ANNIE CLARK



CAROL COLVIN



CRAIG & KRISTIN COTTLE



CRYSTY COVINO



KARLEL CROWLEY



ERIC & TIFFANY DAHL



SHELLY DAUGHERTY



MOLLY DAYTON



JARED & MINDY DEGRAFFENRIED



JULIE DRIGGS



DANA DUPONT

GOLDS



HALEY FACHNER



SALLY FARB



MICHELE FENDELL



YUWEI FENG



MARK & TIFFANY FLAKE



MEGAN FRASHESKI



MARCIA FRIACA



JENNIFER FRINK



NATHAN & KRISTEN FUCHS



KAREN FUNKE



LISA ANNE GAFKJEN



VICKI GALLOWAY



ANDY & MISSY GARCIA



JAKE & LINDSEY GARRISON



MICHELLE GETZ



BRIAN & BECKY GILLESPIE



KAREN GILROY



THOMAS & AMY GLENN



ERICK & EDGAR GONZALES



RACHEL GONZALES



DANA & SUMMER GOODAN



RARIKKUSU GOUSHIGAISYA



LEON & LYNDA GREEN



ROSIE GREMMERT



PINGHUA GU



RYAN & KENDRA HALES



DAVID HARRIS



JEANNIE HARRISON

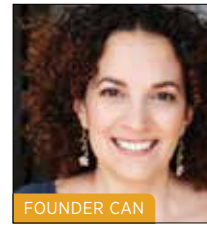


SCOTT & SHYANNE HATHAWAY

GOLDS



ALLISON HAYS



FOUNDER CAN  
MARISSA HEISEL



TERI HELMS



EUGENE & DIANA HENKEL



MELISSA HERMAN



JASON & STEPHANIE HILL



MAGGIE HILL



HOLLY HIRT



MARK & PATRICIA HOFFMAN



DENA HOLMES



YU HING HUI



ALLISON HUISH



FOUNDER CAN  
CYNTHIA INCZE



ZIA INMAN



SCOTT & TONI JAEKEL



STEPHEN & SANDRA JENSEN



LINDSAY JENSEN



AARRON & HEIDI JOHANSEN



BILL & KELLI JONES



LAYNE & SHARON JONES



LISA JONES



STACY JONES



BILL & DEENA JORDAN



NOEL JOYE



SPENCER & CYNDE KAMAUOHA



LEAH KARRATTI



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CAROL KING



MELISSA KING



TARA KINSER



MIE KIRA



RUSSELL & CHRISTIE KIRKHAM



CHRIS KIRSCHBAUM



SHANE & ANNE MARIE KLEPKO



YASUKO KOBAYASHI

GOLDS



TERESA KOERNER



BONNIE KOTTRABA



SHINJI KOYATA



JENNA KRAHN



JAMES & KRISTEN KROPF



NORIKO KUROKAWA



ALLEN & HEIDI LAFFERTY



MARY LAGASSE



CYNTHIA LANDES



LOIS LANE



SOFIA LOPEZ DE LARA



MARGIE LASH



JAMES & MICHIE LAYTON



DAVID & SARIAH LEALE



MICHELLE LEBARON



JOHN & CAROLINE LEE



MARLIES LEE



DIANE LEFRANDT & JESSICA SMUIN



DAVID & EMILY LESHER



YUEN MING LEUNG



KATIE LEVERENZ



JODI LEWIS



JOHNATHAN & RACHEL LINCH



NANCY LINDER



JESSICA LITSTER



RACHEL LOTH



SHELLY LOYD



TRACY LUCIA



MARIA LUEBKE

GOLDS



LISA LUKE



ADELE LURIE



TANYA MAIDMENT



MICHELE MALCHOW



JULIE MARGO



ANITA MARRIOTT



RICK & EMILY MARTIN



MASAKO MASUKO



MIKI MATSUMOTO



KELLY MCBRIDE



JENNIFER MCCLURE



KEITH & KERI MCCOY



BEBE MCFALL



JEANNE MCMURRY



MONA MERZ



MELISSA MILLER



TERESA MILLER



JUDI MINCKLER



BETTINA MOENCH



MELISSA MORGNER



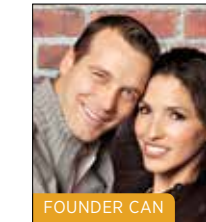
EMILY NAVAS



LISA NEEDHAM



CHRISTIAN & MARJA NEUDEL



FOUNDER CAN  
JOSH & SHANNAN NIELSON



KERRY & DENISE NORRIS



ANNA OFFMAN



HOLLY OLMSTEAD



AMANDA L. OLSEN



DAWN OLSEN



TAMMY OLSEN



AMANDA OLSON



RONNIE & BONNIE OWENS



TRAVIS & SARA PALMER



ERIC & KRISTEN PARDUE



KATEE PAYNE

GOLDS



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ANGELA  
PIJANOWSKI



JESSIE PINKERTON



KYLE HESS &  
BRITTANY PIRTLE



CINDY PRICE



FOUNDER CAN  
RUTH PRINCE



TRACY PRINCE



SHANE & BROOKE  
PUGH



PERLA RAY



FOUNDER CAN  
BARBARA REMPEL



KRISTEN REYNOLDS



JILL RIGBY



NISHA RIGGS



DAN & JAMIE RIPP



ELAINE RISER



PHIL & WHITNIE  
ROGERS



FOUNDER AUS  
ROSS ROGERS



DANIELA ROMAY



FOUNDER AUS  
MICHAEL  
ROTHSCHILD



JANESSA SALSBERY



DEVOLA  
SAMUELSON



IGNACIO SANTOYO &  
SILVIA MARTINEZ



ADRIAN & ROXY  
SARAN



SUSAN SCHIERING



JOSIE SCHMIDT



ROBERT SCOTT &  
MARLYSE OKANO



KAZUMI SEKIGUCHI



NANCY SERBA



MARK & HELEN  
SHAW

GOLDS



CHRISTOPHER &  
EMILY SHAWCROFT



LARRY & NIKKI  
SHORTS



KYMBERLEE  
SIMANTEL



MICHELLE ANN  
SIMMONS-BROWN



FOUNDER AUS  
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SHARLA SNOW



JOHN & JENNIFER  
SORENSEN



THERESA SOUCY



DAVID STEPHENS



DAVE & CALLIER  
STEUER



DENNIS & JANETTE  
STEVENS



MICHAEL & CLAIRE  
STUCKLEN



JIM & TOBY  
SWANGER



GERARD & KEHUALANI  
TARITA TEHOTU



MARTINA  
THIAGESAN



ELIZABETH  
THOMPSON



KERI THOMPSON



LYNN THOMPSON



ADAM & NIKKI  
TOPHAM



CHAD & SARAH  
TOWE



MATT & ALICIA  
TRIPLETT



VICTOR TSAI



YUNG-PEI TSENG



DUANE & CRYSTAL  
TUCKER



MARTINA VALNIKOVA  
& MONIKA BATKOVA



KRISTIN VAN WEY



BILL & MARILYN  
VANDONSEL



WAYNETTE  
VANFLEET



EDDIE & ANGELA  
VILLA



AISAKE & MELINDA  
VUIKADAVU



BOB & CATHI  
WAALKES



JUSTIN WAI

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## GOLDS



SUSAN WALBY



JED & PAM WALDRON



JAIME WALSH



ROGER WEBB



NICOLE WHITE



CHARLES & AMY WIDMER



JENNI WILSON



WAYNE & TONYA WILSON



TRAVIS & STEPHANIE WINGER

"I can bring healing to my friends and family through dōTERRA."

Renee Shaeffer



DALE & LILLIAN WINKLER



SCOTT & SUSAN WOOLEY



NOBORU YAMAMOTO



MAN DI YEUNG



ELENA YORDAN



KEIKO YOSHIDA



YASUNORI YOSHIMURA



ATSUKO YOSHITOMI



KENDRA YOUNG



TOMOKO YUTAKA

### GOLDS NOT PICTURED:

KAZUYO AKIMOTO  
 LAU KA YU ANGEL  
 ANNA CASH  
 DON & LYNDA ASHCRAFT  
 LINDA BERNSTEIN  
 KATHERINE BOGGS  
 MARK & MALINDA BRAMWELL  
 TRACY BROADHEARD  
 SCOTT & LISA BROWN  
 CLAUDIA CALDERON  
 ROGER & LORI CALL  
 WILLIAM & DONNA CARD  
 MARY CARLISLE  
 WAYNE & MARIDEE CASH  
 THAD & KATHY CHANDLER  
 BRETT & FARRAH COLLVER  
 MELISSA COOK  
 DURELL DARR  
 MAO DU  
 SHANE & STEFFANIE ENGLAND  
 CHI YUEN FONG  
 CYNDY FULLER  
 DANIEL & JUDY GANN  
 BEN & RACHELLE GIBSON  
 LUCY GONZALES-ROMERO  
 LINDA HONG HAN

NATALIE HARRIS  
 WAI KEUNG HO  
 GAYLE HODGES  
 SEIKO IKUTA & MARI CHIHARA  
 YUUKO ISHIBASHI  
 JARED JARVIS  
 KURT & LINDSAY JENSEN  
 RENEE JONES  
 EUNHEE JUNG & HAE GEUN LEE  
 YOKO KAMIYA  
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 NAO KURIKI  
 RONNIE & DANIEL LARDIZABAL  
 JANYSCE LEBARON  
 NANCY LINDER  
 RUMI MATSUBARA  
 YOSHIRO MATSUDA  
 TERUMI MATSUSHIMA  
 AINSLEE MCBRIDE  
 CANDI NEWTON  
 JONATHAN & DEANNA NICOLS  
 KRISSY NORDHOFF  
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 CHIJUN OGAWA  
 WADE OLSEN  
 OPTIMAL HEALTH SOLUTIONS

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 SHERRI PRICE  
 WAYNE & HEATHER PULSIPHER  
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 JOEY SERDOZ  
 JOAN SHODAI  
 YUE CHING FARAH SIT  
 DAMON & PRISCILLA STEWART  
 YOKO TAKAKU  
 GERRIE TAYLOR  
 BRAD & DONNA TOEWS (FOUNDER CAN)  
 MIYOKO & SACHIE TOYONAGA  
 DEBRA TUTTLE  
 TRUE FUNCTIONAL MEDICINE CENTER  
 MICHAEL VANSTEENKISTE  
 MICHAEL & JENNIFER VASICH  
 WONG PO WAN  
 KRISTIN VAN WEY  
 BRETT & DEBORAH WHITE  
 NICOLE WHITE  
 CHARLES & AMY WIDMER  
 SIU PING YAM & PING FUNG WU  
 YUGENGAISYA & MITSUYO MATSUMOTO  
 ADAM ZACHARY & NICOLE CLOUD

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

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