

Wellness Consult Script

Wellness Consults are the perfect way to let your new members know you're there to help as they start their journey with dōTERRA. Value this opportunity to build a relationship.

Make the time together fun and relaxed, not salesy, and focus on them getting to know their new products. As they are learning how to find solutions to their wellness goals, share your genuine love for the products.

Be sure your new members have a copy of the *Live* guide before their Wellness Consult. When possible, provide the guide after you enroll them or as you are booking their appointment. Otherwise, mail a printed copy, email a digital file, or text a link to download. Printed copies are the most effective and can be purchased directly from dōTERRA.

Success Tips

- Set expectations, at the time of booking, for the length of the appointment. Keep to that set time (see the "Booking Wellness Consults" script). Most Wellness Consultants find between 30–60 minutes works best.
- Cover the "The Top 10" items in the first consult. Leave your customer wanting to learn more, not drowning in information. Whatever does not get covered in that time frame can be discussed in a second consult.
- Prep new members ahead of time. Once they have a *Live* guide invite them to fill in their personal ratings for each level of the Wellness Lifestyle Pyramid on page 3 and their top three priorities on the *Wellness Consult* page. You might suggest they also note the top needs for their household or those in their care.
- Send a reminder text, complete with an invitation to view the 10-minute video prior to the appointment so they come better prepared (see the script on page 69 of the *Business Building Guide*).
- Meeting in person has its benefits. However, many consults are successfully conducted over the phone or through online platforms like Zoom.
- For the consult, recommend they are ready to take notes and have their *Live* guide and essential oils accessible. If they are remote, recommend they be in front of a computer.
- A reference guide in the hands of your new member, in time for the appointment, can be a game-changer for them. If you invite them to look up solutions during the session, they learn one of the most important things you can teach them early on.

- Earning a free copy of a reference guide may have been a reward you offered at the Intro to Oils presentation when new members enroll and commit to their first loyalty order—which can be tied to minimum PV order such as 100 PV. Either bring the reward copy with you or mail it in advance.
- Use these success tips to train your downline builders, focusing on what drives Wellness Consult success.

Booking Wellness Consult Script

To successfully book Wellness Consults and get people to keep their appointments, be clear on why they need Wellness Consults in the first place. Breathe life into the value of the *Live* guide as a key to creating personal Daily Wellness Plans. The day before an appointment, use the "Remind" script on page 69 of the *Business Building Guide*. Have a sense of urgency so booking Wellness Consults with new members best utilizes the 14-day move.

At the end of an Intro to Oils presentation, be sure to schedule a Wellness Consult appointment right then. Say something like:

Because you're investing in your wellness, I want to invest in you and give you some best tips on how to use your new products. I don't want you to ever buy something and not know how to use it. What you want most is to know how to put your products to work so you get the results you want.

So, our next step is an important one. Let's set up a call for 30 minutes within about three days of your products arriving. You will walk away from the call with a Wellness Plan that addresses your top wellness priorities, knowing how to order and receive bonus products, and learn how to find solutions anytime. How does that sound? . . .

A. Great! I have Wednesday at 1:00 or Thursday evening after dinner open. Which is better for you?

B. Great! I'm free Tuesday at 4 p.m., or I offer a Zoom group session every Wednesday evening at 7 p.m. What's best for you?

*Also, I want to make sure you get a copy of the *Live* guide, as it will play an important role in our conversation.*

Weekly virtual group Wellness Consults can be a great alternative to individual sessions. No matter what, in the early stages of building your business, join forces with your upline when possible to help you develop great follow-up skills.

See the *Business Building Guide* (pgs. 61, 69) for more information on scheduling Wellness Consults and holding group consults (pg. 74).

The Top 10

Here are the top 10 things to cover in the first Wellness Consult. Whatever else doesn't get covered can be discussed in a second consult or mentioned in continuing education. The goal is not to overwhelm, but rather to empower and inspire.

1. Review the Wellness Lifestyle Pyramid and their ratings, noting their lowest level.
2. Go over their top priorities on the *Wellness Consult* page so you can help them match the solutions they currently have. Use this information as you go through the guide, keeping an eye out for what they need to fill any gaps.
3. Briefly review the pages of the guide, emphasizing products and Wellness Programs that best correlate with their wellness priorities.
4. Reiterate the importance of the dōTERRA Lifelong Vitality Pack® (LLV) as foundational to daily habits, highlighting the cost-saving benefits of bundling it with other products through the Loyalty Rewards Program.
5. On the Wellness Consult page, help them complete their Daily Wellness Plan, adding anything that was identified as a current need. Have them look things up in a reference guide—priorities and solutions—to make connections. Note the usage instructions provided on the page or have them read their labels.
6. Help them prioritize their needs and wants, based on their priorities, to create a 90-day Wellness Plan.
7. Share about the value of the Loyalty Rewards Program. Walk them through placing their first loyalty order.
8. On the back page, record their member ID number and connect them with support and educational resources.
9. Invite them to share and build.
10. Schedule their next interaction (such as an Intro to Host or Intro to Build, a second Wellness Consult, and so on).

As you go through the following script, do two things. First, highlight keywords or phrases for easy reference later. Also note if you'd like to change any wording to make it more of your own. The script is meant to provide you with a powerful place to start rather than tie you down, as well as give suggestions for your part of the conversation. The rest of the magic comes from healthy interaction.

Second, during Wellness Consults, meet your audience where they are. Use any prior knowledge of lifestyle, goals, needs, and level of experience to help you personalize this time for them. Ask questions, take an interest in their individual needs, and keep it fun and simple. Point out the products they already have to build confidence and awareness of solutions.

Envision every part of this script as a chapter you can shrink or expand. A full script for each section is provided to flesh out ways you can educate others. For some, it may be difficult to cover all this in an hour or less. Don't be concerned. Simply choose what is most important and learn your own flow and pace. Some like to move through it rapidly, while others spend more time in conversation.

Remember, your primary goal is to help new members change their lives. Support them in taking control of their wellbeing by empowering them to find solutions on their own and at the best value with the Loyalty Rewards Program.

Wellness Consult Script

I am so glad we could get together! The intention today is to make this all about you! We will:

1. *Make sure you know how to use your products so you can get the results you want and create a Daily Wellness Plan.*
2. *Connect you with best resources to expand your knowledge and grow your confidence.*
3. *Show you how to maximize your dōTERRA membership and get the best value for your products.*

You will definitely want to take notes so you get the most out of our time together. Did you have a chance to look through the Live guide or watch the video? What stood out to you? . . .

Okay! First, I'd love to know what oils you've tried already. Listen to how they approached their experience(s), note what method(s) they used, and—if needed—even add subtle suggestions to guide their usage. This lets you know if and how they've begun to engage, as well as how competent they are feeling.

Wellness Lifestyle Pyramid

Let's go to page 2. A couple things here. First, congratulations on taking more control of your wellbeing. The decision to use simple, safe, and natural solutions you can rely on is a powerful one. This is all about enhancing the whole you and revolutionizing the way you care for your family's needs. Is this something you've been doing or are you pretty new to it? . . . If they have experience, compliment them on having done so. If not, assure them of how simple it can be.

Second, I want to invite you to envision a life where finding solutions is simple. A life where, with a reference guide and a box of dōTERRA-quality essential oils, you are prepared to address 80% or more of priorities at home! And, if times arise when you need to partner with a healthcare provider, you'll be better able to do your part on the path to wellness. This is something I've really loved and embraced in my home. I think you're going to love it too. Ask more about their experiences or interests here, if it serves.

Now, look across to page 3. You will see what we call the dōTERRA Wellness Lifestyle Pyramid (point at each level as you discuss). I love what it represents. The first level, Nutrition and Digestion, teaches that the foundation of good health is quality nutrition. The second level, Movement and Metabolism, focuses on healthy movement and exercise. The third level, Rest and Manage Stress, teaches us that managing stress and rest is a big part of creating a quality life. As obvious as these first three are, you'd be surprised at the number of people who've come to dōTERRA specifically for these kinds of solutions.

The fourth level, Reduce Toxicity, is often a lesser focus for many people, but it's equally important. It has as much to do with the body's internal detoxification processes as it does with how we deal with what we are exposed to in our environments—both of which can have a big impact on health.

The fifth and final level, in regard to more "at-home" experiences, is Informed Self-Care. This is the most common reason people come to dōTERRA: to resolve some kind of annoyance or discomfort.

A. If they filled out the ratings in advance:

How did your ratings turn out here on the pyramid? I'd love to know where you are feeling the biggest gaps.

B. If they didn't fill it out in advance:

Now that you get the gist of the pyramid, fill in the empty squares here (point), with a number ranging 1–10 that rates how well you think you are doing in each of these areas. One is the worst. Ten says you are feeling 100% on your game in that area. . . .

Rate yourself in each area (1-10)



Protect and Restore

Use dōTERRA On Guard® and Frankincense as part of your daily routine to enhance overall wellness and to support a healthy immune system

Cleanse and Detoxify

Add a drop of Lemon or Juniper Berry to your water for a refreshing beverage.

Calm and Ground

Use Lavender to create a restful environment. Diffuse Adaptiv® to create a calm, centered atmosphere.

Soothe and Optimize

Apply Deep Blue® Rub topically before and after your workout where needed. Integrate MetaPWR® essential into your daily habits to help support your wellness routine.

Fuel, Support, and Fortify

Maximize your daily nutrient intake with the dōTERRA Lifelong Vitality Pack®, a trio of power-packed supplements designed to fuel your body.

Support your digestion with ZenGest®



Great! These answers will help us as we move through the guide and watch for ways that dōTERRA has your needs covered. Pay particular attention to the areas where you feel you have the greatest need.

Before we move on, the number one thing to emphasize here is that wellness is a dance between lifestyle and healthcare. When we make lifestyle our primary focus, our wellness is more naturally achieved and maintained. It's really our daily habits that make the difference.

Based on what products they ordered, say, Notice how so many of the products from your _____ Kit are shown here, meaning they can help you every step of the way. Knowing this will come in handy later, when we are putting together your Daily Wellness Plan, so make a mental note of what you see here.

This same framework is used throughout the guide and is a wonderful way of helping you familiarize yourself with how solutions fit into the bigger picture. Share a story about how you have been empowered by using dōTERRA products in your home. I've been using dōTERRA products now for ___ years, raising my family of ___ children with the mentality of "we've got an oil for that!" The kids have truly become their own essential oil gurus. One of the best decisions I made early on is to keep certain oils and products in the rooms where they are more likely to be needed. That way, we've got them right at our fingertips! As we go along, I'll share a few ideas I think you'll love.

Okay, let's go to the Wellness Consult page next. It's important that we first look over your top wellness priorities. Did you get a chance to fill those in? . . . (If not, have them fill them out right then.) Great! Is there anything you want to share about what you've put down here?

. . .

Now, let's set some wellness goals that make sense for each of your priorities here in the second column, "90-Day Goals." . . . This is great! You have a solid start to address your needs. Moving on to the third column, "Natural Solutions You Have or Need," write down the products you already have that will help you achieve these goals. There may be some additional solutions you don't have that we will want to keep an eye out for as we go through the guide, in which case we will circle back to this page and list them under the third column.

But before we do that, I want you to notice this great space here in section 2 to keep track of a Daily Wellness Plan. Think for a moment about what you listed above to go with your priorities, and what would make sense to use regularly. This is a great place to jot that down. . . . Notice some items are already listed. Remember, back on page 3 (flip back to page 3 if needed), I said to pay attention to how certain core products were lined up with each level of the Wellness Lifestyle Pyramid? As you can see here (return to the Wellness Consult page), those same core products are built into the optimal Daily Wellness Plan, suggesting that vital basic needs are best met early on. . . .

Now, let's tie that into what you have on hand.

A. They received a dōTERRA Lifelong Vitality Pack® with the Home Essentials or Family Essentials Kit:

Your starter kit contains nearly every one of these core players. And again, how to use them daily is already filled in (point). Isn't that great? You are off to a good start. If it applies: Also, you got a few other things in your kit Or with your order (if they added other items to their enrollment order) that we identified before as matching up with your goals. So let's fill those in too, and add them to your daily plan. . . . You are all set.

I want to point out something before we shift gears. For some, if they aren't accustomed to such plentiful sources of nutrition, it's a good idea to give the body time to adjust. If that's true for you, there is a recommendation to take a half dosage of the dōTERRA Lifelong Vitality Pack® supplements for the first two weeks. Just divide the suggested dosages in half. If you or your family members are already accustomed to supplementation, this may not be necessary. In which case, jump in with the full amount.

Okay! Time for us to go through the rest of the guide for a brief introduction to the dōTERRA family of products, in the framework of the pyramid. We'll want to keep an eye out for things you still need for your priorities. As we go along, circle what stands out, because we'll come back (point to column three at the top of the Wellness Consult page) and jot those down here in the third column. This guide is here to help you dial in on what can help you most.

B. They received some of the essential oils shown on page 3 of the Live guide:

Good news! The kit you started with has some of the oils listed here in the Daily Wellness Plan, so you can go ahead and get started with those right away. Let's highlight those now—Lemon, Lavender, dōTERRA On Guard®, and Frankincense (mention the essential oils they have).

Remember back on page 3 (flip back to page 3), I said to pay attention to how certain core products were lined up with each level of the Wellness Lifestyle Pyramid? As you can see, those same core products are already built into the optimal Daily Wellness Plan, suggesting basic needs are best met early on. . . . You will want to consider, then, adding the dōTERRA Lifelong Vitality Pack® trio, for example, to your plan and possibly other things you see listed, as you've got some solution gaps when it comes to the priorities you've written down.

Let's hit pause and go through the rest of the guide for a brief introduction to the dōTERRA family of products, in the framework of the pyramid. We'll want to keep an eye out for things you still need. As we go along, circle what stands out, because we'll come back (point to column three at the top of Wellness Consult page) and jot those down here in the third column. This guide is here to help you dial in on what can help you most.

C. They did not receive the products shown on page 3 of the *Live* guide:

The enrollment kit Or bundle you purchased was focused on some priorities Or things in your lifestyle you wanted to work on at that time. Now, moving forward, you need additional solutions when it comes to the priorities you've written down.

*Let's hit pause and go through the rest of the guide for a brief introduction to the dōTERRA family of products, in the framework of the pyramid. We'll want to keep an eye out for things you still need. As we go along, circle what stands out, because we'll come back (point to column three at the top of the *Wellness Consult* page) and jot those down here in the third column. This guide is here to help you dial in on what can help you most.*

Nutrition & Digestion

*Flipping back to pages 4 and 5, let's take a look at the best ways to address the first level of the *Wellness Pyramid: Nutrition & Digestion*. This is where we meet vital daily nutritional and digestive needs. There is a paragraph under the title of each section that introduces that level of the pyramid. Read aloud if it helps set the tone for that discussion.*

It's fun to imagine yourself in the most popular room in the home, the kitchen, where either magic happens, or everything goes downhill. Consider how it's doing the little things consistently, like everyone taking vitamins before heading out the door for breakfast that make the biggest difference. The decision to partner healthy foods with dōTERRA supplements is what I give credit to for the quality of my family's wellness. These few things, for us, have made all the difference.

Here is something else to consider. Did you know your body can make better use of your oils when there is a solid baseline of nutrition to work with? Speaking of that, I recommend starting with what's been a profound product for me: dōTERRA's bestseller, dōTERRA Lifelong Vitality Pack® (point)! Honestly, this is where I start everyone, because providing the body with sound nutrition is like putting gas in the car. You've got to have the energy to actually live life and get things done.

A couple more things to consider. What if you put essential oils (point to ZenGest® or Peppermint) on the dining table during meals? This could mean cutting down on family member digestive concerns. Also, super fun for the family chef, have some Italian herb oils on hand for cooking, or Lemon or Wild Orange to enhance your drinking water or beverages, and Cinnamon Bark for baking and French toast. The bottom line for us is because the kitchen is such a hub, we keep a box of our favorite go-to oils right there for easy access.

So, what stands out here to you? Circle what you feel is most important for you and your family.

Movement & Metabolism

*Okay, let's turn the page. Turn to the *Movement & Metabolism* pages. The first thing I want you to notice is dōTERRA literally has your back—and your waistline—when it comes to moving better. Whether you're into walking, yoga, or even more intense workouts, there is nothing like the famous Deep Blue® Rub to get your muscles warmed up and promote recovery (point). You've also got great options for more energy (point to Lemongrass), improved oxygen flow (point to Easy Air®), and lots of soothing relief (point to Copaiba). Honestly, I've got Deep Blue Rub and Copaiba in my gym bag and on my bedside table, because I use them all a couple times a day. If relief is one of their top priorities written on the *Wellness Consult* page, be sure to mention a product or two that would match their goal. Or better yet, help them look up their priorities in a reference guide and let them discover the matches on this page. Focus on what would matter most to them. Remind them to circle one or two things that apply.*

And because feeling good about yourself is a big part of moving better, you can see here (point) that dōTERRA has some really amazing metabolic support options. Take a second to dive deeper here if there is need or interest.

Rest and Manage Stress

*Turn to the *Rest and Manage Stress* pages. Point as you go along. The next level of wellness focuses on rest and managing stress, especially targeting quality sleep. I have to say right of out the gate, a diffuser is a must-have. Breathing in essential oils is one of the best ways to enjoy their benefits. So do it while you're sleeping! This is where we splurged at our house—a diffuser in every bedroom, so we each get to choose a favorite bedtime oil. Some like Lavender or Serenity®; for others, it's Easy Air®. Personally, telling my brain, "Hey, everything's cool, so relax and get a good night's sleep!" with Cedarwood is really effective.*

Move to the next page. On this page, the focus is more on support during daytime hours. For example, Adaptiv® is a great way to create an environment of calm and empower you to adapt to difficult situations. You can diffuse it or roll it on with the dōTERRA Touch version for a personal signature aroma of what I like to call "calm confidence."

There are so many other wonderful blends and collections, with just a few pictured here. Each is formulated to meet different needs throughout the day or night. I keep a couple of my favorites at my desk for both rolling on and diffusing.

*Discuss any needs they want to address or that they listed on the *Wellness Consult* page. Talk over specific solutions.*



Reduce Toxicity

Turn to the next page, *Reduce Toxicity*. Okay, moving on up the *Wellness Pyramid*, we're now looking at the fourth level, *Reduce Toxicity*. I have to confess, this is one of my favorites, because though it's something most people don't really think about, it's my hidden gem. Have you ever thought that you are overly burdened with toxins and you should do a little housekeeping?

After addressing internal toxicities, it's important to consider that toxicity also typically happens on the outside. What we put on us and have around us matters. Another aspect of wellness to think about is what you're putting on your skin and hair and in your mouth. What are you cleaning or doing laundry with? What are you using to wash or sanitize your hands? It all matters!

Just hand soap alone can be a source of harmful chemicals that can wreak havoc. dōTERRA offers amazing, superior alternatives to chemical-laden, store-bought products. Why go to all the effort of putting good stuff in you, only to let what's on you and around you take away from your hard-earned wellness? It just doesn't make sense.

Share your experience. . .

A. Over time, I have replaced one thing after another, using the same dollars I was spending, and now I take great pride in the fact that, pretty much everywhere you go in my house, I've made dōTERRA upgrades. It feels good knowing, for example, if anyone swallows a little toothpaste, I am no longer worried about poison warnings on the label. And I love all my dōTERRA hair products!

B. I have to admit, I am early on in my commitment to changing things out in my own home. I am just a chapter ahead, but I'm committed to using the same dollars I was already spending and rerouting them toward quality choices. I am particularly excited about diving into self-care with dōTERRA's line of hair care and oral health products.

Oh, and I love making my own DIY cleaning products for literally pennies on the dollar (share a cleaning recipe that you prepared)!

Informed Self-Care

Turn to the *Informed Self-Care* pages. Here we are! We've reached our final level, *Informed Self-Care*. I said earlier this is actually why many people get started with essential oils—they have something they want to solve. But notice this level plays out in two ways.

First, on this page (point to the image on the left page), we can appreciate that "life happens," and often it's away from home. So, for example, I've always got my *On Guard*® with me, along with a few other essential oil tricks. Whether it's camping, running errands, or even working around the house, I love being prepared for whatever may happen.

One of my favorite products is this cute keychain holder (show a picture of the keychain or bring one with you)! It makes it super easy and convenient for me to carry my favorite top eight oils with me everywhere. It works great hooked on a backpack, belt loop, or diaper bag.

The second way to look at what Informed Self-Care means is to consider that the body has what I like to think of as different "departments," because maintaining your wellness is like running a business. From time to time, one or more of those departments may have unique needs that essential oils can meet. Based on their priorities and particular needs or interests, point out potential solutions. Better yet, this is a good time to invite them to look up things they are curious about in a reference guide. Not only will they experience how easy it is, but they will also get excited about having a guide or app. Encourage them to jot down ideas right there on the pages of the *Live* guide. Just remember, if a question comes up that you don't know the answer to, just say, *Let's look it up!*

Customize Your Wellness Plan

Now, let's go back to the Wellness Consult page and connect your priorities to the solutions you've discovered.

A. *So here's the deal. You are already in a great place! You ordered the Home Essentials Kit. You are already on your way to building your wellness foundation, and it's all laid out for you on the Daily Wellness Plan schedule (if it serves the conversation, show the Daily Wellness Plan on the Wellness Consult page). Make this your focus for the next 30 days. Then you'll be in a great place to look at what to target next on your wellness journey. wellness*

B. *One thing I love about how this is all laid out is that you can see it makes sense to focus on Nutrition and Digestion first. So, getting the rest of the essentials oils in that section next (point to the bottom of the first column to the Daily Habits Kit) makes perfect sense for building a wellness foundation and setting yourself up for long-term success. Then, in the months that follow, you can choose what comes next on your wellness journey.*

Make Wellness Complete

Focus now on the dōTERRA Lifelong Vitality Pack®. It truly is one of the crowning members of the dōTERRA family. *You remember how I mentioned back on the Nutrition and Digestion pages that doTERRA Lifelong Vitality Pack was a game changer for me? I want to make sure I've done a good job of sharing how important it is to have core nutrition in your body. Proper nutrition is required to gain all the benefits you are seeking. This combination of products is a bestseller and even comes with a 30-day money-back guarantee. Trust me, it works! LLV truly delivers in a number of areas, including more energy, less discomfort, and better overall wellness.*

Also, one of the many things I love about dōTERRA is not only do they provide these three amazing LLV products, but when you buy them together, you literally get the most expensive one for free! The best way to buy them is in the trio set.

As if that wasn't enough, you are also able to buy up to three additional products at a discount! You can add things like On Guard® Softgels for immune support or Zendocrine® for toxicity support. Or add an extra bottle of _____ for your spouse to use so you don't run out during any given month. And every month, you can change up what you want!

This customizable ordering format is a win-win. Not only are you totally in control with creating a superior and ongoing Daily Wellness Plan, but you are also saving tremendously.

Wellness Consult

Now is a good time to plug in what you circled that fit your top priorities. Track those items in the third column at the top, where I showed you before our tour (point to ""Natural Solutions You Have or Need"). As things make more sense now, let's be sure to add those to your Daily Wellness Plan and how you can use them.

For any other things you were interested in, take a look at section 4 on the bottom of the page. It's meant to help you keep track of what to order and when over the next 90 days as you expand your focus. Let's make sure Month 1 is your "must-have-right-now" list that captures what is most important from the third column at the top. Then what comes next? Make that your Month 2 list and so on. Ask yourself questions like, "What do I need to use consistently for the next 90 days?" LLV is certainly a solid choice. Or whenever you decide to focus on another section of the Wellness Pyramid, know that many products can be found in kits.

We don't have to figure out all three months right now. I just want to make sure you've got your immediate needs identified for your next order, then we can go from there. And then you'll feel confident about coming up with future orders as well. A great resource you can always refer back to is what I called the à la carte menu (flip back to one of the pages focused on a section of the Wellness Pyramid). This guide is a great reminder of product uses and benefits..

... Super! You've got some great lists. This is a great way to help you stay organized as you get ready to order each month.

Okay, one last thing here: section 3. It's important to acknowledge that other lifestyle decisions that may need to change to fully realize the results you want. Jot down what comes to mind as most important and add those to your Daily Wellness Plan commitments. Point to the example list—water, sleep, diet, exercise—for starting ideas.

Help them pick what products they need most first and put what's wanted down the road into their 90-day plan lists. Make it doable and simple. As suggested already, have them open up a reference guide and look things up. Don't just make suggestions off the top of your head. You want them looking things up so they say to themselves, "I can do this!" Teach them to do the same for family member goals or priorities as well.

Okay, good work! It feels nice to have your Daily Wellness Plan set up, as well as a list of ideas for later, doesn't it?

Loyalty Rewards Program

As you move into this next section, know that conducting Wellness Consults is paramount to achieving the "second enrollment" with every new member—when someone decides to join and stay on the monthly Loyalty Rewards Program. In other words, helping customers learn how to repeatedly order and increasing their capacity to save big with a membership is the best insurance for your long-term, thriving dōTERRA® business.

Now let's talk about how to maximize your membership. Turn to the Loyalty Rewards Program page. You have two ways to order (point to the information under the question: "How do I get free products?"). You can place a standard order and get 25% off, which is really good, or you can do a loyalty order with the Loyalty Rewards Program (or LRP). I love this program:

- 1. It's free to join.*
- 2. You earn points like frequent flyer miles, and the free product credits last for a year. Unlike many other credits, they're not going to expire next week.*
- 3. You also get credits back for every penny you put toward dōTERRA's low-cost shipping. It's such a great value add!*

One amazing thing about this program is you start out already earning 10% back in rewards (circle 10% on the table you are showing), and that's on top of your 25% wholesale discount. This means you're actually now getting a 35% discount! So, with the Loyalty Rewards Program, you'll always be buying below wholesale.

Then every three months, your discount goes up to 15%, 20%, 25%, and finally 30% (point to the chart). When you combine this final discount with your existing 25%, you are getting a 55% discount (circle the 55%). Think about it. After just one year, you earn 55% savings and rewards, and you can stay there for the rest of your life! This really is the smartest way to buy.

Too good to be true? Not at all and let me show you why on this next chart. Show the chart titled "Product Value (PV) Must Exceed" and circle the first column. You only need to spend one dollar a month to keep the points you've earned. Then, if you want to move up the percentage scale every three months—and at my house, that's been easy to do because we've been replacing shampoo, soap, and hand sanitizing mist—you simply order more than 50 PV each month.

One of the best membership rewards comes with maximizing your order at 125 PV (point to 125 PV on the chart). As long as you order that PV amount or more by the fifteenth of any month, you'll always receive a free product that month, which is sometimes an oil you can't even buy. It's a super fun way to try new products. Typically, with essential oils, one dollar equals one PV point. And PV equals product volume (point to the asterisk on the bottom right corner of the page).

The Loyalty Rewards Program is really easy to work with. I'd like to log you in now so there's no confusion when we're done today. Ask for permission to log in to their account. If you are not with them in person, continue using screen sharing on your video call platform. You can say, So, let's go ahead and walk you through the process of setting up your LRP order so you'll know how to work the program. Nothing is set in stone here, so you can change anything I show you.

Every time you want to log in, simply go to doterra.com and enter your ID number (or email) and password. We'll do it right now. If you made their login when you enrolled them, be sure it's written down in the gray box in the upper right corner on the back of their Live guide.

Once you log in, say, I'm literally just going to just click "Create A NEW LRP Template" this one time, and I'm not going make a big deal of it, because you're not likely to do this again any time soon. From now on, you'll click "Edit" instead (point). The first thing to do is to pick a date. Remember, even if it's a monthly auto shipment, there are no obligations or minimums. You can change any or all items, order as much or as little as you want, cancel anytime, or change when it ships. (Also, it's super easy and fun to spend your points when the time comes.) I'll show you how to change anything so you can feel comfortable ordering the way you want. Most people choose a date between the tenth and the fifteenth because they want to get that free product every month. Which date works best for you: the tenth or the fourteenth?

Look at the list of products they just created on the Wellness

Consult page in the Month 1 column. Add those things to their LRP order and remind them what each of those products are for. *All right, I'm going to add doTERRA Lifelong Vitality Pack®—remember, this is the one you're going to love for its support of your energy and relief. We're also going to add Adaptiv®, which are great for supporting your mood.* Once you're done adding products, say, *Great, how does that look?* By asking them this, you'll know if you need to change up some products or help them find other options, gaining more insight into their budget boundaries and concerns. Once they confirm the order is good, say, *May I go ahead and save it for you so I can show you how to make changes?* Click "Process as Scheduled." Show them now where the "Edit" button is and say, *Every time you log in, you can click the "Edit" button and easily make any changes you need to from now on.* Offer to help them set up a reminder on their phone. *If your order date is on the fourteenth, we can set up a reminder for the tenth and repeat it each month, so you don't ever miss changing your order. We've got this! Any questions?*

Essential Tips



Turn to the *Essential Tips* page. *As we wrap things up, I just want to be sure you noticed here, on the bottom half of this page, some important usage tips, with icons to remind you of how to safely use your essential oils. There are also answers to basic questions, like, "Do I need to dilute my oils?" Or, "How do I apply oils when caring for children or the elderly?" Fractionated Coconut Oil is fantastic for diluting any oil when applied topically, but without reducing the benefits. Say you got an essential oil in your eye. Don't try to wash it out. Use Fractionated Coconut Oil instead. That's a great one to put on your next order, by the way. Here's another important tip: don't use citrus oils when you are out in the sun or prior to being out in the sun. Refer to product labels for guidance.* You don't need to go through all the tips—just show one or two to let them know they are there.

Learn More

Turn to the back page, point to the top right corner (if you didn't cover this earlier), and say, *As a reminder, here's your doTERRA ID number and password. These got set up for you when you were enrolled.* Next, point to the dotted line section and say, *Here's a list of key support resources. I want you to know you are not alone.* Either fill in this box in advance or find an easy way to do so now (you can make and print out labels beforehand). Make sure they at least have your phone number.

Circle the doTERRA support numbers and email and say, *If you ever have an issue with your essential oils or an order—or something like a diffuser—customer service is incredible. They will take care of you. I'm here for other needs and am always open to texting or chatting.*

Be sure to include details for how to join your social media platform(s), as well as your team's (if they differ), and access your team Continuing Education program. If there are live or online classes, invite them to join. *Also, we have an amazing online community of essential oil lovers I want to invite you to join. The information is right here (point). Keep an eye out, because we announce all our amazing classes there. We have so much fun—you won't want to miss out!*

Next, point across the top of the back page as you mention the featured educational resources. Show the doTERRA Shop app and have them download it—or at least circle the image to point it out. As was mentioned at the beginning and a few times throughout, it's a good idea to make sure they have, or know how to get, a reference guide, and/or a reference app.

Follow up with your customers in the near future (see page 70 of the *Business Building Guide*) about their successes with their Daily Wellness Plan. At the end of every first Wellness Consult, one of the best decisions you'll make for your business is to set up a second consult in two to four weeks. With a quick check-in phone call or text, you can encourage them to keep going with their wellness goals in between consults.

Let's set up a follow-up conversation in two weeks so I can help you with the next steps on your journey and share a few more favorite gems. Meanwhile, I'd love to check in with you soon to see how your Daily Wellness Plan is going and how you're doing with your new oils. How about I text you in a couple days?

Connecting with new members a few times in their first 60 days can truly make all the difference in building relationships and creating long-term customer retention.

Here is a possible contact formula:

- In the first 14 days, hold a Wellness Consult.
- Up to three days later, text to check in on how they are doing.
- Two weeks after the first, hold a second Wellness Consult. This could be a phone call to help update their Daily Wellness Plan and place their next loyalty order.
- 60 days in, do a third Wellness Consult. Make sure they are feeling confident about how to find solutions and update their Daily Wellness Plan. As it serves, or if they haven't said yes yet, invite to share, host, or build each time you connect.
- After 90 days, text to check in.

And so on. Early on, establish a method by which you can alert them to monthly specials and promotions, such as a contact management system.

Every Bottle Makes a Difference

In the final step of a Wellness Consult, you have an amazing opportunity to find sharers and builders, often outside your own warm network. You never know what someone is looking for until you ask. Asking is one the most important yet often underused business-building skills. Give everyone a chance to say yes to the life-changing decision to improve lives and financial futures by hosting a class and creating an additional income with dōTERRA.

Point to the bottom half of the back page of the guide and say, *My final invitation to you is this. You may have already discovered this, but you are going to find it is impossible to keep these products to yourself. It's so wonderful to have extraordinary solutions and amazing possibilities in your life—the words just seem to ooze out of you. You'll find yourself naturally telling people about them and sharing your stories. In fact, I bet you've already thought of some people who could use this.*

So, I want to invite you to share. Do it in a way that at least gets these little miracles into the lives of those you care about most. And hey, why not earn some free products in the process? Better yet, perhaps you are looking to create an extra source of income as you empower others to experience incredible results. . . .

Let them answer. Then, either way, say, *The best way, no matter what you choose, is to get started by hosting a class. I'd love to partner with you to share dōTERRA with those you care about. It can be as simple as four or five friends you think would be interested, and I'll make sure to take care of them just like I did you. Shall we set a date? . . . I teach classes on _____ afternoons and _____ evenings. Which is better for you? . . .*

_____, it's been so much fun getting together and getting to know you better. Thank you making your Wellness Consult a priority. What a great way to help you get started right and breathe life into the possibilities of living better with dōTERRA's amazing natural solutions. I look forward to you joining us in our online group and for our classes. And, again, congratulations on your decision to get started.

