



# dōTERRA®

## Prime Wellness Club

Between the launch of Prime Meridian and the upcoming changes in health care, dōTERRA is moving toward a more health-conscious future. As we help individuals, families, and communities take charge of their health, we envision dōTERRA leaders taking an active role in pushing dōTERRA to the next level.

## Purpose of the Club

Prime Wellness Club has two purposes:

- 1** Incentivize leaders who consistently keep enrollments and Loyalty Reward Orders at the core of their business.
- 2** Recognize and reward top performing leaders and builders each year with exclusive incentives.



## How to Qualify

Similar to incentive trip qualifications, this program includes a point system based on enrollments and new Loyalty Reward Orders. Leaders are tracked individually and ranked based on the number of points they earn.

The Prime Wellness Club qualification runs for a year; from March 1, 2019 through February 29, 2020. Leaders will have the entire year to earn points and qualify. Final standings for recognition and payout will be based on the numbers on the last day of February.

The Prime Wellness Club does overlap in timing and activities with the Incentive Trip qualification. dōTERRA is allowing leaders to “double dip” and earn points for both Prime Wellness Club and the Incentive Trip at the same time. Points reset yearly, and the club will restart March 1 of each year.

# How Points are Earned

**dōTERRA Enrollments\***: Points are earned on new enrollments in the U.S. and Canada\*\*. Qualification begins March 1, 2019 and goes through February 29, 2020.

Enrolling Order	Points Received
100-249PV	2
250PV+	3

\*Participants may only count 400 points from enrollments toward their total number.

\*\*Enrollments outside the U.S. and Canada will not qualify for PWC, but will count for the incentive trip.

**Loyalty Reward Orders:** When a new dōTERRA member enrolls with a 100PV+ order during the qualification period, the enroller earns points on the enrollee's Loyalty Reward Orders for the following three months (until the end of the fourth month). Loyalty Reward Orders must be 100PV+ to receive points.

LRP Month	Points Received
2	2
3	2
4	2

## Payout and Recognition

There are 300 U.S. and Canada spaces available in the Prime Wellness Club. Each space gets one share in the pool. The total amount in the pool will be the biggest of the following two numbers:

1% of Prime Meridian revenue in U.S. and Canada

1% of growth (year over year) for U.S. and Canada

There is also a guarantee of at least \$3,333 USD payout.

Additionally:

- The top 100 spaces get special reserved seating at convention and leadership events.
- All Prime Wellness Club qualifying participants are recognized online.

300 positions	1-100	101-200	201-300
Priority seat at Leadership Retreat & Convention			
Co-impact Sourcing Trip (worth \$4,200) / Share payout	 OR \$\$\$	 OR \$\$\$	\$\$\$

dōTERRA  
**cō·impact**  
FOUNDED



## Prime Wellness Founders

For the first four years commencing in 2019, the top 25 qualifiers each year become Prime Wellness Founders, for a total of 100 Founder positions. After the first four years, there will be 200 spaces in the Prime Wellness Club available for Wellness Advocates to qualify for each year. This makes it a long-term program and adds an extra incentive to the dōTERRA compensation plan.

Those who reach Founder status get to keep their one share during their lifetime. They do not have to qualify in the top 300 each year as long as they meet requirements to maintain Founder status in the pool. If the requirements are not met in future years, the space is forfeited and is not reopened.

## Co-Impact Sourcing® Trip

Those who qualify in the top 200 for the first year are encouraged to participate in the Bulgaria Co-Impact Sourcing trip. If they go on the trip, flights (stipend \$1,500) and the cost of trip will be covered. The share will not be paid out during year one for those who attend the trip. If someone cannot participate in the trip, the share will pay out as normal. Initially, because the value of the trip will be higher than a share, additional expenses will be covered by dōTERRA. Over time, when the share is worth more than the trip, the additional value will be paid out to the qualifier.



## FAQ

Q: Do I need to enroll members of my team in the Prime Meridian Clinics to qualify?

A: No, points are earned based on enrollments and Loyalty Reward Orders for U.S. and Canada.

Q: Can I qualify as a Prime Wellness Club Founder multiple times?

A: No, once you have a Founder space you can continue to qualify in the pool of the top 300, but only one Founder position is allowed per account.

Q: Do I need to live in a city with a Prime Meridian Clinic to participate?

A: No, it does not matter where you live because qualifications are tied to U.S. and Canada dōTERRA enrollments and Loyalty Reward Orders, not clinic operations.

Q: Do enrollments outside the U.S. and Canada count toward qualification?

A: No, points are earned based on U.S. and Canada enrollments and Loyalty Reward Orders.

Q: How do I earn a share?

A: Shares are determined by the standings on the last day of February each year. If you are in the top 300 (or 200 after year four), you will be in the Prime Wellness Club that year and will receive your share payout (or invitation to Co-Impact Sourcing trip). Standings are determined by point totals.

Q: How do I earn points?

A: Points are earned for personally enrolled new Wellness Advocates or Wholesale Customers when they enroll with 100 PV+ enrollment orders. Additional points are earned when the new, personally-enrolled members purchase 100 PV+ Loyalty Reward Orders during the three months following their enrollment.

Q: Do all of my enrollments count toward the Prime Wellness Club?

A: All enrollments in the U.S. and Canada that have 100 PV+ count toward the incentive. If an enrollment comes in with less than 100 PV, that enrollee's subsequent Loyalty Reward Orders will not count for the club.

Q: Do I get points when I refer people to Prime Meridian clinics?

A: No. Points are only earned for enrollments and Loyalty Reward Orders.

Q: Do I need to keep personal enrollership of all my enrollments through the entire contest?

A: Yes, transferring enrollership will also transfer the points.

Q: How is the pool calculated?

A: At the end of the qualifying year, the dōTERRA Finance Department will determine which number is greater: either one percent growth in the U.S. and Canada or one percent of revenue from Prime Meridian. The minimum guaranteed payout is \$3,333 USD.



Q: How is the pool divided?

A: There are always 300 shares in the pool. The Founders each receive one share and the other top club finishers will also receive a share.

Q: If my new enrollee doesn't join Loyalty Reward Program (LRP) in the month following enrollment, but does the month after, will I receive the LRP points for months three and four?

A: Yes. You can earn points independent of each other in months two, three, and four, based on 100 PV LRP orders for your new enrollee. No points are earned after month four.

Q: Can I gift Loyalty Reward Orders to my new members and count those points?

A: No. Enrollment and Loyalty Reward Orders that count toward the standings should be paid for solely by the new member.

Q: What happens to my Founder spot when I die?

A: The Founder position stays with the person who earned it during their lifetime. If the account is passed on when someone dies, the Founder position does not transfer.

Q: When will I know what the requirements to maintain Founder status are?

A: Requirements to maintain a Founder position will be announced when the first Founders are determined.

Q: What if I don't maintain the requirements to keep my Founders position?

A: If the requirements are not met each year, the Founder's spot is lost and will not be filled again.

Q: What if I have a Founder position and later work to be in the top 200?

A: If you are in the top 200 you can qualify for a second share in the pool in addition to your Founder share.

Q: If I qualify in the top 300, but not top 200, can I go on the Co-Impact Sourcing trip?

A: The Co-Impact Sourcing trip is only an option for those who finish in the top 200. Those who finish in the top 201–300 will receive the share payout.

Q: How long will the Prime Wellness Club incentive last?

A: For the first four years, there are 25 Founder spaces available each year. Starting the fifth year, there will be 200 spaces available every year after that, while the club is continuing.

Q: How many points can I earn from qualifying LRP orders?

A: Two points will be earned when qualifying enrollees place an LRP order of 100PV+ during the 2nd, 3rd, and 4th months of enrollment. No points can be earned after this time period.