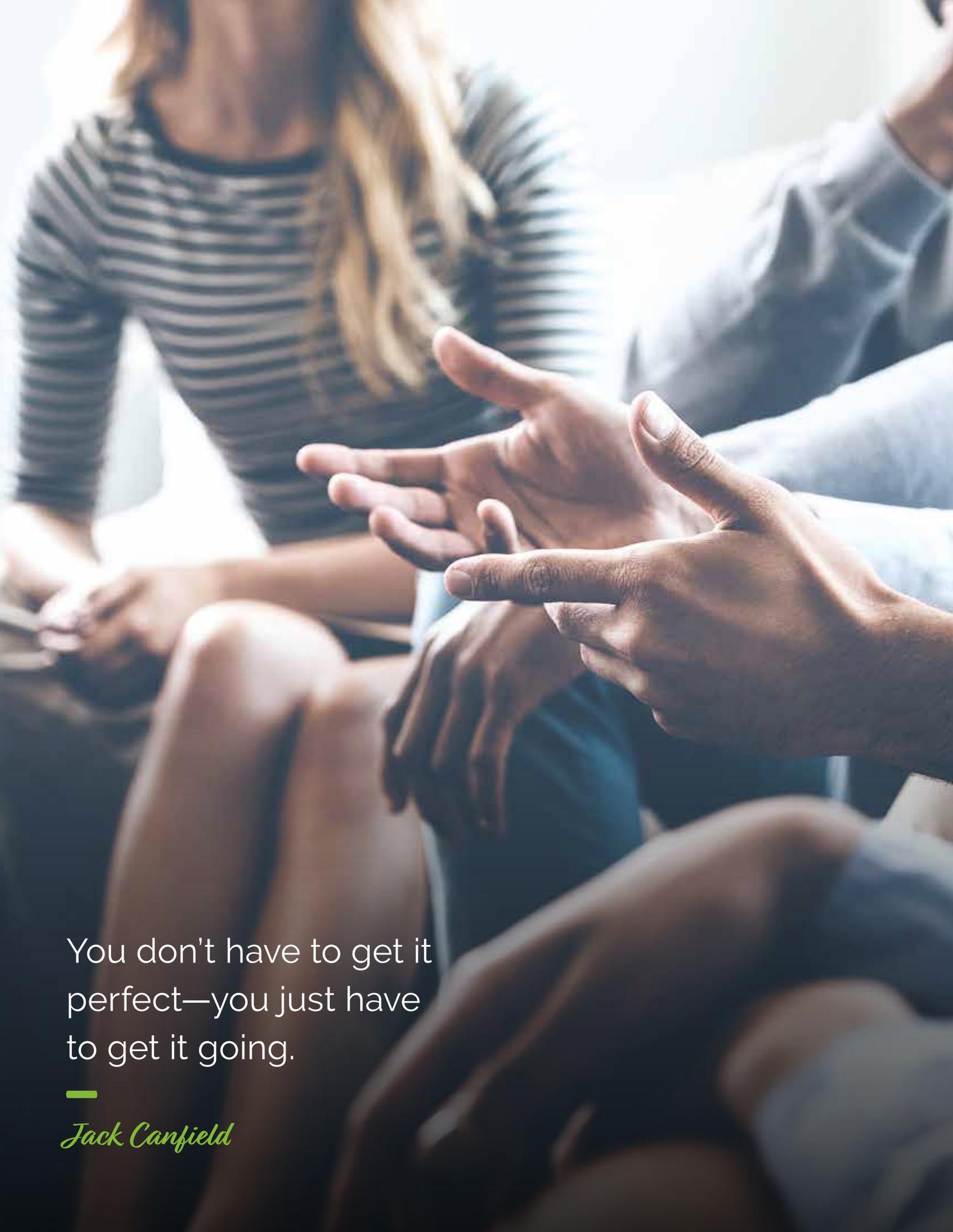




dōTERRA™
*Business
Building*
— GUIDE —

Empowered Success
Business Training System



You don't have to get it perfect—you just have to get it going.

Jack Canfield

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We use oils, we share oils, and
we teach others to do the same.

*Justin Harrison,
Master Distributor*

Welcome!

Congratulations on choosing to launch your dōTERRA business.

You are here because you love essential oils. You use them, share them, and want to help others do the same. That is the foundation of a strong dōTERRA business, a vehicle that has changed countless lives and financial futures around the globe. With courage and commitment, it can change yours as well.

This guide contains the step-by-step process for achieving the rank of Elite and beyond, while also increasing your confidence in your role as a Wellness Advocate. Whether making a career change or simply wanting to earn extra money, profitable results can come from engaging in consistent meaningful service and repeating the steps outlined in this guide.

In the coming pages, you will find a series of checklists, worksheets, scripts, and more—all created to help you be successful and stay focused on the essentials. These simple methods are tried and true—and best of all, they were created with you in mind. As you grow your skill set and implement productive habits, you can build a thriving business with dōTERRA and achieve your dreams.

Remember, you are not in this alone. This guide will help you every step of the way. Partner with your upline support, and then offer the same to your builders when they launch their own businesses.

Let's get started!



Creating Your Pipeline

This guide is your one-stop shop for all the resources you need to build a thriving, successful dōTERRA business. It provides proven steps for success within a framework called "PIPES."

PIPES stands for **Prepare, Invite, Present, Enrol** and **Support**. This is the framework through which all dōTERRA business training is organised. PIPES activities help you prepare yourself, invite people to learn more, present classes and one-on-ones, enrol prospects, and support your team and customer community. As you build your business, you will continue to repeat these activities to help to produce results.





Belief + Action = Results

- In the Products
- In dōTERRA
- In Your 'Why'
- Share
- Enrol
- Launch Builders
- Change Lives
- Grow Yourself
- Earn Rewards

E

Enrol

Enrol and empower others with natural solutions and invite them to change lives.



S

Support

Support your customers and builders through personal, community, and educational connections.



Your Team & Community



5 Steps to Success

1

Prepare

Set Up Your Business

- Complete the set-up checklist and contact your upline mentor with questions (pg. 11).

Fuel Your Launch

- Fill out *Set Goals* (pgs. 13–14).
- Prepare your *Names List* (pgs. 15–16).
 - Compile, prioritise, and then transfer qualified names to your *Success Tracker* (pg. 18).
 - Fill out *Target Your Message*; then share your answers with your upline mentor (pgs. 25–26).
- Have your *Intro to Launch Strategy Session* with your upline mentor.
 - Share your hopes and dreams.
 - Review *Set Goals*.
 - Review *Creating Your Pipeline* (pgs. 5–6) and *5 Steps to Success* (pgs. 7–8).

- Schedule your first four classes together and other launch month plans.
- Review the *Elite Planner* (pg. 21).
- Use the *Class Planner* (pg. 50).
- Review *Partner with Your Mentor* to set expectations and get familiar with *Strategy Check-In* (pgs. 27–28).

- Refer to *Schedule Your Success* and set up your weekly schedule (pgs. 19–20).
 - Ask about upcoming events to add to your calendar (e.g. Europe Convention, Tour Events, Leadership Retreats, etc.).
- Commit approximately 20 minutes per day to the habit of personal development.
 - Learn to leverage your unique strengths using the online Empowered You Strengths Guides.
 - Utilise *Personal Development* resources (pgs. 96–100).
 - Fill out and post your *Confidence Statement* (pg. 102).

2

Invite

Connect & Share

- Prepare to Share* (pg. 33).
 - Record your experiences on *Share Your Story* (pg. 36).
 - Use your *Success Tracker* to focus on qualified prospects and choose your approach (pgs. 18, 37–40, 42–43, 46, 81–82, 84–85).
 - Find ways to *Reach More People* and grow your *Names List* (pg. 46).
- Share experiences and samples with prospects, and then follow up (pgs. 37–41).
 - Ask for customer referrals (pg. 46).

Invite to Learn & Remind

- Invite prospects who are ready to learn more to an Intro to Oils class or one-on-one and remind them to attend (pgs. 42–43).
- Prepare to host presentations (pgs. 49–50).
 - Know the Intro to Oils class timeline and script (pgs. 53–62).

3

Present & Enrol

Present

- Prep for presentations; refer to *Class Planner* (pg. 50).
 - Learn to *Present with Confidence* (pg. 51).
- Host and learn to teach Intro to Oils (pgs. 53–62).
 - Book classes from classes (pg. 61).

Enrol

- Enrol attendees and schedule their Wellness Consult session (pgs. 59–62, 69–70).
 - Know how to close and enrol successfully.
 - Follow up within 48 hours with those who did not yet enrol.

Strategise Placements

- Place your new enrollees with the support of your upline mentor and *Placement Strategy* (pgs. 63–66).
 - Understand the dōTERRA Compensation Plan (pgs. 105–107).
 - Understand how to work within the Initial Sponsor Move follow-up window (pgs. 63–65, 69–71, 91–92).
 - Understand the different roles of a customer, sharer, builder and leader (pg. 108).

4

Support

Onboard Customers

- Onboard new enrollees and connect them to continuing education and social media community platforms (pgs. 69–74).

Retain Customers

- Regularly inform customers about promotions and other educational opportunities, help with LRP, and offer support as needed (pgs. 70, 73–78).

5

Find Builders

Invite to Host & Build

- Invite to host.
 - Using your *Success Tracker*, identify who would be willing to host a class; contact and conduct an Intro to Host session (pgs. 18, 84).
 - Set up an Intro to Host session with any host you booked during one of your classes (pgs. 21, 84).
 - Schedule classes with new hosts.
 - Read *Expand Your Influence* (pgs. 84–85).
- Invite builder prospects who are ready to learn more to an Intro to Build class or one-on-one.
 - Focus on the top builder prospects listed on your *Success Tracker* (pgs. 17–18, 81).
 - Recruit business partners and builders to your team (pgs. 81–82, 84–85).
 - Ask for builder referrals (pg. 85).

Present

- Prepare to host presentations (pgs. 49, 51).
 - Learn to present Intro to Build and know the timeline (pgs. 87–88) and one-on-one script (pgs. 89–90).

- Host and learn how to teach Intro to Build classes and one-on-ones (pgs. 87–90).
 - Do 3-Way Calls with your upline (pgs. 82, 89–90).

Launch Builders

- Launch builders (pgs. 91–92).
 - Conduct an Intro to Launch session using the checklist, (pg. 7, Step 1) and introduce 6 Weeks to Elite (pgs. 91–92).
 - Help your builders with their first presentations (Intro to Oils, Intro to Build, Wellness Consult, Strategy Sessions) (pgs. 91–92).
 - Help your builders recruit with 3-Way Calls (pgs. 82, 89–90).

Support Builders

- Mentor with regular Strategy Sessions, using *Strategy Check-In* (pgs. 27–28, 93).
 - Refer and invite to corporate/team training/events.

Finding builders, or step 5, happens in tandem with steps 2–4. You are essentially completing the same steps, but with a different emphasis when enrolling a builder versus a customer.





Prepare

Set Yourself Up for Success

By the end of the Prepare step, you will have set goals for your future, laid the groundwork to start sharing and inviting, and created a schedule for your business.

Success is the sum
of small efforts, repeated
day in and day out.

Robert Collier

Get Equipped

- Add a Class Kit to your Loyalty Order.**
If desired you can add any of the following:

- Healthy Can Be Simple booklets.
- 10-packs of Live and Build Guides.
- Natural Solutions class handouts.

- Work with your upline to order other information resources.**



Get Familiar

Empowered Life

Discover product and continuing education at:

doterra.com > [Discover](#) > [Product Education](#)

- AromaTouch™ Technique
- dōTERRA University
- Science of Essential Oils

doterra.com > [Resources](#) > [Essential Oil Resources](#)

- Flyers
- Literature

Empowered Success

Get familiar with the [Empowered Success](#) Materials:

- Live Guide
- Share Guide
- Build Guide
- Launch Guide
- Natural Solutions Handout

Empowered You

Discover personal development training and learn how to grow your business with the [Empowered You Strength Guide](#):

Learn more on page 100 of this guide.

Set Goals

Successful people set specific goals. Be clear on what you want and when you want to achieve it. Choose the level of reward you are seeking and the pace at which you want to create those results. By making specific commitments to your success and then setting them to a certain time-frame, you are better prepared to engage in the activities that follow.

Duplication of the foundational rank of Elite is key to progressing/advancing to Silver, Platinum, Diamond, and beyond.



1 Choose Your Earnings

Pay for Your Product

240 - 610 €/month*
£ 210 - 580 / month*

Elite — Premier Income Goal

How much time do I need to invest?*

3-5
hours/week

Rank Steps

E Elite in 2-3 months
P Premier in 6 months

Supplement Your Income

610 - 3.920 €/month*
£ 580 - 3,360 / month*

Premier — Gold Income Goal

How much time do I need to invest?*

10-15
hours/week

Rank Steps

E Elite in 1-2 months
S Silver in 6-9 months
G Gold in 1-2 years

Replace Your Income

3.790 - 51.650 €/month*
£ 3,360 - 45,900 / month*

Gold — Presidential Income Goal

How much time do I need to invest?*

15-30
hours/week

Rank Steps

E Elite in 1 month
S Silver in 6-9 months
P Platinum in 1-2 years
D Diamond in 1-3 years
PD Presidential Diamond in 4-7 years



Refer to the *Build* guide or pages 105-107 of this guide to create strategies to achieve rank and income requirements.

*See the dōTERRA Compensation Plan for details. Numbers displayed are 2020 annual averages.

Personal earnings may be less.

**Needed hours per week is an estimate.

2 Choose Your Pace

There will likely be between 1–4 weeks of preparing, sharing, and inviting prior to hosting your first presentations. Choose your pace, using the timelines of success below, in which to achieve the rank of Elite. Begin enrolling through one-on-ones right away with those who are ready to get started with dōTERRA, even while in your Prepare phase.

Class launch date: ____/____/____

<input type="checkbox"/> Elite in 30 Days	<input type="checkbox"/> Elite in 60 Days	<input type="checkbox"/> Elite in 90 Days
<p>Examples of how to generate 3000 OV:</p> <p><i>150 PV average per enrolment order x 20 enrolments</i></p> <p>OR <i>3–4 enrolments and an average of 500 PV per class x 6 classes</i></p> <p>OR <i>5 enrolments and an average of 750 PV per class x 4 classes</i></p>	<p>Example of new enrolment orders + customer LRP orders = 3000 OV:</p> <ul style="list-style-type: none"> • <i>8 of 15 customers enrolled in month 1 have an average 100+ PV LRP order + 800 PV</i> • <i>4 enrolments or average of 600 PV per class x 3 classes (in month 2) + 1800 PV</i> • <i>3 one-on-one enrolments (in month 2) + 450 PV</i> 	<p>Example of new enrolment orders + customer LRP orders = 3000 OV:</p> <ul style="list-style-type: none"> • <i>12 of 20 customers enrolled in months 1–2 have an average 100+ PV LRP order + 1200 PV</i> • <i>4 enrolments or average of 600 PV per class x 2 classes (in month 3) + 1200 PV</i> • <i>4 one-on-one enrolments (in month 3) + 600 PV</i>

3 Choose Your Goals

90-Day Goal €/\$ _____ /month Rank: _____	6-Month Goal €/\$ _____ /month Rank: _____	1-Year Goal €/\$ _____ /month Rank: _____
--	---	--

4 Choose to Share

Share these goals with your family and upline mentor and post them where you will see them daily.

- How committed are you to reaching your Elite rank and 90-day goals (on a scale of 1–10)? Elite: _____ 90-day: _____
- Why is it important to reaching your goals at the pace you set? _____

- How will your life change when you reach your 1-year goal? _____

- What will your life be like if you never reach your 1-year goal? _____

Make it a regular habit to record further insights on how to achieve these goals and build your dreams.

Names List

Whose lives do you want to change? Building a successful financial pipeline begins with inviting others to discover how dōTERRA solutions and the business opportunity can support them.

- 1 Create a list of all the people you can think of. Let your ideas flow. You never know who may be looking for the solutions you can provide. Record their names and organise them by networks, such as family or friends, on this page and the next.

Family: <i>parents, siblings, relatives</i>	Health Need	€/£ / Time Need	Purpose Need	Influential	Natural-Minded	Biz/Sales Exp.	Spouse Support	Tally
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								

Friends: <i>current, high school, college, social media</i>	Health Need	€/£ / Time Need	Purpose Need	Influential	Natural-Minded	Biz/Sales Exp.	Spouse Support	Tally
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
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22								
23								
24								
25								

2 Next, as you think about each person you've written down, filter your list to identify potential builder prospects. Place check marks in the columns that apply, indicating the common qualities of successful builders. Then tally in the last column.

- Looking for improved finances or a better future
- Has a need for more money, time or purpose
- Socially influential—people follow them and want to do what they do
- Interested in natural things and lives a healthy lifestyle
- Has business or sales experience and is self-motivated
- In a phase of life that supports building a business
- Has a supportive spouse or partner

	Health Need	€ / £ / Time Need	Purpose Need	Influential	Natural-Minded	Biz / Sales Exp.	Spouse Support	Tally
1 <i>Angela Reyes</i>	✓		✓					
2 <i>Cousin Jenn (Yoga)</i>	✓	✓	✓	✓	✓	✓		###

Community: <i>neighbours, contacts from church, school, clubs</i>	Health Need	€ / £ / Time Need	Purpose Need	Influential	Natural-Minded	Biz / Sales Exp.	Spouse Support	Tally
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								

Other: <i>coworkers, product or service providers</i>	Health Need	€ / £ / Time Need	Purpose Need	Influential	Natural-Minded	Biz / Sales Exp.	Spouse Support	Tally
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								

Prioritise Your Names List

Identify Potential Builders

Your next step is to prioritise the prospects on your *Names List* by first highlighting those with a higher number of tally marks, indicating qualities of potential builders. Strong builders may surprise you and can be found among those with fewer tally marks. However, this rating system is a proven way to start.

Ask yourself:

- If I could work with anyone, who would it be?
- Who would I work best with?
- Who would bring the kind of commitment and action that matches or exceeds the pace I have set to reach my goals?

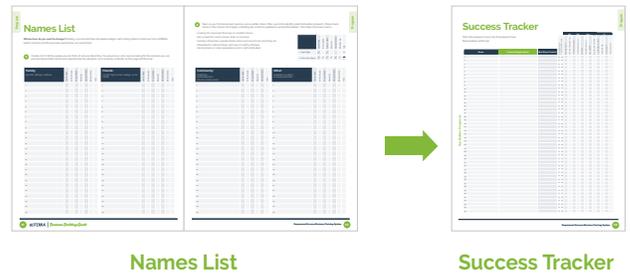
Write down those who come to mind, from your list or otherwise.

Potential Business Partners

.....
.....
.....

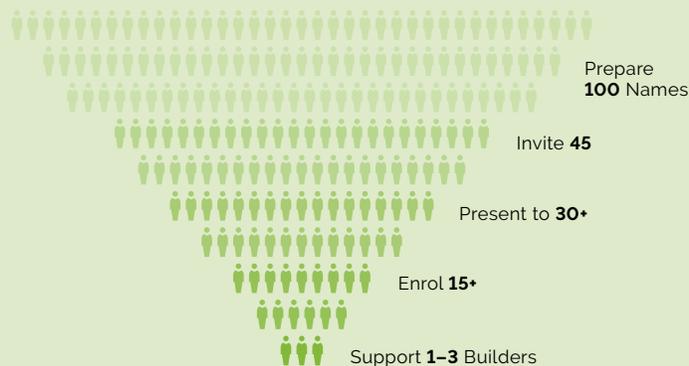
Track Top Prospects

- 1 Fill in your *Success Tracker* with your top 45 prospects.
- 2 Identify the best way to contact and approach each person, whether with the products or the business.
- 3 Begin personalised sharing and inviting and track the progress of each individual. With the help and support of your upline, find a few key builders early.
- 4 You can sign up a new member at any time and have until the 10th of the month following your sign up to move them within your business structure. This will allow you to create a healthy placement structure and potentially help to maximise your bonus opportunities. Without builders, you only have customers on your frontline, reducing your earning potential.



Grow Your List

As new people come to mind and into your life, add them to your *Names List* to keep up the flow in your pipeline. Commit to adding 5–10 new names weekly.



Your Business Is About Numbers

The more people you have in your pipeline, the more customers and builders you are likely to find.

Set a goal to find 3 builders in your first 30–90 days. If you don't find builders right away, keep strengthening your list and keep enrolling. Many builders start out as customers who then begin to share.

Success Tracker

Track the progress of your top 45 prospects here.
Place builders at the top.

Top Builder Prospects

Name	Product Sample Idea(s)	Best Way to Contact:	First Approach: Product (P) or Business (B)		45+		30+		15+			3+				
			P	B	Sample Given	Sample Followed Up	Invited to Class/1:1	Attended Class/1:1	Enrolled	Wellness Consult	Set Up LRP	Continued Education	Committed to Host	Intro to Build	3-Way Call	Intro to Launch
1			P	B												
2			P	B												
3			P	B												
4			P	B												
5			P	B												
6			P	B												
7			P	B												
8			P	B												
9			P	B												
10			P	B												
11			P	B												
12			P	B												
13			P	B												
14			P	B												
15			P	B												
16			P	B												
17			P	B												
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35			P	B												
36			P	B												
37			P	B												
38			P	B												
39			P	B												
40			P	B												
41			P	B												
42			P	B												
43			P	B												
44			P	B												
45			P	B												

Schedule Your Success

Success is not a destination—it's a habit. These simple success habits are the shared, proven practices of top leaders in dōTERRA. As you integrate them into your life, you will experience the power of daily action compounded over time. Consistent business-building, income-generating activities are what create results. Spend at least 70% of your time inviting, presenting and enrolling. The best way to grow is to have successfully recruited and launched builders who are doing the same.

Discover and use information and support that your upline is providing by way of weekly classes, continuing education and team calls. Avoid reinventing the wheel by waiting for the right time for you to take on certain responsibilities.

Daily: Prepare, Share and Invite

- Use your products
- Engage in personal development
- Contact, sample, follow up and invite
- Schedule interactions, classes and one-on-ones



Ask yourself these questions:

- *Who can I share a product experience with?*
Share a sample and follow up.
- *Who would be open to learning about essential oils?*
Invite to an Intro to Oils class or one-on-one.
- *Who attended a presentation and is ready to enrol?*
Help enrol with a kit and schedule a Wellness Consult.
- *Who needs a Wellness Consult?*
Schedule a Wellness Consult and commit to LRP.
- *Who is ready for an introduction to the business?*
Invite to an Intro to Build class or one-on-one.
- *Who is loving their oils and would like to host a class?*
Invite to host. Schedule an Intro to Host conversation.
- *Who is ready to launch their business?*
Introduce 5 Steps to Success during an Intro to Launch.

Weekly: Present, Enrol and Support

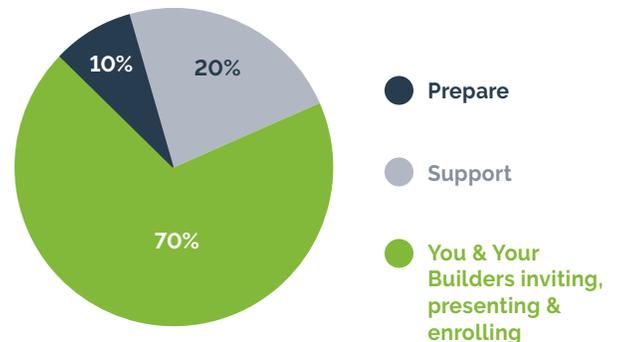
- Hold Intro to Oils classes and one-on-ones
- Hold Intro to Build classes and one-on-ones
- Conduct Wellness Consults
- Attend and promote Continuing Education
- Attend team call
- Hold Strategy Sessions

Monthly

- Place a LRP order of at least 125 PV
- Set goals, track progress with rank/Power of 3 planners
- Enrol 4+ customers and 1+ builder
- Attend business training

Annually

- Attend and invite to events:
 - European Convention
 - Leadership Retreat
 - Regional events
 - Incentive Trip



Weekly Schedule

On the *Set Goals* page of this guide, you selected your personal path of success. Below are the recommended number of weekly hours for each pace to achieve building your financial pipeline.

Pay for Your Product	Supplement Your Income	Replace Your Income
<i>Needed Time Investment: 3-10 hours/week</i>	<i>Needed Time Investment: 10-30 hours/week</i>	<i>Needed Time Investment: 25-50 hours/week</i>

Write down the number of hours you plan to dedicate each day to your business during an average week.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>	<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>	<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>	<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>	<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>	<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>	<input style="width: 60px; height: 25px; border: 1px solid #ccc;" type="text"/>

Using your own method, block out time for your weekly activities. First, place primary events such as family commitments and employment, then your PIPES business-building actions. Add appropriate prep and travel time as needed.

Time/Period	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00	Personal Development					
10:00	Team Call				Contact / Follow-up with names on Success Tracker	Intro to Build with Emily
11:00	Strategy Session: - Elaina @ 11:00 Intro to Launch: - Jacob @ 11:45	Contact / Follow-up with names on Success Tracker		Strategy Session with Upline		
Noon						
13:00		Wellness Consults: - Mum @ 13:30 - Jack @ 14:15	1:1 with Olivia		Wellness Consults: - Kim @ 13:30 - Sophia @ 14:15	
14:00						
15:00						
19:00		Intro to Oils @ Cafe		Continuing Education		

Example: 16- to 20-hour dōTERRA week for a midlevel pace

Fast Track Your Success

There are many ways to detail your schedule and planning. One way is to schedule your first 4 classes in a week or weekend during your launch month to:

- Minimise set-up time.
- Give prospects multiple class options.
- Allow you to build from one class to the next (enthusiastic attendees can easily invite others).
- Maximise placement options and better set yourself up for progressing through ranks and achieving bonuses.

Time Tips:

- Group calls close together in one block of time.
- Make different times available to accommodate others' schedules.
- Respond to communications within 24 hours.

Elite Planner

I am an Elite on or before

During Your Launch Month: (30-day pace to Elite)

Combine this planner with your *Success Tracker* for all your presentation planning.

- Schedule 4+ classes or 15+ one-on-ones or a combination of the two.
- Invite 45+ total people to a class or one-on-one.
- Enrol 15+ people.

Schedule Classes

Invite 15+ people in person or via phone call/text to achieve an ideal class size of 6–10 qualified invitees. Classes are hosted by you or someone who agreed to host. Refer to your *Success Tracker* for ideas.

Class 1

Date/Time:

Location:

Host:

Class 2

Date/Time:

Location:

Host:

Class 3

Date/Time:

Location:

Host:

Class 4

Date/Time:

Location:

Host:

Goal: Elite 3000+ OV

Total Volume Needed

Current Volume -

Scheduled Volume -

Volume Needed =

Incentives

When they enrol with a kit + place their first LRP order, give them an incentive (like 5 ml Wild Orange and Product of the Month).

Schedule One-On-Ones

Set up one-on-ones in person, online, or via a 3-Way Call with prospects who need more individualised attention to review wellness priorities, if they have challenges with finding time in a busy schedule, or they are influencers who benefit from a more customised setting..

Name:

Date/Time:

Location:

Top Tip

Actively invite 15+ people in person or via phone call or text, or passively invite 30+ people via social media or email (this requires far more invites to create the same results) to achieve an ideal class size of 6–10 qualified invitees.

Clarifying the experience of the people on your Names List makes all the difference. What if, in a month's time:

- Your invites are more qualified so you achieve **30 attendees x 50% enrolment average = 15 enrolments.**
- Your invites are less qualified so you achieve **50 attendees x 30% enrolment average = 15 enrolments.**

The less qualified, the more invites required. The more qualified, the less invites required.

Be a Solutions Provider

Success begins with you. First, choose to be a product of your products. Your belief grows as you consistently experience their profound benefits. As the solutions provider, your experiences fuel your enthusiasm to share with others. As you share that passion, you help those around you want to learn more and inspire your builders to do the same.

Use the Products

Live principles of wellbeing to create a wealth of experience that you can draw upon to encourage and inspire others.

- Implement your Daily Wellness Plan to use your products daily. (*Live* guide).
- Using dōTERRA reference information, develop your knowledge of the features and benefits of products.
- Make it a habit to turn to your products first when wellness priorities arise.
- Learn to integrate your products into your wellness lifestyle through continuing education.
- Be your own best customer and experience the variety of products dōTERRA offers.
- Maximise the Loyalty Rewards Program (LRP) by learning how to earn up to 30% back and redeem points.

See [doterra.com](https://www.doterra.com) > *Discover* > *Product Education* to learn more.



Share the Products

During interactions with those with whom you hope to share dōTERRA, come from a place of service and paint a picture of self-directed wellness. Ask if they are open to learning more. As a dōTERRA Wellness Advocate, connect people to your solutions.

Invite others to learn more about using dōTERRA solutions as a main line of defence.

- Create experiences where they can discover potential dōTERRA solutions.
- Show how “with a book and a box” (oil reference guide and a box of dōTERRA CPTG™ essential oils), 80+ percent of wellness priorities can be addressed at home.

Selling, in its purest form, is service—helping people find solutions to problems they have, could have, or could avoid altogether. You are a solutions provider. Not because you solve problems, but because you empower others to learn ways to solve things for themselves.

Ask yourself: “Whom can I reach out to today, and how can I offer to serve them?”



Discover Problems

Everyone experiences challenges and gaps in their Relationships, Health, Finances Time, Sense of Purpose



Measure Impact

Problems have costs and can compromise Relationships, Health, Finances, Time, Trust, Belief



Offer Solutions

After listening and identifying need(s), offer your prospects possibilities:
 - Product approach (pgs. 37–40, 43)
 - Business approach (pgs. 82–85)

Teach Your Builders to Do the Same

As you launch your business, empower customers who use and love the products, sharers who host classes, and builders who partner with you to build a business. Commit to developing the skills necessary to reach your goals. Become the kind of builder you want to work with.

Leverage the Five Conversations

The Empowered Success system includes five guides designed to support the key conversations that introduce the first phases of the dōTERRA experience. These steps can happen in whatever order serves each prospect best.

Healthy Can Be Simple



Introduce essential oil possibilities.

Natural Solutions Class Handout



Educate and enrol in natural solutions.

Live Guide



Commit to living the dōTERRA lifestyle.

Share Guide



Commit to hosting presentations.

Build Guide



Commit to building a business.

Target Your Message

See yourself as someone with valuable experience who specialises in offering specific solutions to those who seek them.

Increase the flow of prospects moving through your pipeline by identifying the network you feel drawn to serve, and then find ways to connect with them. You do not need permission or prerequisites to do what you love. You just need to be able to show your customers how to get results. Write the following answers to identify who you are in your business, who and how you serve, the messages you are passionate about communicating, and the problems you empower others to solve.

Seek

Get clear on how to lead, with the mindset of seeking to serve.

- *Who are you? Think about all you've been in your life, who you've become, and what comes naturally to you. List your unique life experiences, expertise, community involvement, connections, passions, skillsets, business experience, and influences that continue to impact who you are.*

.....

.....

- *What do you feel driven to be a part of? What is your message or cause? How you solved your challenges becomes your message to others. What challenges have you overcome with dōTERRA products? How have you become a solutions provider? As a result, what are you now passionate about sharing?*

.....

.....

Write out your best stories to date on page 36. Then draw on them to stimulate your thoughts and feelings while you complete this page. You can overcome the feeling that you are being forceful and sales driven, by being clear about your cause and message.

Serve

Choose to be a solutions provider.

- *Who do you serve? Who needs your message? Who do you best connect with? Be confident to share your passion with others who need your solutions. Describe those you want to serve.*

.....

.....

- *Where do they socialise? Where can you find them?*

.....

.....

- *How do you best connect with them? What brings you joy to share and do with others? What is your message?*

.....

.....

Solve

The courage to share comes from understanding the needs of others and knowing you can create value with your solutions.

- *What specific problem(s) do you show others how to solve? Identify what you solve in your own way. How can you help others find solutions just like you did?*

.....

.....

.....

Do you have solutions for fitness, nutrition, wellbeing, children's wellbeing, skincare and beauty, green living, organic gardening, the need for additional household income, or something else?

- *Why should people learn and buy from you? Why do they choose you? What can you do that others can't or won't? What team community can you invite them to join, or what classes can they attend to learn more with you? How will you surprise and delight them? How is their world better because you have supported them? What sets you apart or makes you different?*

.....

.....

.....

What You Do

It can be helpful to create what is known as a Value Articulator Statement. A Value Articulator Statement helps declare what you do and how others will benefit from working with you. Read the examples below, and then follow the template to create your own.

A wife and mother who wants to teach others about simple wellbeing ideas to share with their family members might say:

I help people to discover essential oil solutions to support their family, using the wide range of wonderful products that dōTERRA offers.

A female fitness guru who is a mum and into healthy living might say:

I help women take control of their wellness by moving, eating well, and staying healthy with natural products so they feel better, move more, and live their best life—different from living with low energy, discomfort, and poor self-esteem—because my purpose is to empower them to make themselves a priority, even when it's easy to put everyone else first.

Value Articulator Statement

I help/teach/support (who)

to (do what)

so that (result),

unlike (less favourable alternative),

because (distinction/what's different about what you offer).

Partner with Your Mentor

You are in business for yourself, but not by yourself. Partnering with an upline mentor can dramatically increase your own success and that of your downline. Set clear expectations for your partnership from the beginning to create an environment conducive to long-term success, where your relationship can grow right along with both of you. Have fun as you work hard and work smart together. Share your hopes and dreams with your upline mentor, and ask them about theirs.

Though ideal, not every builder has an upline mentor. In fact, some of dōTERRA's most successful builders did not have immediate upline support. This guide is designed as a complete training tool, so everyone has the basics needed to succeed. Ultimately, your level of success is up to you. If needed, find someone else who can serve as your strategising and accountability partner.

A mentoring relationship is a partnership. Make the most of working together by creating a clear plan using the information below:

Mentor	Builder
<p>What You Can Expect of Your Mentor</p> <ol style="list-style-type: none"> Believes in You. Cares about your success. Believes what you say you want. Believes you will do what it takes to achieve it. Is Positive. Sees the best in you and your possibilities. Is Honest. Gives useful feedback. Operates with integrity. Stays Focused on Fundamentals. Helps you keep the main focus as the main focus. Partners with you as you move through the 5 Steps to Success. Coaches from Experience, not just theory. 	<p>What Is Expected of You</p> <ol style="list-style-type: none"> Be Coachable. Trust proven processes and recommendations; consider new ideas and strategies. Be Positive. Enthusiasm is contagious with customers and builders during presentations and events. Work Hard. Keep to the success schedule you set. Do what you say you will do. Above all, seek to serve. Learn Earnestly. Watch, read and study product and business trainings. Always be a student of your business. Be Honest and Accountable. Consistently measure results together through regular connections. Be honest with your mentor when difficulties arise. Find a Way, Not an Excuse. Honour your commitments to yourself. Anything worthwhile involves hard work, frustration and persistence. Be resilient. There may come a time, for whatever reason, you "drop off." If this happens, how would you like your mentor to respond?
<p>Determine When to Call Your Mentor</p> <ol style="list-style-type: none"> What is the situation? What are my options? What do I think I should do? <p>Come up with your own solutions first. Then, if you need other options, call your mentor.</p>	<p><i>Inspired by Chapter 3 of Being the Starfish by Neal Anderson</i></p>

Tips for Successful Strategy Sessions

- Schedule regular, recurring connections** with your mentor.
- Choose the best way to connect** such as daily morning and evening texts and/or weekly calls.
- Text or email prior to each Strategy Session** a few specifics on successes and challenges you experienced in the last week to be acknowledged and addressed. Consider using the *Strategy Check-In*.
- Call your mentor at the appointed time.**
- Come prepared** to gather insights and discover solutions, rather than expecting your mentor to solve things for you. Turn to your mentor for strategy, not therapy.
- Utilise consistent personal development** to surpass limitations, be better prepared, find solutions, and create strategies that work.
- Your upline will match your energy.** Invest in your success, and they'll invest in you.

Strategy Check-In

Send a photo of this completed form to your upline mentor via text or email prior to your Strategy Session.

1 Connect & Discover

What success did you have last week?

What's helping to grow your business?

What challenges are you experiencing in your business?

2 Review Last Week

How did things go last week with your top three action goals?

Anything that needs to change going forward?

Fill in the total number completed last week in the green squares, and then your goal for next week in the blue squares.



Prepare

- Time block **PIPES** activities
- Add to *Names List*
- Strategy Session with upline
- Attend Team Call
- Product training
- Daily personal development
- If completed

Invite

- Share experiences:
- Oil sample/experience
 - Your story
 - Video link
 - Website link
-
- Invite to:
- Intro to Oils class
 - Intro to Build class
 - Wellness Consult
 - Host a class
-

Present

- Intro to Oils class (host/teach)
-
- One-on-one
-
- Intro to Build
-

Enrol

- Personal enrolment
-
- Wellness Consult
-
- Enrol in LRP
-
- Commit to host
-
- Commit to build
-

Support

- Intro to Launch with new builder
-
- Strategy Session with builders
-
- Attend Continuing Education/bring a guest
-
- Promote team training/event
-
- Attend a team training/bring a builder
-

Focus on Inviting, Presenting and Enrolling to Build Your Pipeline

Circle where you observe a breakdown in activity. Focus next week's actions on increasing flow in that area.

3 Goals for the Upcoming Week

Goals for This Month:

Refer to your rank planner to help choose your top actions for the week. **Rank:** **Power of 3:** 42 €/£38, 212 €/£192, 1275 €/£1155

Top 3 Actions What needs to happen?	Your Part How will you get this done?	Upline Support What support do you need?	Completion Date
.....	___ / ___
.....	___ / ___
.....	___ / ___

4 Breakthroughs

What personal development/training are you benefiting from?
What else could grow your belief, insight and skills?

.....

5 Important Reminders

Team call, company promotions, events, etc.

.....

My success is up to me. I determine the actions I take. I seek and gain the necessary training to increase my results. I continually break through limiting beliefs, build my character, and expand my influence as I reach my goals.

What It Takes to Succeed

Your Success Is Up to You.

You set your pace. The ideal is laid out here in this guide.

You Have Resources.

You are in this business for yourself but not by yourself. Your upline and the company are committed to providing training, educational resources and tools for your success.

Learn, See, Do, Grow.

Training looks like this: you learn each step, see how it's done, do it, measure results, get feedback, and then grow as you do it again and again.

Set the Goal.

Choose to become independent and successful as soon as possible.

Success Takes Time.

Depending on how consistent and effective your efforts are and the growth you choose to create, you could:

- In 90 days make enough to cover your order and supplies.
- In 1 year make a part-time income.
- In 2–3 years be a significant earner.
- In 5–7 years be a world-class professional and top earner.

This Takes Work.

Unlike employment where one is driven by external forces and expectations, to be an amazing entrepreneur reframe your mind to focus on creation, contribution, purpose and passion. You are now your driving force.

Growth Is Key.

Become more to earn more. The builders you work with will engage at their own pace. Consider enrolling more to create additional options for your own growth so you are not limited by each builder's pace. For example, if you are building to the rank of Silver, have four legs to work with rather than three.

Skills Set You Free.

The skills required are not hard, but need to be practiced, utilised and mastered over time.

Laser Your Focus.

Concentrate on money-making, pipeline-building activities, and clearing distractions. Focus your energy. Energy flows where attention goes.

Have Courage.

People may feel threatened when you move out of your old world and into a new one. You may experience rejection and setbacks. Choose to stay the course of your dreams.

Both Sides of the Bottle

dōTERRA™

Your partnership with dōTERRA is a two-way agreement. On one side of the bottle is dōTERRA's stewardship. On the other side of the bottle is you, sharing these precious oils with the world. With responsible sourcing, community building and pioneering research, dōTERRA brings unmatched CPTG™ quality essential oils—gifts of the Earth—from the source to you, while generously rewarding those with whom they do so.



Wellness Advocate

When you share pure essential oils as natural solutions for wellness, you invite those around you on a journey of possibilities, while leading, supporting and educating those you feel called to serve about the power of these gifts of the Earth.



Source > Bottle > Validate > Ship > Reward

Share > Invite > Solve > Empower > Lead





Invite

Change Others' Lives

By the end of the Invite step, you will have shared samples, stories and invitations with people on your Names List, preparing them for a positive experience at a presentation.

No success is immediate.
Nor is any failure instantaneous.
They are both the products of the
slight edge, the power of daily
actions, compounded over time.

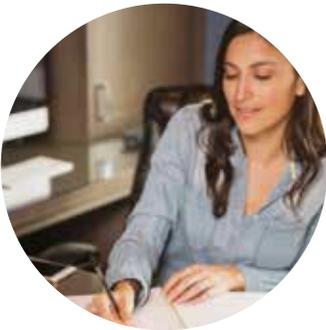
Jeff Olsen

Prepare to Share

dōTERRA is a relationship business. Take the time to create and nurture relationships as you begin to share.

When the time is right, ask your prospects about their wellness priorities, and share possible solutions through stories and samples. Seek to serve, then others will naturally want what you have to offer. The more positive experiences a person has with essential oils and with you, the more they will want to learn.

Encourage others to accept an invitation to learn more about essential oils by sharing your experiences first. Many sharing opportunities happen naturally during your day-to-day activities (at a social gathering, sporting event, on social media, in line at the store, etc.).



Your Story

Take the time to fill out the *Share Your Story* exercise (pg. 36). It truly makes all the difference to have refined your story into concise, relevant messages that are ready to share. Stories stir emotion and help others see themselves in your experiences, creating hope for their own. The more clear you are on your message, the more your prospects know what they are saying yes to.



Oil Experience

Create oil experiences straight from your own bottles (e.g. share a drop from an oil you have in your bag or keychain) when it feels natural. Be equipped to help others discover natural solutions.



Sample

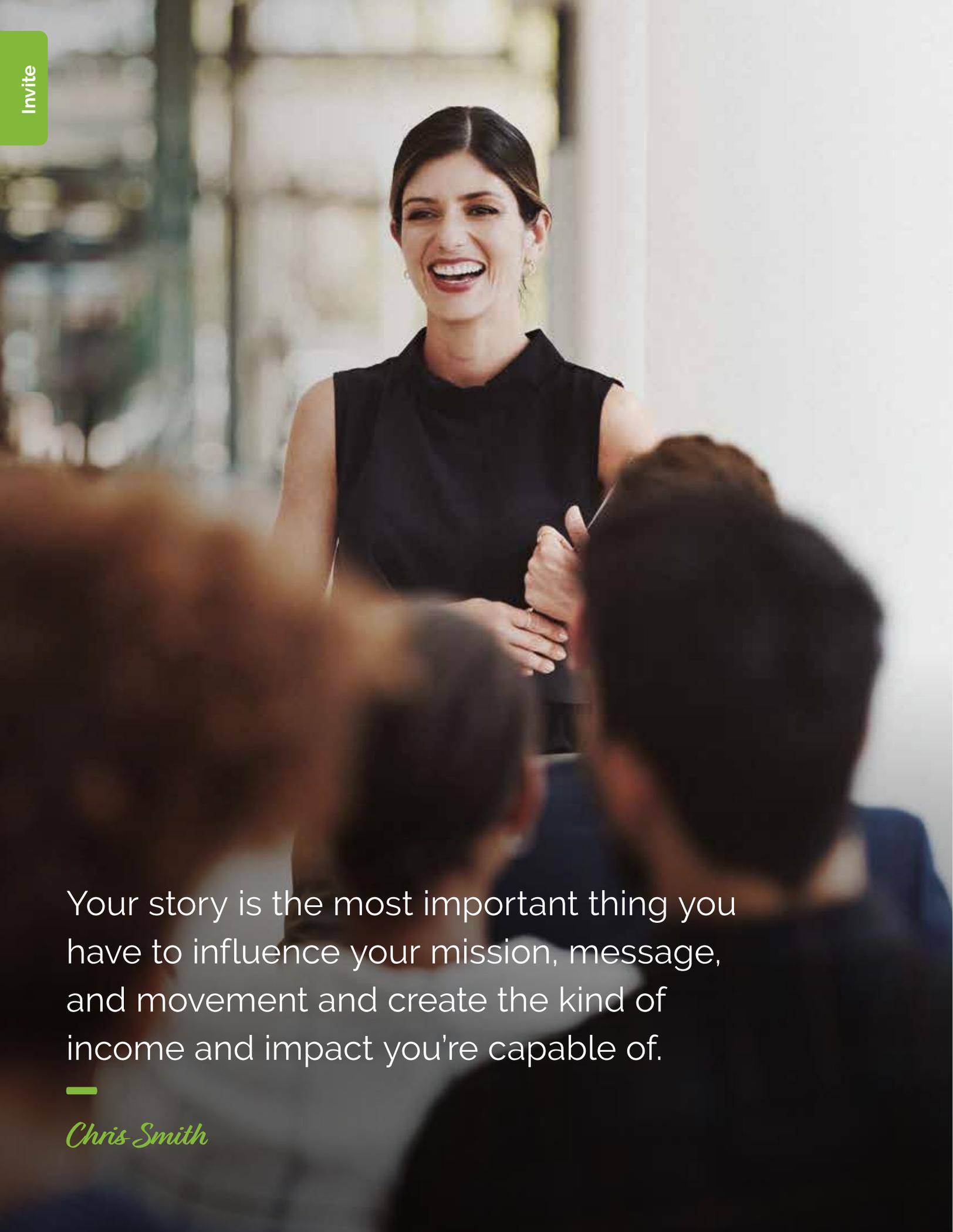
When creating samples for prospects, consider the following:

- Personalise samples to target specific needs or interests. Focus on what you can easily help with.
- Sample oils that quickly make an impact (like Wild Orange, Deep Blue™, Lavender, Peppermint, PastTense™).
- Provide the *Healthy Can Be Simple* booklet with sample use instructions and your contact information added on the back.



Top Tips

- Keep samples with you at all times.
- Always get contact information.
- Use dōTERRA pre-made samples.

A woman with dark hair pulled back, wearing a black sleeveless top, is smiling broadly and looking towards a group of people whose backs are to the camera. She appears to be in a professional or social setting with large windows in the background.

Your story is the most important thing you have to influence your mission, message, and movement and create the kind of income and impact you're capable of.

Chris Smith

Share Your Story

When you share experiences about how your dōTERRA solutions can make a difference, you generate curiosity and build value so that prospects want to learn more and are more likely to make the time to listen.

Write out, refine, and draw on your story so you are freed up to listen to the needs of others. Your goal is to share the potential possibilities with them. When the time is right, share your story and customise it in a way that is relevant to them.

Product Story

Be prepared to share your love for dōTERRA products and why they are important to you.

- What wellbeing situation were you facing? How long had it been going on? What problems were created as a result?
- What had you tried? What kind of results were you getting? What did that cost you?
- What led you to dōTERRA? What was different about their solutions?
- What kind of results did you start experiencing? How have the products changed your life?
- What is life like for you now? Where are you going and what are you doing in the future as a result?

How do you see the dōTERRA products meeting people's needs and changing lives?

Business Story

Be prepared to share your hopes and dreams and how the dōTERRA opportunity has the potential to help you to build your future.

- Where were you before dōTERRA? Perhaps you had two jobs, were sick of working overtime hours, or grew tired of your work environment.
- Where are you now? Maybe you are in the middle of shifting out of a current job situation, are ready to do something new or focus on a new goal.
- What do you want to achieve with your dōTERRA business? What is your 'Why'? (e.g. to build your dreams instead of someone else's, to have the potential to create a repeat income by educating people about essential oils). What is your cause?

How do you see the dōTERRA business meeting people's needs and changing lives?

Share & Follow Up

Be open and aware as you create opportunities to share and invite, no matter where you are or who you are with.

Look for and create opportunities when sharing makes sense and comes naturally. Whether with an existing relationship or someone new, build trust in every interaction.

You don't need to be an expert to successfully connect and share. Just be authentic. Discover what's most important to each person you interact with by taking genuine interest in who they are, what they are experiencing, and how you can serve them. Feel free to use or vary the scripts below.

Connect to Discover

1 Start a Conversation with Someone You Haven't Connected with Lately

When someone receives a call from someone they haven't talked to in a long time, it's exciting, especially if they have a great conversation. But if it turns into what feels like a sales pitch, it can take away from the feeling that it's an authentic connection. When reaching out in this way, be honest and be up front.

In person or over the phone, start the conversation and make the connection:

How are you? Tell me what's going on with you and your family.

Talk for as long as it feels comfortable. After a while move on to the purpose of your call.

It's been such a long time, and I have something specific I wanted to talk to you about.

Continue to connect through conversation and build the relationship.

Connect to Your Solutions

2 Share Your Story and Ignite Curiosity

Tell the story of how the products have helped you and your family (refer to your story on page 36). Be specific. Keep it simple and to the point. *Well, you know how we struggled with... We've loved how dōTERRA essential oils have helped us...!*

Share the possibilities with them:

A. *I'd like to share more with you about natural forms of wellness. What do you know about essential oils?*

B. *I love essential oils and I can't keep this to myself! I thought you would love them too. Have you ever tried any?*

C. *For many people it's important to have a healthy lifestyle, eat well, exercise regularly, get quality sleep, and get rid of toxic products around the house. Do you feel like that too? What kinds of things are you doing? ... What do you know about essential oils?*

3 Discover Problems and Measure Impact

Make your sharing relevant by asking questions to discover priorities and add value during the conversation. Then, you can more naturally match your solutions to their needs. *When it comes to your... (e.g. wellbeing), what would you like to improve?... How is that affecting you?... How long has it been going on? What has it been costing you?*

Don't judge each day by the harvest you reap, but by the seeds that you plant.

Robert Louis Stevenson

Condensed Conversation

With an Established Relationship, Start Here

When connecting in person or over the phone: share a simple but powerful personal testimonial or someone else's experience that you think would be of interest to them.

Invite them to try a sample or provide an oil experience.

A. Know of a wellness priority:

I thought about ____ (name an oil) because I know you are looking for a solution for ____ (a family member). I would love to give you a free sample of essential oil for you to try. They are reliably safer, cheaper, and often more effective than modern, synthetic approaches. I'd love for you to have an experience with them. Are you going to be around tomorrow for me to bring that by?

B. Don't know of a wellness priority:

I've had some pretty amazing results with essential oils and thought of you . . . (share a simple but powerful personal testimonial or someone else's experiences that you think would be of interest to them). I know everyone deals with all kinds of challenges. I would love to give you an essential oil sample for you to experience for yourself. Are you around tomorrow so I can drop off a sample?

Next, go to step 5.

Create Experiences

There are multiple ways to 'sample' dōTERRA. Stories are often powerful enough to move people to want to learn more. After telling yours, ask, *would you be open to trying something natural for that?* Or, *would you be okay if I showed you how to?*

Then offer one of the following options:

- Offer a sample (see below for details).
- Schedule a one-on-one: *How about if we schedule a time to find out more about your wellbeing goals?*
- Share a link: *What if I send you a link to learn more about ____? Will you watch it?*



4 Invite to Try

One of the best ways for a prospect to build belief in dōTERRA products is to have an essential oil experience. Sampling is just that. Every drop shared stirs interest, increases trust and creates compelling reasons to want more. Successful sampling can result in higher class attendance, enrolments, commitments to LRP and more. The following scripts model ways to do so.

Ask permission to share a sample:

- If I give you a sample, will you give it a try for a couple days?*
- Would you like to learn how essential oils could help you with that? Would it be okay if I left you with a sample?*
- Would it be okay if I gave you a gift package of essential oils?*
A gift package can be one to two samples and a booklet.

5 Sample

- Sample one to two needs for focused results.
- Give a two-day supply (approximately 10–15 drops).
- Sample their easiest wellbeing priorities or give a common oil as a more generic sample.
- Include a copy of *Healthy Can Be Simple* or a quick reference booklet.
- Show or tell them how to use the sample. ○

Get permission to follow up within 48 hours and be sure to get their contact info: *How about I check back and give you a call in a couple days to see what you think?*

Example Use Instructions

A sample given with instructions is significantly more effective than hoping prospects will figure out what to do on their own. *Here's what you're going to do: When going to bed tonight, with your fingertips, rub a few drops of dōTERRA Serenity™ onto your temples and the back of your neck. I'll call you in two days to see how it went. When is the best time to reach you?*

6 Set Expectations

Give prospects reasonable expectations for results when using a sample to create an environment where they feel comfortable exploring solutions together rather than risking disappointment. *Because everyone is different, results can vary from person to person. If the first oil you try does not give you the benefits you are looking for, we can try another option. I am confident we can find what works best for you so you can get started with safer, natural, effective solutions in your home and at your fingertips.*

7 Follow Up on Their Experience

Follow up in two days by phone. Choose the appropriate response:

Positive Experience

Tried it.

- Invite to learn more at a class (follow scripting on next pages).
- Consider offering a sample as an incentive to attend a class.

No Result

Not great. OR Nothing happened.

- Don't react—just listen.
- Restate their experience.
- Ask questions to discover if they need to use the sample for a few more days, or more often during the course of a day, or consider using a different method of application.

Be patient and help them find a solution. Or, if needed, offer a new sample.

Didn't Try Sample

Didn't try it.

Invite to try, giving them examples of how to use the oil you've suggested. Say that you'll call back tomorrow to see how it went.

When you call them back, depending on whether they have tried the oil or not, use the ideas in the **Positive Experience** or **No Result** columns to continue your conversation.

Top Tip

If someone stops responding don't feel disappointed - assume that they have been focused elsewhere and start your conversation about doTERRA with them again.

Invite to Learn More

Consider the level of trust.

Just because you wrote someone's name on your list doesn't mean you suddenly invite the person to a class. No one wants a pushy sales pitch, but everyone loves it when someone cares enough to share something amazing. Extend an invitation to learn more, ideally after a prospect has a positive personal experience with the products. Avoid mass invitations. Use the tips and scripts below to personalise and customise your invites.

Effective Inviting Is:

- **Personalised:** Use a first name.
- **Enthusiastic:** Share a benefit or value.
- **Direct:** "I'm having a class, would you like to come?"
- **Specific:** Mention a specific topic to be covered.

- **Limited:** Give a limited time frame for a special promotion or the event.
- **Expert:** "Come to learn with me." Or, "Come learn from a guest presenter."
- **Caring:** Show genuine interest and that you care about their needs.

The ideal time to invite someone is after a positive essential oil experience or a powerful story. You can use the following scripts to help you customise your own inviting:

Invite to a Class

A. *I'd like to share more information with you. I'm hosting a class with a great teacher on ____, or we can meet together separately. What works best for you?*

B. *After such a good experience, I would now recommend learning about how to bring essential oils into your home. I'm having a class on ____, or we can meet together separately. What works best for you?*

C. *If you think ____ (oil) is amazing, I'd like to share another powerful essential oil with you. Here's a great next step: there's an Intro to Oils class on ____ and another on ____ . I think what you will learn could change your life. I would love for you to attend. Which of those times works better for you?*

D. *As I mentioned, I've been learning about essential oils, and they are making a huge difference for me and my family. We use them for everything. I know you have struggled with ____ . I am teaching a short workshop and would love for you to be my guest. It's at my house on Thursday at 19:00. If you can't make the workshop we could meet next week. What works best for you?*

Giving two date and time options greatly increases the chances of prospects saying yes. Provide the details as a follow-up to their commitment. Let them know you'll give them a call with more details a couple days before the class.

Invite to a One-on-One

What I do is meet with people online or in person, ask them about any wellbeing goals they have, and what they want to learn more about. We will spend about 30 minutes together. No obligation—simply an opportunity to discover some powerful tools to meet your needs. Once we find some solutions that you like, I'll show you the best way to get started. Is this something that would serve you? Then, set a date and time.

Invite to Watch Video/Webinar

I know you said you were interested in _____ (topic). If I'm sending you a video link which I think may be of interest to you - enjoy!

Remind to Come

No matter what kind of presentation, get permission to remind your invitees prior to the event.

A reminder call and text can make all the difference. Share your excitement. And remember, this is just a reminder as they've already given their commitment to come.

Call your invitees 48 hours prior to the presentation to remind them to attend. *I'm so excited to see you on Thursday at 19:00! You're going to love learning from ____ . You'll leave with some great ways to support your family naturally. Feel free to bring a friend and get a free gift.*

Text them 2–4 hours prior to your presentation. Reiterate your excitement. Add something helpful. *I'm excited to see you later today and for you to learn about these solutions for you and your family. When you get here, feel free to park in the driveway or along the street.*

Invite without Sampling

There are times when inviting can happen right away, without sampling.

Use the following sample scripts to help formulate the right conversations that make way for effective invitations.

Class Invite

I'm running a short wellness workshop. It will be at my house and will last about 45 minutes. We can go over your own wellness goals and if you end up finding things you want to try with your family, that's great! If not, that is totally OK, but I think you will love it! Is that something you would be interested in? Great, there's a class on Wednesday at 19:00 and Friday at noon - which day works best for you?

One-on-One Invite

I'm contacting all my friends to set up a 30-minute visit to go over wellbeing goals, suggest a few tips for using essential oils and other natural products, and talk about the different options. If you find something you want to try with your family, that's great. If not, that is totally OK as well. But based on what I know about your lifestyle, I think you will love it! Is this something you would be interested in?

Invite with 3 Pathways

There are three main ways I support my customers on their dōTERRA journey. The first way is to help you learn how to use the products, get more education, and refer friends who are interested in natural solutions. The second is to help you get your products paid for—and maybe even create some fun money by sharing dōTERRA with those you care about. And the third way is for those who say, "I know it's important to have multiple streams of income and I'm passionate about natural wellbeing. I would love to be able to create a business doing this part-time from home." Which one of these would serve you best? ... Great!

When they say number one, respond with something like,

Then the next step is for you to attend a class. I'm holding one this Thursday!

When they say number two or number three, respond with something like, *Then the next step is for us to get together. I set aside time each week to share what this can look like. I have Tuesday at 19:00 and Thursday at noon. Which one works best for you?*

Ideal Share and Invite Timeline



A close-up photograph of two women laughing joyfully. The woman on the left is Black with short dark hair, wearing a denim jacket and a pearl earring. The woman on the right is white with long blonde hair, also wearing a denim jacket. They are both smiling broadly, showing their teeth. The background is a soft-focus outdoor setting.

The successful networkers I know—the ones receiving tons of referrals and feeling truly happy about themselves—continually put the other person's needs ahead of their own.

Bob Burg



Reach More People

The key to customer retention and referrals is building meaningful relationships beyond the business transaction.

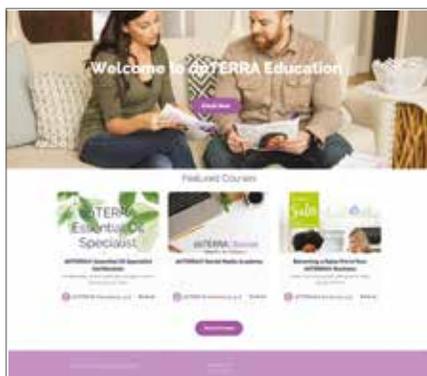
One of the best ways to expand your *Names List* is to let others do it for you. Get people talking about essential oils and the difference you are making so they help you reach more people using the power of community connections.

Ways to Connect

- Use social media and classes to feature testimonials. They sell the products, and help your audience understand the full picture. For example, ask about a favourite oil and have a giveaway in a thread on Facebook. Or ask for feedback on experiences with samples you have given out to try. Keep track of great stories, or even videos, so they can be shared later.
- Seek out and partner with influencers who love the oils and who people trust and follow to connect you with more people.
- Invite an expert to add essential oils to their existing services.
- Discover new groups and communities, get to know members, help or volunteer to teach, or have a stand at an event.
- Re-contact those people who have yet to say yes to a sample, an invitation to learn more, or enrol at a class.
- Offer classes at a local business. Post flyers.
- Run essential oils studies with your upline.

Reach More People Through Social Media

Social media can be a powerful tool to reach more people and expand your influence. Learn how to confidently build online by tapping into the dōTERRA Social Media Academy.



Creating a Referral Programme

Most builders tend to enrol their warm market or established relationships first. Creating a referral programme is a great way to incentivise other people to share referrals with you. It also reveals how confident you are in the products and your services, helping others to know they can trust you with their family, friends, colleagues, etc. You could go about your referral programme in many different ways. Here are some ideas to help you:

- Have products on hand to give as gifts during the event.
- Have product available as a reward for sharing a referral, when a referral enrolls, etc.
- Create an online form (for example a Google survey) for your customers to share.
- Send a thank-you card that includes an offer for additional rewards for more referrals.





Present & Enrol

Share the Message with a Call to Action

By the end of the Present & Enrol step, you will be hosting your own classes and one-on-ones with confidence, as well as enrolling people from these presentations and successfully placing them in your organisation.

Enthusiasm is one of the most powerful engines of success. . . . Nothing great was ever achieved without enthusiasm.

Ralph Waldo Emerson

Host Presentations

The next step for your prospects to learn more is to experience a presentation where they experience the vision of what dōTERRA offers by way of life-changing products and an income opportunity that dōTERRA offers. Make use of your upline for support in your first few classes or one-on-ones as you learn to present effectively. As you study the details of successful Intro to Oils presentations on the pages that follow, know that the context of this training is for a class setting. Adapt what you learn as needed and desired to work in the best way for a one-on-one or online setting.

Presentation Options

Explore effective ways to present the dōTERRA message. Familiarise yourself with the unique benefits of each format below and choose the one that best fits your prospect's location, circumstances and schedule for any given presentation.

One-on-One

Create an intimate and personalised setting.

Bring a class handout, enrolment form, diffuser, oils and samples to share (consider a portable oil sample case), essential oil reference guide, and any products that may meet the prospect's needs. See *Class Planner* for additional suggestions.

Ask in advance (or early in the presentation) what their needs or questions are.

Use a laptop, tablet or phone to share video(s) and enrol.

3-Way Call

Similar to a one-on-one, but includes the support and credibility of your upline.

Coordinate a scheduled time between your upline and prospect.

Mail or email the class handout in advance.

Make sure everyone has the correct phone number or link prior to the call to avoid delays.

Decide in advance who will initiate and lead the call and share with them what you know about the prospect and their concerns/needs.

Essential Oil Class

The goal of a class is to enrol customers so they can get started, not to teach people everything about the products.

Whether held in a home, office, coffee shop, or somewhere else, creating essential oil experiences in a group setting gives people confidence and knowledge, in a low-pressure environment.

Outline the main benefits of the products and show how they support wellness.

Ask questions throughout your presentation and allow attendees to answer and share stories.

Pass oils around. Create experiences with the products throughout the class.

Address participants by name during the presentation to personalise the experience.

Offer oil-infused refreshments after class to encourage guests to mingle and remain to give you time to answer questions and assist with enrolments.

Consider recording your presentations to watch later so you can perfect your delivery.

Virtual Presentation

Use Zoom, Facebook, FaceTime or the like as flexible and easy ways to accommodate long-distance prospects or more immediate classes or one-on-ones.

Mail or email the class handout in advance.

Ensure you and attendees have necessary login, software, app, or link as needed in advance. This helps with any distractions and time wasters.

Schedule a follow-up conversation with each prospect after they've attended or watched a presentation.

Invite your prospects to enrol during their follow-up conversation.

Optional: Attend a presentation with guests. Another option for prospects to experience an introductory presentation is for you to attend one with them. If possible, arrange to meet beforehand and go to the event or watch together. Help them enrol at or during the event or follow up to do so within 48 hours.

Use the *Class Planner* to create a great experience for all involved (see next page).



Class Planner

As the hosting builder and presenter, use this handout to divide responsibilities and prepare for a successful class. Great planning allows you to focus on your guests so you can help them find the right solutions for their needs.

Host: Title: Presenter:
Date: Location:

1 Preparation

<input type="checkbox"/> Invite and Confirm Attendees	Invites are best issued about 1–2 weeks in advance. Typical ratio: 15 invites means 7–10 attendees.	
<input type="checkbox"/> Prepare Attendees Prior to Class	<ul style="list-style-type: none"> • Share a sample or an oil experience. • Give <i>Healthy Can Be Simple</i> booklet with sample. 	<ul style="list-style-type: none"> • Ensure a positive product experience prior to inviting. • Refer to pages 33–43 in this guide for scripts.
<input type="checkbox"/> Prepare Room	<ul style="list-style-type: none"> • Use good lighting and a well-ventilated area. • Put out a few chairs, bringing in more as needed. • Eliminate potential distractions beforehand. 	<ul style="list-style-type: none"> • Create a space for the presenter to teach from with a simple product display area. • Diffuse uplifting oils (e.g. Citrus Bliss™, Wild Orange).
<input type="checkbox"/> Prepare Refreshments	<ul style="list-style-type: none"> • Add Lemon, Wild Orange, or Tangerine essential oil to drinking water. Make available to guests upon arrival to offer an immediate essential oil experience. 	<ul style="list-style-type: none"> • Offer oil-infused snacks or treats (for ideas, see the dōTERRA blog). • Serve after class so guests remain.
<input type="checkbox"/> Set Goals	<ul style="list-style-type: none"> • Number of attendees: • Number of enrollees: 	<ul style="list-style-type: none"> • Number of classes booked: • Number of new builder(s) found:
<input type="checkbox"/> Prepare Story and Intro	<ul style="list-style-type: none"> • Check that the host has prepared both their own dōTERRA story, and an introduction for their guest presenter. 	

2 Presentation

<input type="checkbox"/> Builder's Role	Class 1 <ul style="list-style-type: none"> • Welcome/share story • Intro/support presenter • Share oil experience 	Class 2 <ul style="list-style-type: none"> • Welcome/share story • Intro/support presenter • Share oil experience • Teach part of class 	Class 3 <ul style="list-style-type: none"> • Welcome/share story • Teach entire class • Share oil experience 	Training flow for up-and-coming presenters
<input type="checkbox"/> Upline Presenter's Role	<ul style="list-style-type: none"> • Support host • Teach entire class • Share your story 	<ul style="list-style-type: none"> • Support host • Teach part of the class • Share your story 	<ul style="list-style-type: none"> • Support host • Share your story 	
<input type="checkbox"/> Gather Teaching Tools <i>Decide who is providing</i>	<ul style="list-style-type: none"> • Class handouts • Enrolment forms • Pens • Oils to pass around • Diffuser • Products to display • Essential oil reference guides • <i>Live, Share and Build</i> guides 	Optional: <ul style="list-style-type: none"> • Prepackaged samples to give away • Host gift • Enrolment incentives • Book-a-class incentives • Calendar to book classes and Wellness Consults 	<ul style="list-style-type: none"> • Product guides • Invites/flyers for next class/event 	
<input type="checkbox"/> Involve Team Members	Ideal ratio: one Wellness Advocate per three guests to best support successful class enrolments.			

3 Next Class

Invite guests to bring a friend to your next class.

Host: Title: Presenter:
Date: Location:

Present with Confidence

You will grow in confidence as you master your presentation skills. Prepare yourself and your answers in advance, so you stay focused when the time comes. Know what results you want to achieve. Write down your visions for each presentation (e.g. number of enrolments, volume, classes booked, new builders found), and then engage in the actions required to make them happen.

Effective Product Presentations

- **Be warm and engaging.** Smile and connect with attendees.
- **Be clear and confident.** If you don't know an answer, say, "Let's look it up together!"
- **Be aware of your body language.** More than 75% of communication is nonverbal.
- **Make eye contact.** Use open and inviting gestures.
- **Connect with the audience.** Share your story and be vulnerable.
- **Teach guests to rely on resources,** not you. Let the handout and other resources be the experts. If it's simple, it duplicates. Future builders should see and think to themselves, "I can do that!"
- **Involve the audience.** Ask engaging questions. Let them share their concerns and experiences.
- **Get oils on people!** Create experiences with the products throughout the class. Let the oils do their magic.
- **Invite them to take action** and bring oils into their homes. Use incentives to create enthusiasm.
- **Be concise.** Keep your presentation under an hour to hold interest. Leave time to answer questions and enrol attendees afterwards.
- **Be mindful** of the energy you bring to a presentation. Positively "assume the enrolment". Avoid desperate, pushy or sales driven mindsets.
- **Be professional.** How you dress and act impacts your credibility. Practice scripts so your words come more naturally in the moment.

Prepare for "What If . . ."

You feel unqualified to teach:

- Don't feel pressured to be an expert. You don't need to be.
- Simple classes lead to better duplication.
- Let the handout or video be the expert.
- Share how products have positively affected your life.
- Teach guests to rely on resources, not you.

CPTG™ is questioned:

- Invite attendees to try dōTERRA oils for themselves.
- Don't focus on competitors' products.
- Focus on the strength of dōTERRA standards.

There are concerns over internal use:

- dōTERRA labels for internal use according to regulations.
- Explain that CPTG™ purity is important for safe internal consumption.
- Invite guests to do what they feel is best for them.

There is low attendance or no-shows:

- Enjoy the opportunity to nurture those who do come.
- Trust that whoever comes is perfect for that class.
- Review your or your host's inviting process, or that of your host, and consider how you can make it more effective in the future.
- If no one comes, use this valuable time to find ways to refine your inviting processes using available training online and in this guide on pages 33–43.

Someone brings up buying cheaper options:

- The safest way to obtain CPTG™ oils is to get them right from dōTERRA, where there is a guarantee of no adulteration.
- The benefits of a wholesale membership outweigh any small discount online (get up to 30% of purchases in free Loyalty Points with the Loyalty Rewards Program (LRP).

The host tells guests, "You don't have to buy anything":

- Share why you value the product.
- Emphasise the value of a wholesale membership and kit.
- Create product experiences during the class so guests and host can discover value.
- Next time, prepare your host to understand the value of enrolling and the intention of the class with an Intro to Host session.

Someone asks if this is an MLM:

- Acknowledge that dōTERRA has an option to earn income.
- Highlight that over 50% of members are loyal customers who simply love the products.
- dōTERRA understands that products are best shared person to person, not on a shelf or in an ad.
- dōTERRA chooses to compensate people who share their products and empower others to do the same.

Top Tips

- Prior to meeting online or by phone for a product or business presentation, send materials, links and instructions.
- Discover the needs of attendees prior to a presentation. If presenting with an upline, share what you know in advance.



Intro to Oils

An introductory presentation to oils is the best way for prospects to learn more about the power of essential oils. The *Natural Solutions* class handout is a powerful and effective tool to deliver that message. No matter how prospects are introduced, the goal is to build belief in the dōTERRA products. Guests get excited to use natural solutions once they discover how they can impact their lives for the better. Use the script that follows to guide successful presentations.

An effective presentation doesn't mean you attempt to teach everything. The best introductions are generally kept under an hour, honouring the time guests have set aside to both learn and enrol. Once they are a customer, they can learn more. This initial class is dedicated to demonstrating value that compels them to enrol. The rest comes later with their Wellness Consult, continuing education classes, and participation in your team's wellness community. Ideally, teach at least two Intro to Oils classes per week to keep a steady flow through your pipeline.

Ideal Timeline (45–60 minutes)

Use the *Natural Solutions* class handout.



Introduce to Add Credibility

When you first shared dōTERRA with your own warm market, your attendees come because they knew and trusted you. When teaching with your upline as a guest presenter, establish the credibility and knowledge of your upline with a prepared bio and warm introduction.

Purpose:

- Gather people, share knowledge and experiences, and make wellness fun.
- Focus on priorities of attendees, share top solutions, and experience the power of dōTERRA essential oils.
- Find your next hosts, book future classes, and recruit new builders.

How to run a Class



1 Welcome and Introduction

Welcome guests. Introduce who you are, what you do, and share a brief story (1–2 minutes) of how dōTERRA oils have changed your life. For example: *Before I learned about dōTERRA, I was looking for a more natural bedtime routine. A friend suggested I use a few drops of Lavender on the bottoms of my feet before bed. The first time I tried it, I loved it. I woke up feeling refreshed and well rested. It is amazing what a few drops can do.*

Don't share your most powerful testimonial. Save that for the end of the class. Also, share how long you have been using oils and why you love the business.

Share your intention: Express your gratitude for your attendees coming. Explain what you hope they get from this class. *My number one hope is for you to understand the power of essential oils and how they can change your life.*

Introducing a presenter and thanking a host: Your meeting may include a presenter. Introduce and share 2–3 facts about the presenter to excite and encourage the audience to listen. You can then turn the time over to them. Your meeting may also be hosted by a different person - be sure to thank them for their time and their support for the meeting.

Share the agenda: Share how long the class will be (45-60 minutes). Explain that there will be time for questions at the end of the class. Also explain that for those interested in learning more about the dōTERRA opportunity, you can provide an overview after the class.

Introduction: You Have Choices

Use page 1 of the Natural Solutions booklet and talk through the different approaches to wellbeing. *First, let's take a look at our options* (point to the top section of handout). *The Modern Approach is represented here* (point to upside-down triangle). *Its focus is on symptom management, not so much root causes. When things are broken, such as _____* (e.g., a kid's wrist from sporting injury), *modern medical care is both excellent and appreciated. But, a system focused on crisis care leaves a gap in wellness care. In most cases, the current healthcare system is not designed to support us beyond a certain point. It's left up to the individual to figure the rest out.*



The other triangle represents the Natural Approach (point to right side up triangle). *It addresses the idea that the body has needs, and if they go unmet, situations or challenges can arise. So, the focus here is engaging in intentional daily habits*

aimed at improved wellness. The goal is not just trying to be symptomless, but to live well. And because the focus is on using safe, natural solutions, we have options other than man-made or synthetic agents.

This is where the oils come in. Whether meeting the root needs of the body or solving root causes, the approach is the same. Making sure we have enough of the right things and getting rid of or avoiding the wrong things is what the oils do best!

Pass around a bottle of Wild Orange. *Now, to prepare us for what we'll talk about next, I'm going to pass around a bottle of Wild Orange. I want you to notice two things. One, how similar it smells to a fresh orange. It matters that an essential oil actually smells like the fruit, plant, herb, or spice that it comes from. Two, what do you notice when you put a drop in the palms of your hands and rub them together like this* (demonstrate)? *Now you try. What are you experiencing? Do you notice how quickly you feel energised and invigorated? That brings us to our next topics: what are essential oils and how to use them?*

2 What Are Essential Oils and How to Use Them

Explain: Essential Oils Are Natural, Effective and Safe

Who has rubbed or crushed a peppermint leaf between their fingers before smelling it? Why did you do that? What you were doing was rupturing the essential oil sacs to smell a stronger aroma. This is a peppermint essential oil sac magnified in this picture (point). The aromatic compounds inside those tiny little sacs help the plant protect itself and thrive. We get the same benefit when we use their essential oils, which come from the bark, leaves, stems, flowers and roots of plants.



There are three things mentioned here (point) that I want to point out. You could have someone read each bullet point aloud before each scripted discussion below.

First, dōTERRA oils are pure, natural and safe. We'll talk more about that in a minute. There's nothing added or taken away from these fantastic plant extracts. And because of their purity, they have profound benefits. This makes them safe for everyone to use. Okay, that was our first point about essential oils. Who can tell us what it was? Reward whoever answers with a sample of an oil and share what it's good for.

Second, oils are effective. One example is their capacity to help our bodies combat threats. These little blobs (in the picture) represent what our bodies have to deal with on an everyday basis. One of the greatest gifts of essential oils is their molecular size and makeup. This allows them to pass through cell membranes to get to work quickly. Also, the chemistry of essential oils is very complex so threats can't build up resistance to the vast number of chemical compounds they contain. Isn't that amazing? That was the second great point about essential oils. Who can tell us what it was? Reward whoever answers with a sample of another oil and share how it can be used.

And third, essential oils are potent. It takes an enormous amount of plant material to make one bottle of essential oil. Oils are super concentrated and affordable. For example, it takes about 1 kg of peppermint leaves to make a 15 ml bottle.⁺ Think about how much plant material is then needed to make just one drop! So, what does that mean? You only need to use a little to get the job done, making essential oils super affordable—only pennies/cents per dose.

Now, let's try some Peppermint oil and experience how strong it really is. As this bottle is passed around, put a drop in your palm as we did with Wild Orange. Rub your hands together, cup over your nose and mouth, and inhale deeply (demonstrate then pass the bottle around). Be sure not to get it in your eyes. Some oils, like Peppermint, are very powerful, so we often use a

carrier oil to dilute or soften the exposure. Fractionated Coconut Oil is my favourite (point/show if desired). You can also use it to calm an oil response if applied to sensitive skin or if it accidentally gets into the eyes.

I want you to have a couple of different experiences with the Peppermint. First, notice I passed it around after the Wild Orange. This was so you could layer the two oils as a blend. This combination is a terrific pick-me-up. Second, as you inhale, try doing so first with your nose and then your mouth (demonstrate). See if you can do it for 30 seconds! Notice how you feel, and the sensation as you breathe! Third, you can also try rubbing a drop onto the back of your neck if you feel tense or overheated (demonstrate). And don't be afraid to even put a dab on the roof of your mouth (demonstrate). Let me know what you are experiencing! Who can even taste it in their mouth just because it's being passed around? That's how powerful these oils are!

Okay, that was our third exciting thing about essential oils. Who can tell me what it was? Reward whoever answers with a sample of another oil and share how it can be used.

Explain: dōTERRA Is Safe and Pure

Next, let's talk about why quality matters. Dr. David Hill, one of our Founding Executives and our first chief medical officer, says, "An essential oil's most important characteristic is its purity."



All essential oils are not created equal. There are three main grades of oils. The first is synthetic (point to the grey section of the pie chart). According to multiple third-party laboratory testing, most suppliers are selling products with artificial and compromised agents. These oils lack purity and can also be harmful to the body. Be careful. Never put yourself or family at risk by using cheap, adulterated oils.

Next is food grade essential oils (point to the green section). This is a much higher standard required for internal use, but this grade is mainly used to flavour food, again lacking certain health benefits. The third grade is tested (point to the purple section). You would think oils labeled "tested" would be better quality. The problem with this category is tested products are not well regulated. They are mainly employed for massage, aroma, or cosmetic use and have a low standard to pass to qualify for this category. This still leaves room for fillers, synthetics, and other contaminants to enter the picture. When it comes to your health, purity matters, and this grade is still questionable.

Consumers are often confused into thinking there is another level of essential oil quality available in the marketplace. It's important to know that many so called "health" products are not well regulated. Products mainly employed for massage, aroma, or cosmetic use actually have low standards of quality,

⁺ Varies by season, region, year, and other variables.



meaning that fillers, synthetics and other contaminants may be added. When it comes to your health, purity truly matters. What goes on you or around you, goes in you.

The dōTERRA Founding Executives saw a huge gap in the marketplace for pure oils. For this reason, dōTERRA made it their mission to pursue what's pure and produce the best essential oils on the market. They set a new and unprecedented standard called CPTG Certified Pure Tested Grade™ (point to yellow section of the pie chart). Every batch must pass stringent testing to guarantee that no foreign contaminants or fillers exist, a standard that exceeds organic labelling requirements. dōTERRA uses necessary criteria to ensure that many of their oils can be used for internal use. On every bottle of dōTERRA oil for internal use, the directions will read "For food flavouring" (show bottle).

Purity impacts potency. Potency relates to how effective an oil is. Where the plant grows, how it's harvested, and how it is distilled impacts its chemistry and consistency. When you use an oil, you want it to work the same way every single time. The better the quality, the better oils work with and for your body.

In summary, know this - any use of an oil is systemic. Whether synthetic or pure, aromas/scents get IN you. This is the great gift of pure oils and the reason to avoid synthetics. I am here to teach you how to use only pure oils; otherwise, the things we will talk about next won't apply.

Explain: How to Use dōTERRA Essential Oils

There are many ways to use essential oils - you have already experienced at least one way as we passed the oils around. With each different way to use essential oils, I'll give you the top one or two reasons for each method.

With aromatic use (point to handout), you can create a certain atmosphere around you. Through a process called olfaction, which is a fancy way to say smell, oil molecules pass right into the limbic system in as little as 30 seconds. You had a chance to experience these fast-acting benefits moments ago when you tried Wild Orange and Peppermint. Some of my favourite ways to create an aromatic experience are to inhale from my palms, spray into the air, wear as a perfume, or use in a diffuser.

Point to your diffuser running during the class and share what you are diffusing and why. You could also invite someone to share a quick story about diffusing oils. Reward the one who shared with an oil sample; share how it can be used.

The second way to use oils is topical. This means applying oils directly on the skin. For example, using Deep Blue™ (pass around Deep Blue™ and invite to apply to an area of need) on tired muscles to relieve or soothe. I also like to use oils on the bottoms of the feet. When it comes to kids or those with sensitive skin, dilute the oils with Fractionated Coconut Oil (show bottle).

This doesn't change the effectiveness; it just intentionally slows the absorption. Ask the audience and let them answer: What do you think would be some of the best places or ways to use oils topically? If it serves, invite someone to share a quick story about topical use. Reward the person who answered with a sample; share how it can be used.

The third way to use oils is internal. We already talked about the importance of purity, especially for internal use. This is virtually unheard of outside of dōTERRA. When a dōTERRA oil is labelled for internal use, the CPTG™ quality standard means that it is entirely safe to ingest. Just look "For food flavouring" in the directions. This is unlike virtually any other brand. What I am about to share does not mean someone should ever ingest store-bought oils. With dōTERRA, you can put the oils in your mouth, under your tongue, in water or another drink, or put them in Veggie Caps (show bottle).

Science continues to evolve, showing us that taking oils internally is a unique and powerful delivery system. You will learn more about this later in our continuing education classes.

Invite someone to share a quick story about internal use.

Reward the person who answered with a sample; share how it can be used.

3 Identify Wellness Priorities

Explain and Invite: What Are Your Top Wellbeing Priorities?

Now is my favourite part of the class. You get to write down your top wellness priorities so you can discover essential oil solutions. Earlier, I talked about how all you needed to take control of your wellbeing was a book and a box. Learning how to use these two things was such an important part of my journey. Fill in your own example: I remember one day, my daughter came in crying due to a little mishap on her bike. I grabbed my reference guide, saw that Tea Tree and Frankincense were the perfect answers, and applied them. Next thing I knew, she was back outside and playing happily.

Go ahead and write down your top three health priorities here on the top of page 3 (point to the top of page). Think about what you want to experience less of in your life, like low energy, poor quality sleep, or mental sluggishness. And what you want more of: energy, uplifting environments during the day, or improved wellbeing.

1. WHAT ARE YOUR TOP WELLNESS PRIORITIES?	
I want to feel less:	I want to feel more:
①	①
②	②
③	③

Some ideas to get you thinking: extra immune support, soothing relief, or support with stress. Jot down some things that we can talk about.

Next, look at the picture with the cabinet of products (point). Notice the shelves are organised by topics. The bottom shelf represents the choice to create healthier



daily habits. The middle shelf invites us to be refreshed more often with regular self-care. And the top shelf helps us to have solutions on hand to be prepared for anything.

Think back to the triangles on the first page. Imagine they fit across this page. Imagine or even draw the first one, where the top is wider and focused on symptom management. Well, that is your top shelf where you have solutions of intervention. For example, say you were out in the sun a few too many hours and now need some Lavender. Well, there it is (point)! Or you've been sitting at your desk all day, and PastTense™ is the perfect way to help relieve tension. Maybe you felt a bit worn down after a long trip and need extra support with the On Guard™+ softgels. There you go (point). Or your neighbour mows their lawn, and dōTERRA Air™ helps provide feelings of clear breathing.

Now think of the other triangle, wider on the bottom, with a focus on intentional habits that meet the root needs of the body. By engaging in good practices, we see better results day in and day out. No matter what you put on your list of priorities, daily habits will likely be one of the most important answers. Share your own example: My daughter is a perfect example. She used ZenGest™ multiple times a day (point). Then she discovered ZenGest™ TerraZyme, dōTERRA's digestive enzyme complex (point). By making it a habit to take it with meals, ZenGest for her is now only for occasional use.

The middle shelf could be called the swing shelf. Whether you choose to use Deep Blue™ before and after every workout, or wait to use it when you can't move, the choice is yours! Do you wait until you have problems with getting to sleep before you use dōTERRA Serenity™, or do you make it a regular habit every night? This is the idea of the swing shelf - it's how you can make the oils work for you.

The bottom shelf of the cabinet idea is that these are the products that help us to earn our health. The top shelf has products that help to relieve discomfort happening in the moment. And the middle shelf goes both ways!

4 Discover Solutions

- Invite attendees to share a few priorities.
- Show how solutions can easily be found using their new understanding of what each shelf represents.
- Demonstrate how to use a reference guide by looking up one of the priorities someone shared. Also show them how to look up oils they're curious about and how to find protocols.
- During this portion of class, pass around essential oils as they are suggested as potential solutions while you or others briefly share a success story.



In every class, find the ideal time to bring up the dōTERRA Lifelong Vitality Pack™ (e.g. when someone asks about how to promote their overall wellness) and highlight the benefits. Share how these products are foundational to wellbeing when seeking solutions. As priorities are shared, listen to decide if the dōTERRA Lifelong Vitality Pack would be a great answer. Invite a testimonial from a current user when possible. Share how it's dōTERRA's top selling product with a 30-day money back guarantee.



Looking back at page 3, work with the group to chat through the wellness priorities that they wrote down before. Ask for a volunteer to start talking about their priorities. Using the products in the cabinet, talk through suggestions and solutions related to their health priorities. Share a brief example of how each

product helped you or someone else you know, or allow a testimonial to be shared. This process can be repeated over and over again for about 10–15 minutes.

There are three things that make this segment of your class the most powerful for your attendees:

- **Finding Solutions.** They know how to use the lifestyle framework of the cabinet shelves; they can reference the oil suggestions and bullets listed in the middle of the page, and they get to hear ideas from their classmates. The minute anyone other than the teacher is coming up with suggestions is when each person thinks to themselves, "I can do that, too!"
- **Social proof.** Testimonials are a powerful way for attendees to benefit from the experiences of those who use oils already or have tried a sample and share that the oils work!
- **Reference guides.** Showing how to look up a health priority or an oil someone is curious about in a reference guide is a very important part of your class for two reasons. One, they'll be doing this after class to help them choose a kit and place their first order. Two, it shows them how easy it is to find solutions on their own in the future.

The most important thing for your attendees to now know is that essential oils provide powerful, natural, safe solutions for themselves and their family. The next step is to help them understand the three ways people get started.



5 Invite to Change Lives

- Identify the three types of people: customers, sharers, and builders.
- Share dōTERRA's mission to change the world (Co-Impact Sourcing™, dōTERRA Healing Hands™).



3 Types of People—Who Will They Share With?

Use the following scripts to help prospects choose their path for enrolment and to guide you in placing them in your organisation, based on who they want to share with.



Use these column scripts during the presentation and point to each section as you go along.

Whose Lives Do You Want to Change?

We've found there are three types of people we serve.

Support Their Choice

Use these scripts after the presentation when helping each person one-on-one.

Recommended Enrolment

Customer

The first type of person is excited to live a natural lifestyle. When they learn about the power of essential oils, they can't wait to share the products with their family. dōTERRA supports this type of person by providing free essential oil education and a generous customer loyalty reward programme.

Live

- Invite them to change their own lives.
- Give a *Live* guide to every enrollee for their upcoming Wellness Consult. Everyone is a customer!
- Schedule a Wellness Consult within a few days of receiving their kit.

Wholesale Customer

Kit of their choice

Let's find the kit that's best for you and yours.

Sharer

The second type of person naturally wants to share what they love - and they love dōTERRA products! As these people share over time, they can earn enough to pay for the oils they purchase each month. There are millions of people all over the world who are currently receiving essential oils this way from dōTERRA.

Share

- Invite them to change others' lives by hosting a class.
- Give a *Share* guide to those who booked to host a class.
- Schedule an Intro to Share within a few days.

Wellness Advocate

Family Essentials or Daily Habits Kit

Let's find the kit that's best for you and yours and also allows you to share with those you love and make a difference in their lives.

Builder

The third type of person has been listening and thinking, "That's what I want to do! I want to change people's lives by educating them about the power of essential oils." dōTERRA rewards this type of person through a generous compensation plan. As these people educate others about the power of essential oils, they can earn enough to potentially supplement their income and enjoy more control over their time and finances.

Build

- Invite them to change their future and make a difference.
- Give a *Build* guide to those interested in the business.
- Schedule an Intro to Build within a few days.

Wellness Advocate

Natural Solutions Kit

I recommend investing in a Natural Solutions Kit. It's important to experience a number of different dōTERRA products as well as have extra to share samples. Then others will want to do what you did.

One more very special thing for everyone to know about dōTERRA is every time you purchase your oils, you are also changing and blessing lives around the globe. Through dōTERRA Co-Impact Sourcing™ and dōTERRA Healing Hands™ initiatives, dōTERRA partners with a vast network of growers and their families, making a huge difference in their lives and opportunities.

Enrol Successfully

The only way to truly change lives and change your future is by getting dōTERRA essential oils into the homes of your prospects.

Assume they have come to your presentation because they are drawn to what you have to offer. If you have prepared them prior to coming, they are more likely to buy. Confidently invite attendees to take the next step: take control of their own wellbeing by enrolling with a kit. There are three ways to purchase dōTERRA essential oils. Help them to choose the best option for them.



6 3 Ways to Buy

Teach that there are three ways to buy: Retail, Wholesale or as a Wellness Advocate.

Retail

The first way is retail. This is, of course, the most expensive way to buy and is more typical in a retail setting. It is a great option for someone making a one-time purchase.

Wholesale

The second way to buy is wholesale. With dōTERRA, a wholesale membership allows you to purchase at 25% below retail.

Wellness Advocate

The third way to buy oils is by becoming a Wellness Advocate. This is the smartest way to purchase your oils. Let me explain.

Kit Options

Share a few details regarding kit options and invite to enrol.

dōTERRA truly wants to support you in living a natural lifestyle with essential oils for daily wellness, and products to support any challenges that may arise. dōTERRA creates kits that are more cost effective than buying the oils individually. Buying a kit also makes Wholesale membership completely free. Let's take a look at the kits available. (give out the *Wholesale Customer Sign-Up Form*).

Briefly introduce the kit or kits most appropriate for your class. The following scripts model what to say and how to compare kits to help with decision-making. *Here are the most popular kits to get you started. Let me tell you a few things about them.*

- *The Natural Solutions Kit is a true lifestyle kit with everything you saw in the cabinet (point to page 2 of the class handout). It covers many important oils, includes a great diffuser, On Guard™ products, daily wellness products and the dōTERRA Lifelong Vitality Pack™. This kit will save you money off the wholesale price, so it's a cost effective way to get started.*
- *The Daily Habits Kit is a mini lifestyle kit. It includes the dōTERRA Lifelong Vitality Pack, supplements, and all the oils you might want to use as part of a daily routine.*
- *The Family Essentials Kit comes with 10 of the top oils, many of which we've talked about already.*
- *The Home Essentials Kit is designed to give you lots of options for personal and household wellness, as well as a beautiful diffuser.*

There are lots of options, so I can help you choose the kit that's best for you and your family.

Book Classes from Classes

Grow your network by inviting your attendees to host a class of their own. Set a goal to book two classes from every class taught. Below are a few suggestions how you could incentivise people to book future classes:



During our time together, you've probably thought of people you know who would benefit from this same experience. If you'd like to host your own gathering, see one of us afterwards. And if you book tonight, you can take home this keychain! Show keychain.

The keychain holds my favourite eight on-the-go essential oils. I love it because no matter where I am, I have oils with me. (share experience of one/some of the oils in the keychain) Everyone needs one of these! Who would like to take one home?

You're actually not going to purchase this keychain from me - you can earn it as a reward! If any of you would like me or _____ to come to teach a fun class like what we did today, I'll send you home with one of these keychains. Here's how this works: You get an empty keychain when you book a class here today. We can decide later on a date that works for both of us (or have a calendar available to sign up). When you host your class, for every person you've invited who attends, I'll fill an oil vial in your keychain with one of the basic oils! So if you have four people attend, I'll fill four of those little vials. Have eight people attend, and I'll fill the whole thing!

7 Invite to Enrol

Before we end, I want to share with you the reason I take time to teach others about the power of essential oils.

- End the class by sharing a powerful testimonial. This should be one of your most emotional, highest impact experiences with essential oils. Share authentically and from your heart. Conclude with how this motivated you to share with others.
- Share enrolment incentives and/or dōTERRA promotions. Be clear and concise. The confused mind says no. Avoid an excess number of offers.
- After the class, invite attendees to use a reference guide to look up solutions for the wellbeing priorities they listed on page 3.
- Let them know they can add any additional items needed or wanted to their initial order (or their first LRP order).
- Instruct how to fill out enrolment forms, explain Wholesale Customer versus Wellness Advocate. While most people would be enrolled as a Wholesale Customer, those who want to share and build would be enrolled as a Wellness Advocate.

Offer the essential oil-infused refreshments and to help answer any questions. Pass out the reference guides. Have enough to match the number of attendees.

Individual Attention

You need at least 15 to 20 minutes after class to help everyone choose their kits. Have each person look up their top concerns in a reference guide. The first person you want to help is the one who has to leave first.

Review their priorities and see what products they wrote down that they think they need based on what they found in a reference guide. Be sure they have included common oils for each priority. Then suggest the kit that best fits their needs. Share what you love about the kit you feel is best.

Don't oversell or push. Instead, truly help them to best match their needs by confidently connecting everything back to their priorities and how the kit provides specific support. Assume they have come prepared to buy and want to improve their wellness. When it comes to completing an enrolment form let them start on their own but reassure them that you are here to help if they need it, or if they have any questions.

The best time to schedule a Wellness Consult is at the time of enrolment. The best time for a consult is after the first order arrives. Refer to the sample script provided on page 69 in the second column to help you book.

Follow up within 48 hours to assist those who haven't enrolled yet. Remind them of any relevant promotions. *I'm glad you were able to join us at the class! What did you enjoy the most? How do you feel the oils can best help you and your family? What kit best fits your needs? What questions do you have? Is now a good time to walk you through how to get started?* Enrolments are often the result of 3–5 interactions. Those who did not enrol at the class may need more experiences/information before they are ready.

Option: Invite attendees to stay (after providing time for enrolments) and learn more about sharing dōTERRA products with a brief Intro to Build. See page 87–88 for details.

Top Enrolling Tips

- Overcome objections as needed:
 - Not sure what kit to order:** Encourage them to think about their wellness priorities, perhaps using a reference guide for support. Offer suggestions. *If I were you, I would enrol with the _____ Kit because. . . .*
 - Financial concerns:** *Would you like to host a class so you can earn the money to get the kit you really want?*
 - Other concerns:** Listen, then address desires and concerns. Offer suggestions. Help them choose a kit.
- No matter which presentation format, use one of the following methods to enrol your new customers right away or within 48 hours:
 - 1 Have your prospects give you their filled-out order form or text or email you a picture.
 - 2 Gather their enrolment information over the phone.



Placement Strategy

The successful placement of your new enrollees is critical to getting paid, rank advancement and long-term success.

Establish clear expectations to safeguard relationships, as some choose their path right away and others take time to choose to go beyond being a customer.

Initial Sponsor Move Follow-Up

You have time to support your new member until the 10th of the following month, so use all of this time, and their Wellness Consult, as opportunities to learn more about their interests and desires, to help you to make better placement decisions. Consult your upline for support and strategy.

Your engagement with your new enrollees is critical to their long-term success. Use these placement strategies to guide your follow-up activities. To truly change lives, think of these first days of their membership as the time you "pay" the price to ensure your business success - and all it costs you is a little bit of your time to show you care. By modelling this support, your builders are more inclined to do the same.

Discover Their Pathway

By understanding the three pathways below, you can discover what your enrollee is focused on, now that they have experienced a presentation or a Wellness Consult. Use the following to help determine where to best place them. Choose long-term vision and success over short-term needs by placing people where they will thrive and be supported. Refer to page 108 for more details.

Customer

- Primary interest is in using the products for personal wellbeing and the wellbeing of their family.
- Enrols as a Wholesale Customer.
- May or may not be on LRP.

Sharer

- Wants to share with others by hosting a class or one-on-one(s).
- Enrols as a Wholesale Customer or—in order to enrol others and receive commissions—enrols as a Wellness Advocate.
- Is on LRP with a 100+ PV order.

Builder

- Wants to create income.
- Enrols as a Wellness Advocate.
- Commits to a 100+ PV LRP order monthly to receive commissions.
- Probably has a higher number of tally marks when considering the qualities of a successful builder as listed on page 16 of this guide.

Identify What Kind of Builder

The placement of builders on your team is crucial for long-term success. Place builders who are committed *and* capable on your first level. Consider putting builders who are either committed *or* capable on your second level.

- **Committed:** Follows and completes the 5 Steps to Success.
- **Capable:** Enrols a builder on their own in their first month of committing to build.



What Is Your Role?

Enroller

- Usually the person who brought an enrollee to dōTERRA. (Whose contact is it? Who invited them?)
- Receives Fast Start Bonuses on the new enrollee's purchases for the first 60 days after enrolment.
- Works with Sponsor (if different) to predetermine who will do the Wellness Consult, follow-up, and provide ongoing support.
- Enrollee counts for enroller's rank advancement (one per physical leg) but does not have to be on the frontline of that leg.
- Always keep enrolment of your enrollees until it makes sense to transfer it to their Sponsor or another builder for rank advancement and long-term building strategies.

Sponsor

- Person under whom the enrollee is directly placed (also referred to as their direct upline).
- Benefits from Power of 3 and Unilevel Bonuses.
- Assists with the Wellness Consult and other follow-up needs (depending on arrangements made).

An enroller can change a new enrollee's sponsorship once on or before the 10th of the month after his or her enrolment via the virtual office.

To change someone's sponsor:

doterra.com > [Virtual Office](#) > [Downline](#) > [Sponsor Changes](#)

Where Should You Place Them?

Place new enrollees where they will grow and be supported. Add builders as you find them. The pace of building a team structure varies. Depending on when your builders or business partners are enrolled and when they engage determines the rate at which you launch each new leg. For example, some start with one builder and grow from there, while others may start with three. Perhaps they began with a larger network or previously established relationships.

Find Three

Ideally, you want to find three builders during your launch process. Continue to refer back to your *Names List* and *Success Tracker* to reach out to those you identified as potential builders. As it can take multiple interactions and experiences to qualify committed builders (which is why utilizing the Initial Sponsor Move follow-up window is critical), use the strategy below to help support your Power of 3 Bonus and future rank goals structuring. Consider placing one or two customers on your frontline to support needed volume for your Power of 3 Bonus qualifications.

1. Enrol your business partners.
2. Place them, choosing long-term vision and success over short-term needs.
3. Move, if needed, on or before the 10th of the month after enrolment.

Ideal Structure

Level 1: Your Business Partners (Committed and Capable)

Level 2: Builders and Sharers (Committed or Capable)

Level 3: Customers+





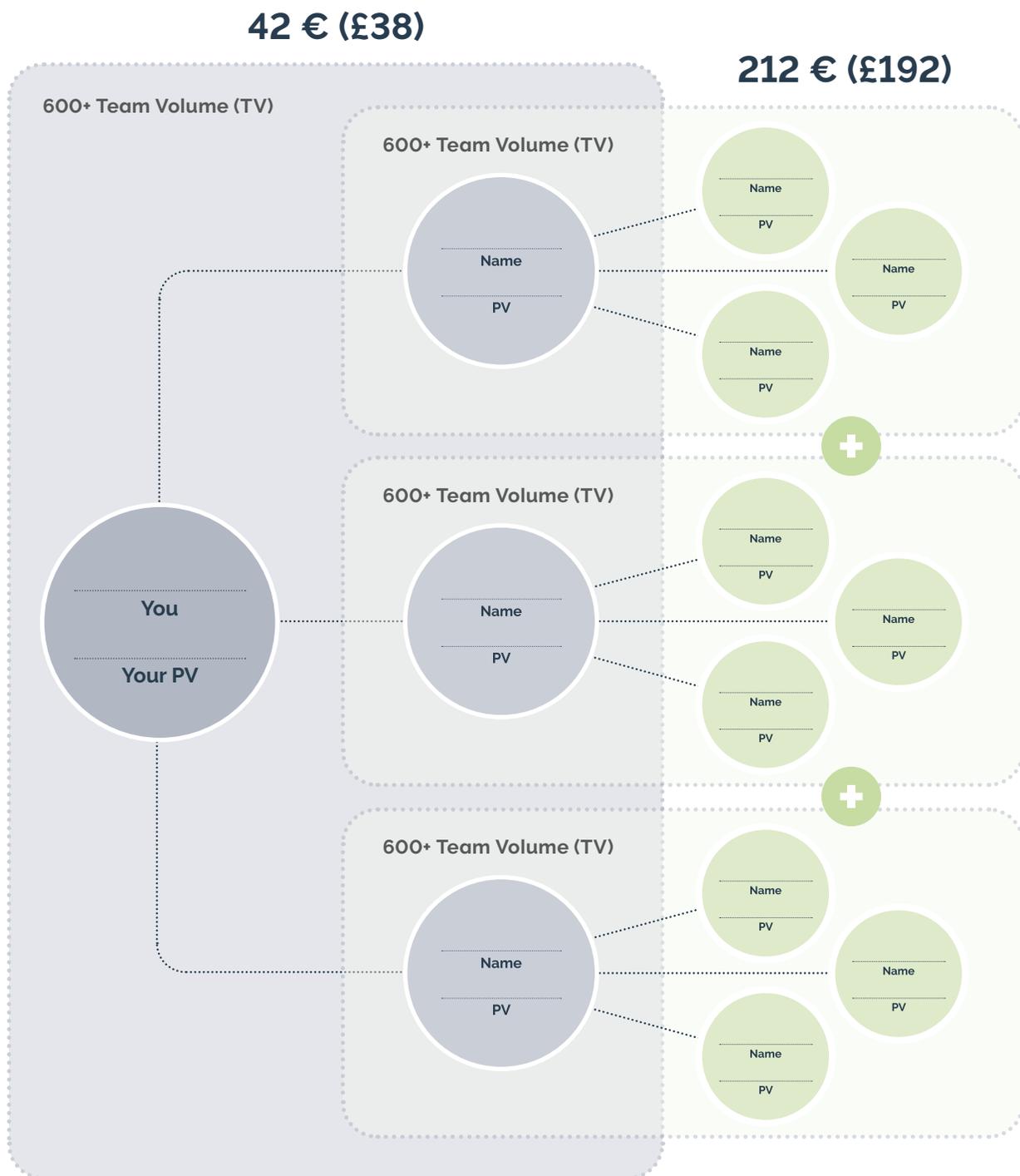
Top Placement Tips

- **Place your customers in a team where they may have similar interests with a sponsor or would connect well with others they already know or live near.** Based on the different columns of your *Names List* (pgs. 15–16), find ways to place people where they can best support each other. You could create a family leg, a common friend's leg, location leg, or a niche leg.
- **As you continue to enrol, consider placing some of your enrolments under committed and capable builders who are actively enrolling and supporting their team and customers.** Supporting them in reaching their goals can help you reach yours. However, placing under "potential" builders often ends in frustration. It is highly recommended that you maintain enrolment on your enrollees until it is earned by the new sponsor. In the event they don't actually perform as promised, you will still have the option to grow your enrolment as your own qualifying leg or have the potential to later move them.
- **If you haven't yet found a committed builder for a leg, do the best you can to choose someone (like a trusted family member) that you could swap out for a qualified builder/business partner later.**
- **Remember the following in regard to Wholesale Customers:**
 - You can move or upgrade the Wholesale Customer (WC) within the Initial Sponsor Move period (on or before the 10th of the following month of enrolment) if their placement is better suited elsewhere.
 - If the WC decides to upgrade to a Wellness Advocate (WA) after the Initial Sponsor Move period has passed, their sponsorship placement remains the same.
 - If you want to change their placement after the Initial Sponsor Move period has passed, the WC will need to upgrade to a WA. Once upgraded, in order to qualify for a sponsor change, they must enrol a new customer with 100 PV. You then have until the 10th of the following month from this enrolment to decide where to move them and their new enrollee.

For placement changes or questions, refer to [Downline Tab > Placements](#) in your Virtual Office, your upline, or Member Services. Requested moves and changes can also be sent to europeplacements@doterra.com

Power of 3 Planner

As you structure for future rank with your business partners and their business partners, you are naturally working toward your Power of 3 212 € / £192 Bonus. You will need to achieve 600+ Team Volume (TV) per four person box (also includes any other frontline volume). Each of the four per box need a minimum 100 PV LRP order.





GoTERRA

ALPHA
CRS+

CELLULAR
VITALITY COMPLEX

Address Card

ATT: Person



Support

Empower with Solutions

By the end of the Support step, you will know how to conduct Wellness Consults, get your customers on LRP, retain them by providing personable communications and continuing education opportunities, and invite them to share and build.

No matter your product, ultimately you are in the education business. Your customers need to be constantly educated . . . and taught how to make never-ending improvements in their lives.

Robert G. Allen

Onboard Customers

Customers make up the majority of every team's volume. The relationship your customers have with dōTERRA is fostered by their relationship with you.

Seek to serve the needs of your new enrollees and earn the right to keep them as customers going forward.

Establish a culture of service, love and appreciation from the beginning by offering your customers Wellness Consults as their gateway to establishing long-term dōTERRA habits.

Ideal Timeline

Below is an ideal pace for onboarding your customers. Adjust as needed to meet individuals needs. Use this effective follow-up process to support each new enrollee. Pay attention to your Initial Sponsor Move window to change the placement of any new enrollee as needed or desired. Duplication begins by engaging in timely follow-up with your own enrollees, and then continues as your builders learn to do the same.

Enrol



While waiting for their kit to arrive

- Send a welcome letter, and/or onboard text or email sequence or drip campaign.
- Schedule Wellness Consult when they enrol and excitement is high. Plan for shortly after their kit will arrive. Give *Live* guide at time of scheduling.

Because you're investing in your wellbeing, 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 need 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 come away from the call with a Wellness Plan that addresses your top wellbeing priorities, know how to order and receive bonus products, and learn how to find solutions anytime. How does that sound?

- Text/email essential oil tips.

Day before Wellness Consult

- Send a text reminder to them the day before their Wellness Consult. Perhaps share some additional information eg a video link that they could watch before the meeting to make the most of your time together.

Wellness Consult (see pg. 71)

Ideally, about 3 days after their products have arrived, conduct a Wellness Consult (30–60 mins.) to help every new member:

- Connect products to wellbeing priorities.
- Integrate dōTERRA into their lifestyle.
- Set up a Daily Wellness Plan.
- Maximise membership through LRP.
- Log in and learn how to place and change orders.
- Connect to resources and community.
- Invite to share and build:
 - Stir interest in hosting rewards.
 - Share how to earn products for free or create an income.

Track interest and make any needed moves within the Initial Sponsor Move window.

Top Tips

- A financial pipeline is the result of caring enough to change lives—not just once, but continually.
- Remember every member of your team is a customer.
- Take care to authentically and consistently connect with your customers and empower them to meet their own needs.
- Keep engagement high by sharing how dōTERRA products support reaching wellness goals and living an empowered life.
- Build trusting relationships by keeping your word and completing the follow-up activities within the timeframe promised. Use a proven system to track customers and reminders.

Every month

- Communicate about promotions and incentives.
- Share tips and new product announcements.
- Promote continuing education and provide drip campaigns (see pages 73–74).

Periodically

(Every 30-90 days):

- Make customer support calls.
- Offer a follow-up Wellness Consult to re-evaluate Daily Wellness Plan and ensure positive experiences.
- Connect to wellness lifestyle education that grows confidence and product knowledge.
- If no order is placed in 60 days, reach out (see suggestions pgs. 75-78).

Invite to host & build

With experience, customers naturally build belief in dōTERRA and the products, growing in their desire and willingness to share what they love. Some will emerge as hosts and builders when invited to expand their involvement.

Healthy Customer Community

Wellness Consult

1 Start with Lifestyle Intro

- ✓ Provide a *Live* guide (give, mail or email).
- ✓ Answer any questions about the products they have.
- ✓ Have them rate themselves on page 3 of the *Live* guide.
- ✓ Quickly expose them to the dōTERRA lifestyle.
- ✓ Invite them to create their wish list.



Offer a reference guide as a gift for setting up a first LRP order at 125+ PV before 15th of the next month.

2 Complete the Wellness Consult

- ✓ Complete the Wellness Consult and Daily Wellness Plan.
- ✓ Brainstorm their 90-day plan and next three loyalty orders.
- ✓ Get them excited about receiving their products delivered at the best price with LRP.
- ✓ Show how to log in to the virtual office to set up their first LRP order and adjust future orders.



3 Connect to Resources

- ✓ Recommend your favourite reference guide and app.
- ✓ Introduce to dōTERRA support, online education and social media platforms.
- ✓ Invite to team and community groups.
- ✓ Invite to Continuing Education (see pgs. 73–74 of this guide).
- ✓ Invite them to share and build (give them *Share* and/or *Build* guides and book an Intro to Host or Intro to Build, depending on their interests).





Resolve Concerns

If customers bring up concerns about products that didn't give them the results they hoped for, listen and then make suggestions like the ones below or give ideas on how to adjust the amount of essential oils or methods they use to better achieve their desired results. Use the following tips to help them have a positive experience:

Use Oils More Frequently

Try small amounts of essential oils more frequently. For some concerns, try 1–2 drops every 1–2 hours. For other concerns, try using your solution(s) at least 1–3 times per day for a month or longer until desired results are achieved or to re-evaluate progress. Some things simply take time to improve. And others require additional steps to achieve optimal results.

Something Blocking Effects

Reduce the consumption of or exposure to toxins, harmful or synthetic substances and anti-nutrients like sugar, caffeine or processed foods. Any of these can weaken immunity and distract the body's energy away from wellbeing projects, and reduce the effects of the essential oils. Dehydration, high levels of stress and lack of sleep can also have a major impact on results. Additionally, essential oils need nutrition present in the body to do their best work. If reserves are low, results can be minimised or even compromised. If you haven't done so already, be sure to add the Lifelong Vitality Pack™ to your daily wellness routine.

Try a Different Solution

What works for one person may not work for another. Everybody is different, and the ability to cater to that is one of the greatest advantages of essential oil use. Try different things until the right solutions are found. Also consider the emotional roots of a physical condition. What we think and believe both indirectly and directly impacts our biological processes. Use essential oils for emotional support as well to improve the level and speed of results.

Continuing Education

After Onboarding Customers

Connect customers to education that helps them to grow their confidence, experience and knowledge. When you help them find value in their products, the power of living a dōTERRA lifestyle, and maximising their membership, you retain more customers. Continuing education can occur online, in person or in a recorded format.

Why Continuing Education?

- Build belief in products.
- Change lives.
- Encourage consistent LRP ordering.
- Create a desire to share and build.
- Grow your team.

Invite Tips

- Invite customers to invite guests.
- Invite prospects who didn't enrol at their first class.
- Invite prospects and customers interested in a particular topic.
- Invite builders who want to learn more.

Classes

Use continuing education classes provided by your upline or start holding your own. After Wellness Consults, the *Live* guide continues to be an excellent handout for ongoing lifestyle education. It provides a premade series of classes. At the beginning of each class, introduce the topic as it relates to the Wellness Lifestyle Chart, then use the corresponding pages for reference.

Potential Topics:

- Daily Health Habits with LLV
- Cooking with Essential Oils
- Children's Health
- Supporting a Healthy Lifestyle
- Living with Energy & Vitality
- Exercise & Movement
- Help with Relaxation
- Emotional Aromatherapy



- 30-Day Detox
- Skin, Hair, and Body Care
- Be Prepared for Anything

Speciality Classes:

Offer classes on additional lifestyle topics of interests.

- Back to School
- Mum & Baby
- Winter DIY
- Oils for Pets
- Facial & Spa Care
- Intimacy
- Gym Bag Makeover
- Essential Oils in Professional Settings

Group Wellness Consults

Conducting group Wellness Consults can be a way to serve a higher number of enrollees in less time. A video that shares the basics could be sent out in advance so time is dedicated to Q&A and supporting attendees in setting up Daily Wellness Plans and 90-day wish lists.

Benefits include:

- Attendance is often higher with a video call or phone-in option versus in-person.
- Invite each person to have access to their products during the conversation.
- Consider offering some kind of incentive for attending or bringing a guest.



Online Resources

Team

Use the superb product education provided for you and your customers by your upline until its time for you to provide your own, usually at a higher rank like Gold or Platinum, when you have your own leader builders to work with. Team education is typically offered as a weekly Zoom call or Facebook Live, or available on a team website.

dōTERRA

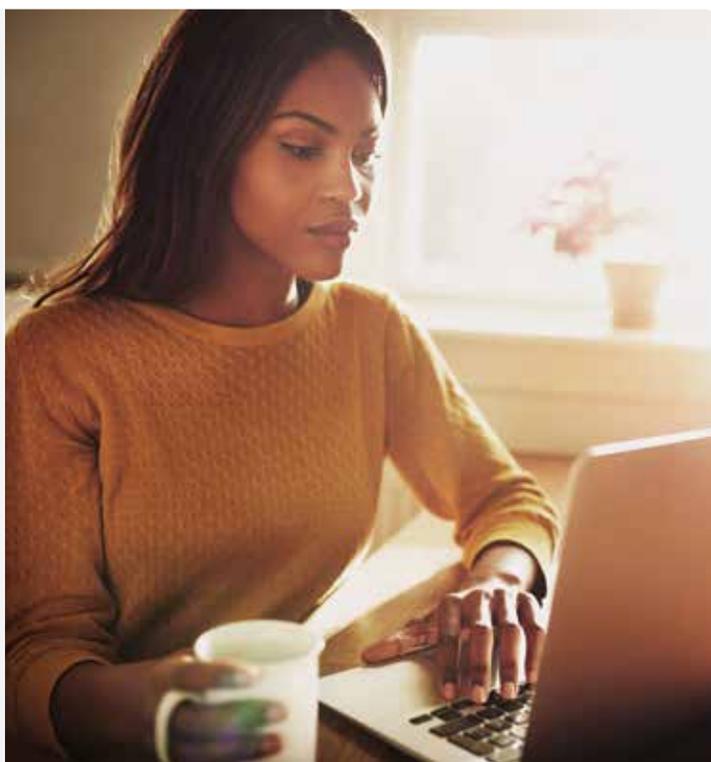
Share and promote what's at [doterra.com](https://www.doterra.com):

[Discover > Product Education](#)

- AromaTouch Technique™
- dōTERRA University
- Science of Essential Oils

[Resources > Essential Oil Resources](#)

- Flyers
- Literature



Essential Oil User Gatherings

Invite customers to get together and experience a sense of community, while also exploring creative ways to use their oils and products. Keep it fun and simple. Invite attendees to share experiences, favourite tips and recipes. Look things up together with the help of an essential oil reference guide. Consider a reoccurring monthly or quarterly event, either at the same location or with rotating hosts.



Nurture Customers

Cultivate a vibrant community of essential oil users. One of the best ways to grow your team is to take care of those already enrolled—a gold mine waiting to be inspired. People love an environment of shared values where they can learn and grow together.

Filling gaps in customer experiences is a powerful way to support their long-term wellness goals. Consider those in your care and look in your Virtual Office and assess where needs might exist. Look for those, for example, who have stopped ordering or never placed a second order. Use one or more of the following scripts to help focus customer support conversations. Chat at first to establish a connection. Most importantly, ask questions to discover unmet needs.

Discover Needs

- Don't know how to use their products.
- Have yet to experience a difference.
- Don't know how to order online or about LRP.
- Have never had a Wellness Consult.
- Don't know about other products.
- Need additional ideas.

Follow-Up Call

1 Connect & Discover

Hi, this is _____, your dōTERRA Wellness Advocate. I wanted to call and thank you for being a loyal customer and contact you . . .

A. Answer questions and offer solutions:

to see if you have any specific questions about how to use your products or have any priorities you are hoping to solve right now? Listen and offer relevant solutions or look things up together using a reference guide.

B. Follow up on progress and offer solutions:

I would love to hear how you are enjoying your products and what is working for you! Affirm their positive experiences, and relate other suggestions to their needs.

A. *I love Zengest™ too! Have you tried the softgels as well?*

B. *It sounds like your kids love Lavender at bedtime! Have you ever thought of getting a diffuser for each bedroom so you can cater to the different needs of each family member?*

C. *I love how you use Deep Blue™ with your clients! I bet they love it! I've noticed a lot of other massage therapists successfully use AromaTouch™ and dōTERRA Balance™ as well!*

2 Add Value

Use **Add-On Scripts** as desired (see the next page).

3 Wrap Up

I've loved having the chance to talk to you today, and getting to know how you use dōTERRA oils! I will send you _____ (e.g. text a link) and make sure you get _____ (e.g. to join Facebook group). If you have any more questions please get in touch!

Know Your Retention Rate

Track your personal and team customer activity and retention rate in your Virtual Office:

[Wellness Advocate Services > Genealogy > Summary Genealogy](#)

The fortune is in the follow-up.

Michael Clouse

Add-On Scripts

Community Invite

Did you know that we have an amazing _____ (e.g. Facebook) community where you can ask questions and access education, as well as get notifications of events and product promotions. I would love to add you . . .

Continuing Education Invite

I wanted to offer you the opportunity to join our wellness education series. Each class focuses on a specific topic, featuring how to use related dōTERRA essential oils and products.

- A. *We gather every _____ at _____ (e.g. Tues at 19:00) for a Zoom call. I'll send you the link. Or at _____ (e.g., my home).*
- B. *We broadcast live every _____ at _____ (e.g. Weds. at 19:00) from our essential oil enthusiasts Facebook group called _____. I'll text you a link so you can register. Do you have a topic you are interested in now? I could share a class with you right away!*
- C. *We keep it all online so you can access all the classes anytime. Just go to our _____ (e.g. team website or Facebook group), and it's under _____ (e.g. _____ tab or Guides). I'll send you a link. Do you have a topic you are interested in right away that I can send you more information about?*

Offer Promotions & Incentives

- A. *I wanted to let you know about an exciting offer! By placing a minimum _____ (e.g. 200 PV) order this month by the _____ (e.g. 15th, 30th), you will receive a _____ (e.g. a dōTERRA promotion or your own)! If a commitment is given, *Okay, I have noted here you are going to place your order by the 15th so you can get your free _____! Did I miss anything?**
- B. *dōTERRA is offering something amazing this week only: _____ (e.g. BOGOs). A few details are. . . I can send you a link _____ that takes you right to the offer _____.*
- C. *Also, I am offering a free gift _____ (e.g. an essential oil) to my customers who place a 100+ PV loyalty order this month, as a thank you for your continued support. Is that something you would use or enjoy? . . . Great! I'll send those details right away to you.*

Invite to Share and Build

- A. *I know how much you love using your products, and I'm sure you know other people who would benefit from them too. Would you consider hosting a class and would you like to receive a gift for doing so?*
- B. *Also, I just came back from _____ (e.g. event, class, European Convention). I was surrounded by such purpose-driven people and their energy and enthusiasm reminded me of you! I would love to chat with you more about this. Would you be interested in the dōTERRA opportunity?*

Top Tips

Use Offers to Create Urgency

An excellent way to increase LRP orders from both active or less active customers is to consistently notify customers of promotions and incentives offered by dōTERRA, your upline, or you. Results can be even better if you match offers to customers' interests or invite them to try a new product.

Consider targeting incentives where you need volume or enrolments most for advancement. Collaborate with your upline as needed.

- *Haven't ordered for a while? BOGOs are a great way to ignite purchasing.*
- *Order a few things per month or periodically? Offer a 100+ PV order incentive.*
- *Typically order 100+ PV monthly? Consider a 200+ PV order reward.*

Make a VIP Customer List

Keep an organised list of those who love to hear from you about specials and educational opportunities. Make it easy to use, so you can quickly share timely and effective communications. Make it a top business habit to keep your customers in the know.

Address Needs and Book a Wellness Consult Call

1 Connect & Discover

Hi ____, this is ____, your dōTERRA Wellness Advocate. I'm here to support you and when I was looking in the Virtual Office I noticed that ...

On LRP but never had Wellness Consult

... you seem to really enjoy your oils and are purchasing every month! I would love to hear what some of your favourites are! ... What got you involved with essential oils in the first place?

Only ask this if you don't actually know.

It's great that you are taking advantage of the Loyalty Rewards Program!

Also, ...

Haven't ordered in a while

... you haven't ordered in a while and I wanted to check to see if I can answer any questions for you?

Also, ...

Purchasing but not on LRP

... you seem to really enjoy the oils and purchase regularly. I would love to hear about your favourites and what is working for you.

Another reason I called is to share with you one of the best things about dōTERRA and how you can earn free products with the Loyalty Rewards Program. You can earn up to 30% back on everything you buy in free products. It's easy to change or cancel your order anytime. Would you like more details and help setting up your loyalty order?

On LRP but credit card not processing

... at one point you had set up a Loyalty Rewards Program order and it's still set up in the system but it's not running. Were you aware? ... I didn't want you wondering why your order isn't shipping out to you. One reason could be that your card on file has expired or is one you no longer use. I'm happy to help you resolve this or you can contact Customer Service to help.

Also, ...

2 Schedule a Wellness Consult

A. Never had a Wellness Consult: *I want to make sure you know about an amazing offer and I don't want you to miss out! With your account, you are eligible to receive a free Wellness Consult, where I would visit with you for about 30 minutes, either in your home or over the phone, and help you match your wellbeing priorities with the products you have. We would use what we call the Live guide, and I will send that out to you in advance.*

Remind me which kit you got started with _____ (only ask if you don't know or it's been too long to look up in the Virtual Office). Ah, yes! Sometimes when people first get their essential oils, they're not sure how to use them. The purpose of a Wellness Consult is to help you use them as part of a Daily Wellness Plan and show you how to create the most benefits throughout your day. And also make sure you know how to maximise your membership and earn free products.

B. Offering a follow-up Wellness Consult: *I know we did a Wellness Consult for you when you first got started and it's been a while, so I thought it would be helpful if we review your Daily Wellness Plan and make sure you are feeling confident in how to use it.*

I would love to get a follow-up scheduled with you! How does _____ or _____ (day) at _____ (time) work for you? ... Great! If you're like me, you'd appreciate a reminder text. Would you like me to send you one?

... Okay! We are all set! Here is my contact information so you know how to get a hold of me. ... I am looking forward to our time together.





Find Builders

Engage in the Cause

By the end of the Find Builders step, you will know how to find and train your business partners and downline builders, creating a vibrant and successful business-building community.

Leadership is communicating to people their worth and potential so clearly that they are inspired to see it in themselves.

—
Stephen Covey

Find Business Partners

A successful business requires partnering with like-minded individuals who want what you and dōTERRA have to offer. Use these recruiting mindset tips to successfully find and recruit capable and committed business partners.

- 1 Begin with the end in mind.** Cast a vision for builder prospects. What cause fuels your passion to serve your community? You are the CEO of your own business and you are asking them to partner with you. They need to know where you are going before they'll join you.
- 2 You are going to get there, with or without them.** Your success or failure is up to you. While you do need people to follow you, no one person makes or breaks your business. You are looking for those who want to partner with you. If people feel like your success depends on them, they tend to say no. Instead, share the excitement of your future success. They won't want to miss out and will often choose to join because of it.
- 3 Master the Intro to Build.** Be as skilled at an Intro to Build presentation as you are with the Intro to Oils presentation. Become great at sharing the business opportunity. Present often to gain confidence and experience in enrolling builders.
- 4 Get your prospects to corporate and team events.** Remember, people make decisions at events.
- 5 Introduce them to your upline.** Utilise your upline to add credibility to the dōTERRA opportunity. Ask them to share their experience with your prospects. (See more about 3-Way Calls on pg. 82.)
- 6 People go into business with people they like.** Who do you want to spend time with? Who do you want to travel with? You are not looking for a downline—you are looking for business partners. Be the type of person someone wants to build a business with. Talk about how you love what you are doing and how it's changing your life. Your best leads come from those in whom you've taken a sincere interest. When you help them find solutions to their challenges, they will be more drawn to engage.
- 7 Believe in them.** New builders lack experience and will depend on your belief until they build their own. In the beginning, you believe in them more than they believe in themselves. Breathe belief into them.

Ideal Business Partner

Use page 108 to find the attributes that you want in your business partners. As you grow in experience, continue to add to your list.

Committed & Capable—Who They Are:

- Authentic—the real deal
- Faith-filled with intentional engagement
- Ready and motivated to move beyond their story

- _____
- _____
- _____
- _____

Casual & Unwilling—Who They Are Not:

- Inauthentic—uncommitted
- Resigned and disengaged
- Attached to their story and excuses

- _____
- _____
- _____
- _____

Invite to Build

Refer to your *Names List*, focusing on those you have identified as your top builder prospects. Follow these simple steps to invite them to build a business with you. Scripts can be used or varied as desired.

- Begin connecting in person, online, or over the phone to nurture your relationship. Find authentic ways to plant seeds about the dōTERRA opportunity by “dripping” ideas and videos, and then asking questions like one of these:
 - A. *Are you interested in new business and income opportunities?*
 - B. *Would you like to learn more about an additional income opportunity with dōTERRA?*
 - C. *Have you thought about sharing your love for essential oils with other people and potentially making some additional income?*
- Share your vision.
- Tell your prospects why you thought of them and why you'd love to work with them.

You're so business savvy/outgoing/good with people/entrepreneurial.

- Once they confirm their interest, invite your prospects to learn more at an Intro to Build presentation.
- Consider scheduling a 3-way call with your upline when recruiting your business partners to add credibility.

I spoke with _____ (upline) earlier today. Do you know who she is? She's an expert in _____ (upline's Why/area of interest/background) and a _____ (upline rank) in dōTERRA. She is so incredible and in demand! She'd love to get on a call with you. I would be on as well. Here are the times she can schedule us in: _____. Which of those times works for you?

Invite your prospects to watch a short video prior to connecting that introduces them to what you feel will inspire them or excite their interests (e.g. the company, Compensation Plan, product quality/CPTG™, Co-Impact Sourcing™, dōTERRA Healing Hands™).

Set up a time to chat about the videos in 48–72 hours.

Top Tip

When presenting to a business builder prospect, whether in person or over Zoom, one-on-ones are often more effective. Someone you've identified as an influencer often prefers a more intimate conversation that can be customised.

Agenda:

- Ask discovery questions.
- Determine a prospect's pain points.
- Identify needs.
- Offer solutions.

Why 3-Way Calls?

3-Way Calls use the knowledge of your upline as a credible expert to help a prospect gain respect, confidence and trust in you, your team and the company. Together, present an introduction to the dōTERRA business opportunity (see Intro to Build script pgs. 89–90) using the *Build* guide.

Whether during a scheduled phone or Zoom call or even in person, it can be reassuring to you and your prospect to have a more experienced upline lead the call. Soon you, in turn, will do 3-way calls for your builders as they recruit their own business partners and builders.

Things to keep in mind:

- You, your upline and your prospect are all on the call together.
- Ensure each attendee has call details in advance.
- Listen closely, take notes and discover ways to be a committed and capable upline of your new builder.
- Keep the conversation relevant to the prospect.

The Power of Sharers

Access the power of sharing by inviting others to be part of the magic of sharing solutions. Sharers can bring a boost of energy to your team and business.

Expand Your Influence

Reach more people by asking those you already know to connect you with their contacts. Do they know someone who is seeking an opportunity like dōTERRA?

So often during causal conversation, people tell those they trust that they are looking for a new or different opportunity in their lives. This is networking at its best, when a “middleman” brings people together. Use the scripts at the top of the following page to help generate the right conversations so you can ask for builder referrals.

Invite to Host

One of the most effective ways to grow your dōTERRA community and find new builders is for others to host presentations with their own invited guests. Listen during conversations or observe when interacting on social media for ways to open doors. When the time is right, share a product experience, or more information about how dōTERRA has helped you. While connecting, share something like this: *My dream is to be part of a movement, bringing hope and wellness to homes and lives by teaching others to use dōTERRA products in their everyday lives, just like I do! I love knowing I am changing lives around the world: with growers and their families, as well as with those right here at home.*

Anytime you are sampling, inviting, hosting, presenting, and especially during Wellness Consults and continuing education classes, plant seeds about sharing, hosting and the business opportunity.

Here are a few examples:

- A. *If you can see yourself doing what I'm doing—helping others discover solutions—and are curious about being a Wellness Advocate with dōTERRA, I would love to share about how to get your products paid for, as well as the opportunity to supplement and increase your income. Come talk to me after the class!*
- B. *Why not plan ahead? Let's set a time for you to host a class just like the one you experienced so you can share with those you care about.*

Successful Hosting

Invite sharers and potential business partners to host a class in person or online. With positive experiences, they begin to see themselves doing what you are doing, and builders can emerge.

- Conduct an Intro to Host using the *Share* guide and *Class Planner* (see pg. 50) to create a clear and organised plan, identifying who will do what and how to create an optimal experience that encourages enrolments.
- Have them make a list, using page 2 of the *Share* guide, of those they want to invite (such as family, friends, neighbours, associates). Recommend creating experiences through sharing their story and samples prior to inviting.
- Decide in advance how they want to be compensated: as a Wellness Advocate or through hosting rewards you provide. Interest can increase after hosting a class.
- Follow up to solidify their commitment to creating an income with dōTERRA and clarify who will take care of completing up enrolments, conducting Wellness Consults, and providing customer support.

Ask for Builder Referrals

A. *I wanted to contact you and ask for support. I've been educating and teaching people about essential oils for the last _____ and I'm currently looking to expand my business in the area of _____ (e.g. geographic location, type of business).*

My desire is to invest my time, money and resources with the right person—someone who is interested in natural wellness, has an entrepreneurial mindset, and just needs the right coaching and support. Do you know someone who would benefit from knowing more about dōTERRA products and opportunities? Would it be okay if I sent you a gift package of essential oils so that you have a better idea of the kind of person this might be a fit for?

B. *I am currently partnering with an award-winning, billion-dollar wellness company, dōTERRA, to share the influence and power of essential oils to millions of lives across the globe.*

I am currently looking for people who might be interested in exploring this life-changing business. I really respect your opinion and I'm wondering if you know anyone who would be interested in dōTERRA, perhaps because of economic changes, or a simple desire to help others. It could even be someone who hasn't expressed any interest, yet is a bright, energetic, self-motivated person. I'd be really grateful for any referrals that come to mind. If you want to learn more first, we can set up a time to do that as well.

Talk to Strangers

When strangers meet, often one of the first things they talk about is, "What do you do for work?" One of the most powerful skills you can learn is to initiate this conversation by being first to ask. Why? Because if you ask them, they, in turn, will ask you. The following conversation examples show how powerful it can be when you are clear about what you do:

- A. *You know how most people seem to put their health in the hands of others? I do the most amazing thing. I teach people how they can take control of their own health.*
- B. *You know how most people are interested in natural wellbeing but are confused about where to start? I do the most amazing thing. I teach people about one of nature's most powerful solutions and easy ways to use them.*

If it so happens you get asked *what you do first*, flip the conversation around so you are able ask questions about their work so you can customise your response: *I love what I do! What do you do?* Then, once you are aware of what they do, you can tailor your response:

- A. *I work with parents and teach them how to take care of their families naturally using essential oils and other products.*
- B. *I work with chiropractors and teach them to create an additional stream of income in their offices by sharing with their clients how to live a wellness lifestyle with essential oils.*

How about you? Do you have a wellness or financial priority you're focused on? Once they answer, respond with:

A. *Would you be interested in trying something new?*

B. *Would you be interested in learning about ways to earn additional income?*

The goal is, that upon sharing your statement, the other person says: "Yes, tell me more about what you do." Then your answer can be something like: *I work with people who want safe, natural, effective solutions as they take care of their family's wellness. Do you know much about essential oils?*

If their answer is no, there is now a great opportunity to share your story of how dōTERRA products and/or the business opportunity are a solution for you and your family (refer to pg. 36 to prepare your stories in advance).

Continue the conversation by asking questions, listening and discovering ways to add value to their lives by connecting the dōTERRA opportunity to their needs. Ultimately, the goal is to look for those who are looking for you. Paint a picture through your conversation where, if this is for them, they can see themselves in it and will want to know more.

Networking is not just exchanging business cards or contact information. To make it meaningful, create follow-up strategies for the people you meet. Once you make a connection, use the steps as taught in other parts of this guide to develop your conversation.

You've got to ask. Asking is . . . the world's most powerful and neglected secret to success and happiness.

Percy Ross



Intro to Build

People choose the dōTERRA business opportunity for different reasons. Some come for the income, others for the mission. Whatever the reason, the *Build* guide can help you to create the right conversations.

During an Intro to Build class, focus on what matters most to your audience by asking questions (see the next page for suggestions) to discover interests and needs such as income, sense of purpose, or more time flexibility. Then connect their goals to your dōTERRA solutions.

Another option is to teach only a portion of the *Build* guide, steps 1–4, after an Intro to Oils class. No matter what you teach, at some point in the conversation, the need arises to connect individually on steps 5–9. Schedule time with each attendee later to solidify commitments via a 3-way call with your upline (as outlined on page 82) or during the Intro to Launch Strategy Session. To keep up the flow in your pipeline, present at least one Intro to Build per week. Keep presentations simple, duplicable and tailored to your prospects. Use the outline and script on the following pages to guide successful presentations.



Purpose

- Gather people, listen to their needs and share the dōTERRA opportunity.
- Focus on needs of attendees; discover and share how the opportunity can work for them.

Important Tip

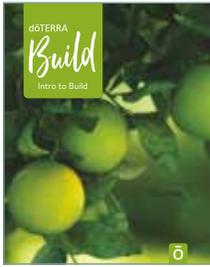
Follow up within 72 hours to enrol (if they have not done so already) and hold an Intro to Launch Strategy Session. Use this guide to ensure they understand the essential steps to build a successful business and create a solid foundation to create future results.

Ideal Timeline (20–60 Mins.)

Use the *Build* guide handout.



5 mins.



1 Welcome Builder

Open, talk about and introduce the guest presenter.

Guest Presenter

Talk about the host and share own story.



5 mins.



2 Why a Pipeline

Buckets versus pipeline story. Learn about their situation.



5 mins.



3 Why dōTERRA?

Share the power of partnering with dōTERRA products, leadership and global initiatives.



5–10 mins.



4 Generous Compensation

Explain or show a video.



5 mins.



5 Invite to Dream

Highlight possibilities.



5 mins.



6 Choose a Path

Introduce how to share and earn.



5 mins.



7 What It Takes

Share the power and simplicity of working with a system to train and build.



5–10 mins.



8 Q&A

Answer any questions. Share a story that may address concerns.



5–10 mins.



9 Invite to Partner

Commit to build and set a time for Intro to Launch.

Intro to Build Outline

Use the outline below to guide successful one-on-ones. For your first few *Intro to Build* classes, include your upline mentor. Prior to the meeting, share with them what you know about your prospect's needs/interests. To enhance the conversation, invite your prospect to view a relevant video, as suggested on page 82.

Welcome. If your upline is going to lead the call/conversation, introduce them and then turn the discussion over to them. Remember, you already have the trust of your prospect, but your upline gains respect once their credibility is established through an introduction.

They Talk

- Connect by asking: *Tell me about yourself...*
How long have you... (job/career)?
- Before jumping in, whoever is leading the conversation asks: *What questions do you have for me?* Address questions now or assure you will answer later as you go along.
- Then work these questions into the conversation to further understand your prospect's needs and interests.
 - *What would you like to change about your current situation?*
 - *Where are you with your...* (health, relationships, finances, time, interests, sense of purpose)?
 - *Is there anything your job/career is not giving you? Any frustrations, unmet financial needs, or goals?*
 - *What impact does that have on you/your family* (hope, trust, relationships, health, finances, time)?
 - *What might happen if things don't change? How serious are you right now about making a change?*

Top Tip

To better prepare yourself for effective conversations, roleplay this with your upline mentor or family members. Practice to make the presentation yours.



You Talk

Be authentic when you connect someone's challenges to your solutions as you share with a sense of certainty and passion.

1 Tell Your Story

I know we can make a difference in your life! Let me tell you more about ____ (share a relatable story about someone else).
In fact, I'd love to tell you a little about my story and journey (prepare your story in advance on page 36).

2 Why a Pipeline

Tell the buckets and pipelines story and share why building a financial pipeline is important to you (share about your background, what wasn't working, how dōTERRA has helped and how your future looks now). *If you could wave your magic wand, and a dōTERRA business was exactly what you wanted it to be, what would that look like? Are you looking to supplement or increase your income? What would that look*



like, income-wise? How valuable would it be to... (e.g. solve your income priorities in 6–12 months)?

3 Why dōTERRA

Focus on what will inspire this person most (it could be the idea of being able to bring essential oils into homes, the goal of self-directed wellness, the potential for earnings, the most tested and most trusted CPTG™ quality essential oils, extraordinary company values and leadership, or global initiatives like dōTERRA Healing Hands™ and Co-Impact Sourcing™). Express confidence that your prospect can create the life they desire.



4 Generous Compensation

Highlight the four ways to earn with dōTERRA and overall earning potential. Use a video if desired.



5 Invite to Dream

*What are your hopes and dreams?
What goals do you want to accomplish?*



6 Choose a Path

Invite your prospect to engage at the level that is right for them. *Let's take a look at how to get started. How many hours a week are you willing to commit? Which path best fits your needs? By when would you like to reach this goal?*



If needed, share the following: *I want to be realistic with you. When looking over your goals and the amount of hours you are willing to dedicate, and based on company averages, one of these numbers needs to change. Either you need to increase the number of hours you work with your business or increase the length of time in which you accomplish your goal. Which are you willing to adjust?*

Work together to set a goal and timeframe they feel good about. Rarely does someone create a financial pipeline of any significance with less than 15 hours per week. The greater the goals, the greater the time dedication required.

7 What It Takes

Share about the great training and resources available through your upline team and the company. Share why you feel they would be amazing at this and help them see themselves utilising their abilities to create success.



8 Q&A

Answer any questions. If a concern is raised listen and then restate and ask follow-up questions. For example:



So you've had a negative experience with network marketing. Tell me more about that. Tell them how you would feel that way. Tell how you overcame the concern yourself. After being a customer for a while, I realised that this company has totally redefined what it means to be in this profession.

9 Invite to Partner and Build

If they have already enrolled as a product user and had a Wellness Consult, then they are ready for Step 2 on pg. 10 of the *Build* guide. If not, start at Step 1. *My first suggestion is that we start with step 1, making a difference for you and your family using the products. Is there anything that is not working for you or your family in regard to wellbeing?* Use scripts from pages 54–59 in this guide as needed. *I know we can make a difference in your life. We made a big difference for _____.* Share a relatable story of someone else—or your own if it fits the situation.

A. If the invitee has yet to enrol, next share a short Intro to Oils class in order to offer kit options that best fit their personal and business needs. Then set a time for their Intro to Launch.

B. Once they are enrolled, proceed to Step 2 on pg. 10 of the *Build* guide and discuss or schedule next steps, including their Intro to Launch.



Launch New Builders

Enrolling customers and sharers changes lives and supports your dōTERRA business. Enrolling builders can make growth happen exponentially! Though a high percentage begin as customers and at some point choose to grow a business, there are many who successfully begin as builders. Either way, engage with those who are ready to build a business.

Think of the busiest person you know who wants to create a dōTERRA income. What do they need to succeed? They need a proven process: where to start, what's expected, and how to do what needs to happen. This guide provides just that—a systematic approach to successful habits and skills in a step-by-step pattern that naturally invites accountability.

Support your new builders with their first 3-4 presentations, as well as other first interactions. Train them to hold powerful presentations by modelling how it's done. Allow your builders to progressively take on more responsibility in each successive presentation until they feel ready to present on their own. Duplication is key for greater long-term and downline success. Schedule short and frequent communications (every 2-3 days) as they are getting started.

Feel confident in the value you bring as a new leader by simply being a chapter ahead.

6 Weeks to Elite

Invite your builders to follow the timeline below, which uses the 5 Steps to Success framework to show them how to go from launch to Elite rank in a 6-week timeframe. Launching a business is like launching a rocket—beginning with high intensity starts the journey with the power of momentum. This increased energy creates a greater number of enrolments in a shorter period of time from which to find their builders, thus allowing them to structure their team more strategically within the Initial Sponsor Move window.

Ideal Timeline

Prelaunch





Top Tip

As you enrol new people, consider placing some under committed builders who actively enrol on their own and support their team. Have a clarifying conversation prior to making them or their downline the sponsor. Incentivise healthy behaviour by matching your builders' efforts rather than overreaching, which may discourage builders from doing it for themselves. It is highly recommended that you maintain enrolment of your enrollee until earned by their new sponsor. In the event they don't actually perform as promised, you still have the option to grow your enrolment as your own qualifying leg or have the potential to later move them. *I have a new enrollee I think would develop best as a part of your team. It's important they receive a Wellness Consult and appropriate follow-up. Can you commit to be that support for them? If yes, let me share their interests and help best place them.*

Launch Month

Week 2



Enrol



STEP 4:

- Enrol 15+ people
- Do Wellness Consults
- Place new enrollees

Week 3



Support



STEP 5:

- Onboard customers
- Launch builders
- Promote Continuing Education/events
- Hold Strategy Sessions

Week 4



Reach Elite



CELEBRATE!

Next Steps

Become a Premier



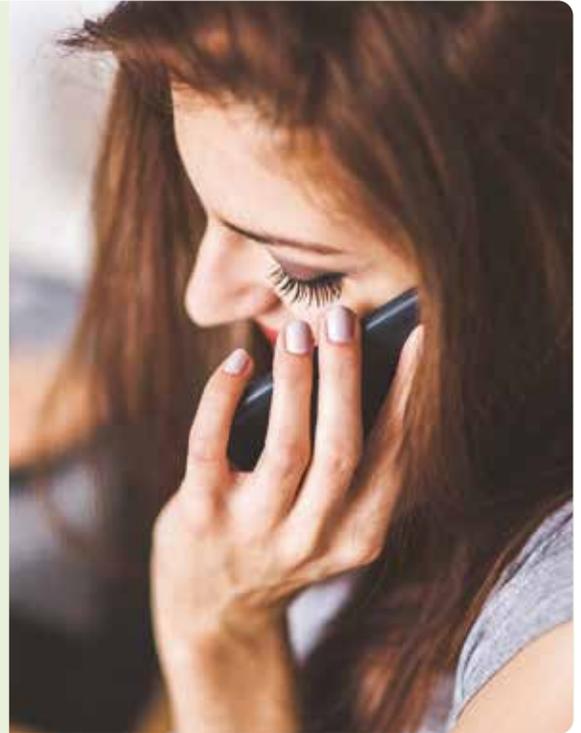
Continue to motivate yourself and your builders to your next ranks.

Mentor Builders

Mentoring is about bringing out the brilliance in others and cheering them on to more! As you discover your own brilliance, you are better able to serve your builders as their strategy and accountability partner. You don't need to know everything to be a great mentor. Leverage this guide and your upline as you begin mentoring, and embrace this amazing growth process.

Top Tips

- 1. Schedule regular Strategy Sessions** with your builders via phone or Zoom.
- 2. Receive their Strategy Check-In** before the call. Focus on the Vital Action Steps and how to execute them effectively.
- 3. Invite your upline mentor to join you** on your first few calls.
- 4. Focus on solutions, not problems.** Express empathy, then move builders from concerns to solutions quickly. Ask, don't tell. Create a space where they can explore ideas.
- 5. Bring your best self.** Create big value in small pockets of time. Develop a relationship of trust by keeping confidences and commitments.
- 6. Teach and encourage.** Highlight their gifts and brilliance.
- 7. Refer them to personal development and additional training** for support in overcoming limiting beliefs and increasing skills.
- 8. Recognise success** during Strategy Sessions. Also, partner with your upline to do so during team events/calls, and other gatherings.



Strategy Check-In

Send a copy of this document form to your upline mentor or lead or email one to your Strategy Session.

- 1 Connect & Discover**
When are you most motivated? (you, how, how, when?)
What's exciting to you about your business?
What challenges are you currently facing in your business?
- 2 Review Last Week**
How did things go last week with your top three Vital Action Steps?
Anything that needs to be going forward?

Use the table below to evaluate your progress in the system. Review your goals for last week and the week ahead.

PIPES	Plan	Implement	Evaluate	Support
Plan	Identify 3-5 activities	Identify 3-5 activities	Identify 3-5 activities	Identify 3-5 activities
Implement	Take 1-2 steps	Take 1-2 steps	Take 1-2 steps	Take 1-2 steps
Evaluate	Review 1-2 steps	Review 1-2 steps	Review 1-2 steps	Review 1-2 steps
Support	Identify 1-2 steps	Identify 1-2 steps	Identify 1-2 steps	Identify 1-2 steps

Focus on 1-2 things to build your system.

- 3 Goals for the Upcoming Week**
What are your most important goals for the week? Rank: _____
What are your most important goals for the week? Rank: _____
- 4 Breakthroughs**
What personal breakthroughs/learning are you experiencing?
What else could give your belief, insight, and action?
- 5 Important Reminders**
What are your most important reminders, notes, etc.?

Empowerment Business Building Training System 25

Why Weekly Strategy Sessions

- Set your builders up for success.
- Measure PIPES activities and improve skills.
- Stay connected and offer consistent support.

Strategy Session Agenda (30 Mins.)

Step 1: Connect

Celebrate successes and evaluate areas that need support.

Step 2: Review Last Week's Actions and Outcomes

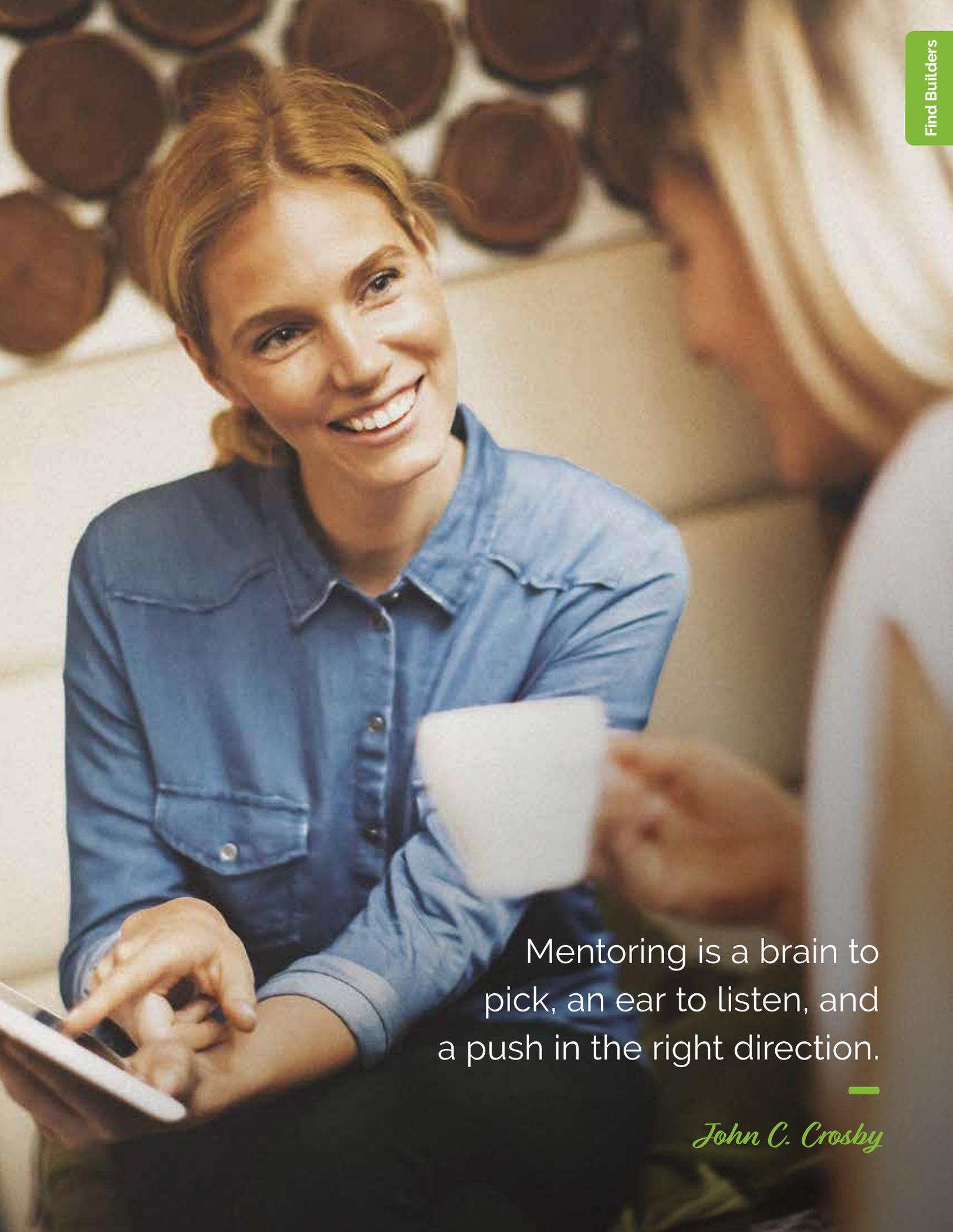
Help them deconstruct the past week so they can repeat what's working and eliminate what's not. Help set realistic rank and Power of 3 goals. Assess volume and create a plan to fill gaps.

Step 3: Review PIPES Activities

Assess PIPES activities from the previous week. Identify where breakdowns are happening and focus mentoring on the most important thing (e.g. skill mastery on inviting or enrolling). Set PIPES goals for the next week.

Step 4: Identify and Calendar Vital Action Steps for the Coming Week

Base the upcoming week's Vital Action Steps on PIPES evaluation. Identify how they need support. Make yourself available to present and support presentations, commit new builders, and model initial Wellness Consults.



Mentoring is a brain to pick, an ear to listen, and a push in the right direction.

John C. Crosby





Personal Development

**A commitment to building
yourself is a commitment to
building your business.**

Take the time to develop who you are so you can
become the person who achieves your dreams.

Your attitude . . . will determine
your altitude.

—
Zig Ziglar

Envision Your Future

From the beginning, it is vital to connect your 'Why' to the growth of your dōTERRA business.

By building a financial pipeline, you can create the opportunity to live the life you desire. Your 'Why' is the inspiration that fuels your hopes and dreams. It is realised when your needs, wants and purposes are fulfilled.

Your 'Why' motivates you to stay focused and keep to progress. Ponder, identify and circle below each area that would make the biggest impact. Give yourself significant goals you can look forward to and that motivate you to act now.



Earning More

- Work to become debt-free.
- Build a generous savings account.
- Have more financial flexibility.
- Do more charitable giving.



Working Smarter

- Control your time and schedule.
- Build your own dreams.
- Focus on self-improvement and additional education.
- Plan and prepare financially.



Doing What You Love

- Experience more travel.
- Develop talents and grow interests.
- Serve more.
- Spend more time with family.

Dream Big!

Envisioning your dreams and putting them down on paper is the first step toward making them a reality. Sit down, by yourself or with a trusted partner, and shape your vision for the future, using whichever questions below inspire you.

Business

What do you want to achieve in your dōTERRA business?
What is your next rank?

Purpose

How do you see yourself serving others and experiencing fulfillment? What do you want to be known or remembered for?

Relationships

If you had more time, freedom, or resources, who would you attract? Who would you spend time, grow, and develop with?

Money

How would financial control and prosperity look and manifest in your life and lifestyle?

Experiences

What would you do more of? Where do you want to go?
What are you passionate about achieving?

Emotional

How do you want to feel on a regular basis?

Spiritual

What does a life with consistent divine connections look and feel like?

Physical

What are ideal experiences with your body?

Mental

What do you want to know? How do you want to think?

The future belongs to those
who believe in the beauty
of their dreams.

—
Eleanor Roosevelt



Top Tip

Create a vision board with images to represent dreams of the future as if it were already a reality. Focus in on it daily. Energise your visualisations with music and a favourite essential oil.

Empower You

It has been said by top leaders in dōTERRA, "We are a personal development company disguised as an essential oil company." At dōTERRA we say, that changing lives for the better "is who we are—it's what we do". No matter the reason why someone comes to dōTERRA, Wellness Advocates are passionate about doing their part to become the person who achieves their success.

Identify Daily Habits

Dedicate approximately 20 minutes each day to personal development, growing yourself as a person, builder and leader. Below are ideas for how to best embrace your strengths and expand your influence and capacity to sell and serve.

-  **READ** a book on developing your business or leadership mind or skillset.
-  **WATCH** a video specific to a topic you are focused on, expanding your knowledge.
-  **LISTEN** to a podcast regularly from a trusted influencer who speaks about areas of interest or need.

-  **DISCUSS** a topic on which you need input or feedback with a trusted source or coach.
-  **SHARE** something you are learning with a family member or friend to confirm how you feel.
-  **PRACTICE** roleplaying or go through a scripted presentation that you want to refine.

Learn Your Way

One of the greatest impacts on your success comes from honouring your individual learning styles. Check all boxes that apply. Do you need to:

- See it** – Visual/picture aids, PowerPoint, outlines, or graphs/charts
- Hear it** – Said or read out loud, verbal instructions, discussions, repeat it back, or roleplay
- Say it** – Conversation, asking questions, talking it out, or teaching it
- Do it** – Hands on, doing while learning/following/repeating actions
- Read it** – Things in writing, references for terms/information, statistics, or note-taking
- Think about it** – Need time to mull it over, ponder, and process

Share how you learn best with your upline mentor and together consider the best ways for you to experience this guide and other training.

Print out, sign and post the Confidence Statement where you can see and read it aloud daily (pg. 102)

Confidence Statement

Choose to continuously grow your belief of creating real and lasting results to grow the vital connection between your heart about and repeatedly say powerfully into your character.

Disciplined thought, action, and belief has achieved dreams and future achievements, read the following Confidence Statement in the spirit of making your results the program your upline is meeting my goals.

Know the skills, techniques, and methods that have made me successful in my business and life.

Realize that what I think and believe eventually becomes my reality. I can become and create a clear mental picture of that picture.

Understand abundance influence and risk only act when both action factors are a service mindset as being here and endless to the world I succeed by getting the credit.

Appreciate and thank others again for the success of my colleagues and efforts to create more success, compassion, harmony, and gratitude. Others believe in me because I believe in them and myself.

I influence and make a difference in _____ of all time.

I earn \$ _____ monthly through my dōTERRA business.

I have _____ people on my list.

In exchange for this work and income, I give my very best effort. I continue to act until I have developed sufficient skill confidence to allow it.

Sign my name to the Confidence Statement, I recommit and repeat it with full faith that it is continuously influencing my thoughts and actions, creating the results I desire.

Signature: _____

This statement is adapted from **Think and Grow Rich** by Napoleon Hill. To further your knowledge and understanding, consider reading the entire book.

Learn from the Best

Reading personal development books is highly encouraged as part of your daily habits. Here are top leader choices to get you started reading to reach Elite:

- *The Slight Edge* by Jeff Olson
- *Making the First Circle Work* by Randy Gage



Learn to Be Your Best

Join tens of thousands of Wellness Advocates in learning more about your unique strengths through Empowered You, a specialised training programme created in partnership with Gallup and dedicated to empowering dōTERRA business builders to live their strengths.

Make the most of the training by first taking the Clifton Strengths Finder 2.0 Assessment to identify your specific talent themes. Learn more at doterra.com > *Literature* > *Empowered Success* > *Empowered You*.



The dōTERRA Strengths Guide is designed to encourage you to engage in each PIPES activity using your unique strengths.

In conjunction with the guide, use the Empowered You videos to individualise your personal development and take your PIPES actions to a whole new level.

As you discover more through the Strengths process, learn to discern the difference between principles and best practices. Best practices are people doing things their way. Principles are proven, enduring, and unchanging, and can be applied to any situation. They are the truths behind the practices.

While observing what's working in a situation, deconstruct success by searching for the principles at play that made the difference. Because people don't duplicate but processes do, choose to be yourself, putting your talents and abilities to work, while also following what's necessary to create results.

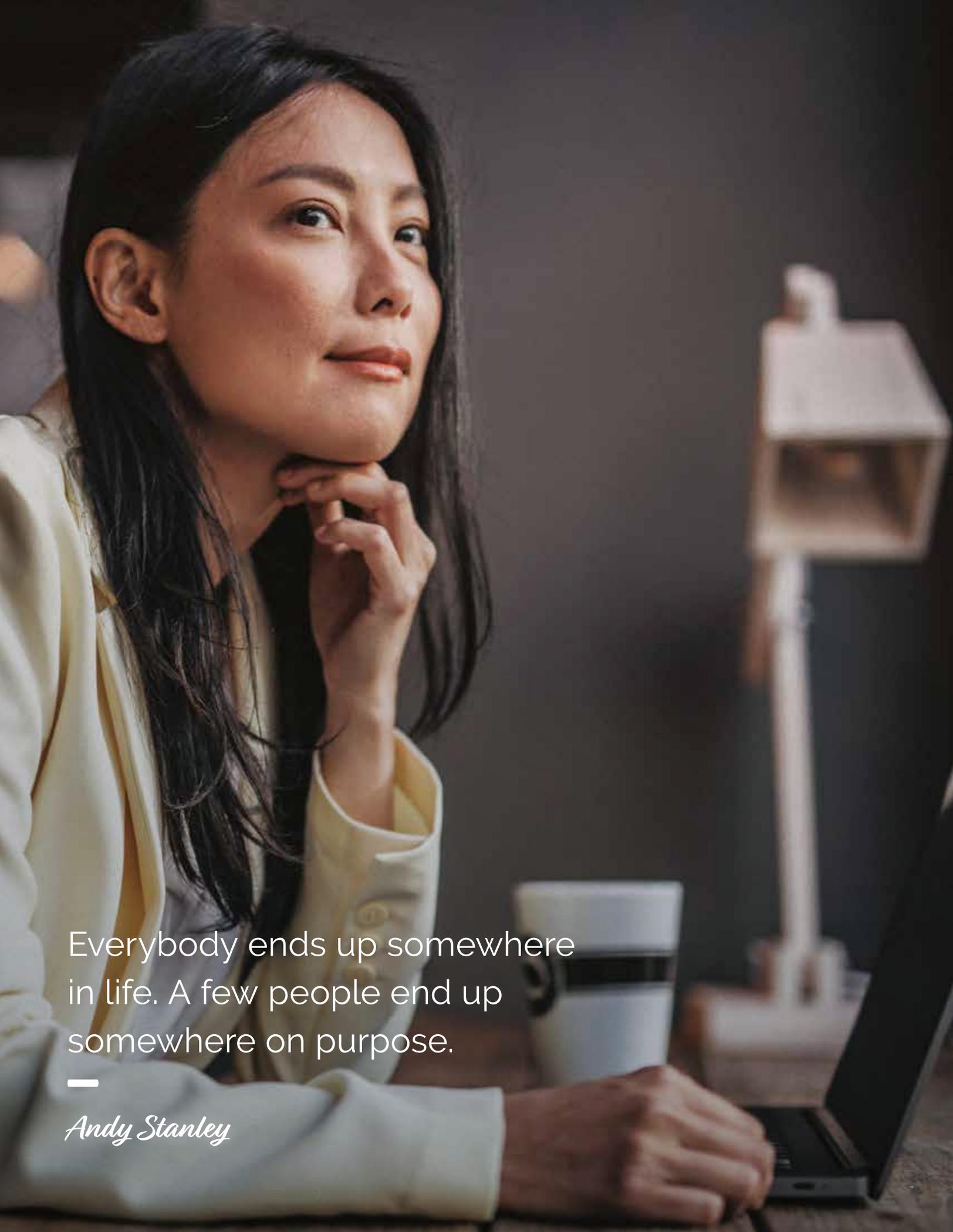
Grow Your Way

Create a team culture focused on what's right for you and those around you. The best culture motivates you to focus your strengths on actions designed to advance your business. Trusting in and loving who you are is a critical component of leadership. Grow your team in a way that is authentically you.

In what areas do you really shine?

Which of those strengths do you want to have the biggest impact on your success?



A woman with long dark hair, wearing a white blazer, is sitting at a desk. She is looking off to the side with a thoughtful expression, her hand resting on her chin. In front of her is a laptop and a white mug. The background is dark and out of focus, showing a desk lamp.

Everybody ends up somewhere
in life. A few people end up
somewhere on purpose.

Andy Stanley

Confidence Statement

Choose to continuously grow your belief, courage and confidence. The process of creating real and lasting results is greatly enhanced when you understand the vital connection between your heart and mind. What you consistently think about and repeatedly say, powerfully impacts how you act and show your character.

Disciplined thoughts, words and beliefs help achieve desired outcomes. In addition to visual cues or reminders of your dreams and future achievements, read the following *Confidence Statement* aloud twice daily. Engage your whole self in the work of creating your results as you programme your subconscious mind for success and stir your heart to action!

I have the ability to build a successful dōTERRA business and fulfill my purpose in life. I am persistent as I work toward reaching my goals.

I realise that what I think and believe eventually becomes my reality. I concentrate my thoughts on the person I intend to become and create a clear mental picture of that person.

I understand abundance, influence and rank only last when built upon actions that benefit everyone they affect. I maintain a service mindset as I bring hope and wellness to the world. I succeed by gaining the cooperation of other people.

I encourage and invite others to join me because of my willingness and efforts to serve those around me with love, compassion, honesty and gratitude. Others believe in me because I believe in them and in myself.

- I influence and make a difference in _____ (#) of lives.
- I earn €/£ _____ monthly through my dōTERRA business.
- I am a _____ (rank) on or before _____ (date).

In exchange for this rank and income, I give my very best effort. I continue to act until I have developed sufficient self-confidence to attain it.

I sign my name to this Confidence Statement. I memorise and repeat it with full faith that it is continually influencing my thoughts and actions, creating the results I desire.

Signature

This statement is adapted from ***Think and Grow Rich*** by Napoleon Hill.

To further your knowledge and understanding, consider reading the entire book.





Appendix

Additional Resources

Learn wider, grow wiser!



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Compensation Plan

Retail Profit Paid Monthly

Wellness Advocates will earn 25 percent profit (VAT exclusive value) on purchases made by their Retail Customers.



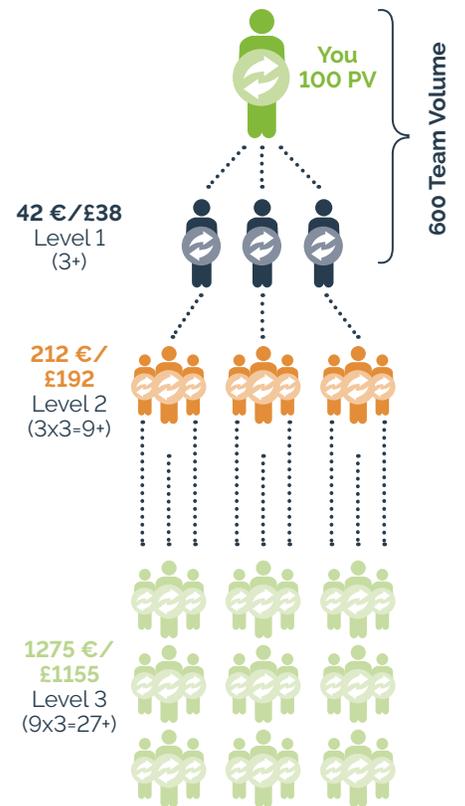
Fast Start Bonus Paid Weekly

Paid on a new enrollee's Commissionable Volume (CV) for their first 60 days. Each enroller must place a total of 100 PV (Personal Volume) in LRP orders during the month, and keep at least 100 PV on their LRP template/Loyalty Order at all times to be able to participate.



Power of 3 Paid Monthly

Each person within your Power of 3 structure must process a LRP order of at least 100 PV (Personal Volume) to qualify you for the Power of 3 Bonus.



Loyalty Rewards Key



Unilevel Organizational Bonus

Paid Monthly

Also referred as Rank Qualifications. Paid monthly on compressed organisational volume.

Paid as Title	Wellness Advocate	Manager	Director	Executive	Elite	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
Monthly PV	50	100	100	100	100	100	100	100	100	100	100	100
Monthly OV	-	500	1,000	2,000	3,000	5,000	-	-	-	-	-	-
Qualified Legs*	-	-	-	-	-	2	3	3	3	4	5	6
Leg Requirements	-	-	-	-	-	Executive	Elite	Premier	Silver	Silver	Gold	Platinum
Level 1	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 3			5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4				5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5					6%	6%	6%	6%	6%	6%	6%	6%
Level 6						6%	6%	6%	6%	6%	6%	6%
Level 7							7%	7%	7%	7%	7%	7%
Dynamic Compression												

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Leadership Pools

Paid Monthly

By qualifying in the top ranks Wellness Advocates have the opportunity to benefit from the global company volume.

Shares are earned in the pools each month that the qualifying pin title is achieved and maintained.

Paid as Title	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
Monthly PV	100	100	100	100	100	100	100
Monthly OV	5000	*	*	*	*	*	*
Qualified Legs*	2	3	3	3	4	5	6
Leg Requirements	Executive	Elite	Premier	Silver	Silver	Gold	Platinum
Leadership Performance Pool							
# of shares	1	5	10	1	2	3	
	1+	1+	1+	1+	1+	1+	
	2%			1%			
Empowerment Bonus Pool							
# of shares for 1 enrollment per month	Premier	Silver	Gold				
	1	1	2	# of shares			
# of shares for 2 or more enrollments per month	--	--	Maximum of 2				
	1.25%			1%			

Empowerment Pool: Each Premier, each Silver and each Gold that personally enrolls either a Wholesale Customer or a Wellness Advocate with a qualifying 100 PV purchase (or higher) that month will receive one share of the global company volume. Each Gold that personally enrolls two or more people, either Wholesale Customers and/or Wellness Advocates, with a qualifying 100 PV purchase (or higher) that month will receive a maximum of two shares of the global company volume.

Leadership Pool: Each Silver earns one share, each Gold earns five shares, and each Platinum earns ten shares.

Diamond Performance Pool: Each Diamond earns one share, each Blue Diamond earns two shares, and each Presidential Diamond earns three shares.

Diamond Pool: Each Diamond receives three shares.

Blue Diamond Pool: Each Blue Diamond receives three shares.

Presidential Diamond Pool: Each Presidential Diamond receives three shares.

Additional Shares: Earn additional shares by helping your personally enrolled* Wellness Advocates advance to Elite (Leadership), Premier (Diamond), Blue Diamond, and Diamond performance pools, and Silver (Presidential).

*Legs must be personally enrolled. † Must be first-time qualifiers, unlimited shares. See company policies for details.

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dōTERRA Roles

Each person chooses how to maximise their relationship with dōTERRA. Outlined below are the four main roles and examples of their mindset/goals for each.

Use this page to:

Clarify what comes with each role so you can manage your and others' expectations. Remember, it is a person's actions and choices, not placement or position, that define their engagement. Honour their choices. Have clarifying conversations to establish commitments and evaluate enrolment and sponsorship responsibilities.

Pay Attention. In conjunction with Virtual Office reports, observe what's happening beyond your frontline or qualifying leaders. Assess growth and future potential by observing enrolments, volume and rank advancements to guide where you put your time and attention.

Team Roots. When evaluating the success or failure of roles people are expected to fill, look down within your organisation to recognise builders who want and need better mentoring. Sometimes there are opportunities to shift enrolment and create mutual benefits for all involved. Your care and recognition can make a difference and fuel growth wherever committed builders are on your team.

Customer Wholesale Customer	<ul style="list-style-type: none"> • I choose to use the wellness options available from dōTERRA. • I want to continue learning about the oils. • If friends or family show interest, I am happy to refer them to my dōTERRA Wellness Advocate. • I use my reference guide, online forums, dōTERRA customer service and my Wellness Advocate for support. • I receive wholesale pricing—a 25% discount—on all products. 	<ul style="list-style-type: none"> • I can choose to earn Loyalty Points, allowing me to earn 10–30% back in free products. • I can choose to take advantage of: <ul style="list-style-type: none"> - The free Product of the Month by placing a Loyalty Order of at least 125 PV by the 15th of any month. - Promotions and opportunities.
<i>In addition to being a dōTERRA Customer...</i>		
Sharer Wellness Advocate	<ul style="list-style-type: none"> • I am interested in learning more about how the oils can support my wellness goals and priorities, and those of others. • I enjoy helping others find hope and opportunity with dōTERRA. • I am happy to host events and share my experiences to help others find new options with dōTERRA. • I naturally support others as I share with them. • I am interested in earning enough to pay for my monthly order. 	<ul style="list-style-type: none"> • When those with whom I share make a purchase in their first 60 days, I can earn a Fast Start Bonus, when I place a total of 100 PV in LRP orders and keep at least 100 PV on my LRP template. • As I give support to those I've shared with, I can earn a monthly Power of 3 Bonus by correctly structuring my customers and ensuring they order a regular Loyalty Order.
<i>In addition to being a dōTERRA Sharer...</i>		
Builder Wellness Advocate	<ul style="list-style-type: none"> • I am passionate about sharing dōTERRA with others. • I choose to actively learn more about the oils so I can more effectively support others. • I am committed to personal growth and learning about the business. • I consistently engage in PIPES activities. • I fine-tune my approach so I can be more effective in creating interest in a dōTERRA wellness lifestyle. • I seek guidance and support from my upline team leaders and dōTERRA. • I take part in training and mentoring offered by dōTERRA and my upline mentor and team. • I teach classes so others can experience dōTERRA products and opportunities. 	<ul style="list-style-type: none"> • I provide the displays, samples, handouts, and other materials needed for my classes. • I help the customers I enrol by following up with a welcome communication and a Wellness Consult. • I strive to carefully place each enrollee for mutual growth. • As I grow in experience, I feel more confident in teaching others how to invite, teach and support on their own. • I am dedicated—full-time or part-time—to growing a strong business. • I do what is required to earn regular monthly income. • As I advance, I receive Unilevel and Leadership Pool Bonuses.
<i>In addition to being a dōTERRA Builder...</i>		
Leader Wellness Advocate	<ul style="list-style-type: none"> • I am driven to grow my dreams. • I live my life vision and am mission driven. • I am passionate about wellness and use my influence and voice to spread this message. • I have the desire to continually learn and grow. • I push through limiting beliefs and become a better leader each day. • I welcome and seek mentoring, strategic support and accountability. • I use my time and energy with a proven system so I can focus on what matters most. • I choose to invest the money needed to grow my business. • I keep to my commitments and my word. • I teach confidently and am a powerful closer. 	<ul style="list-style-type: none"> • I keep my team vibrant by consistently offering relevant support, enrolling, and inspiring builders to become leaders. • I work well with and support those on my team. • I support my team with regular training. • I am committed to helping others earn additional income. • I recognise and support success throughout my team. • I celebrate my team members' successes, even when they surpass my own. • I know I am Diamond+ potential and trust my growth timeline. • I believe in the opportunity that receiving continual compensation can bring. • I am committed to building a financial pipeline. • I enjoy and celebrate the fruits of my efforts.



Black Spruce

The black spruce tree symbolises the capacity to grow, thrive and advance, despite the harsh Arctic environment of the boreal forest regions.



For this reason, it has been chosen to represent the journey of dōTERRA Wellness Advocates who, while growing themselves and their team, will endure many seasons of learning experiences that refine the determination to unearth confidence, thwart distractions, and rise above limiting beliefs.

Bearing pine cones, the black spruce tree symbolises the importance of nurturing seeds of potential within the cradled branches of caring leaders who know duplication is key to building a flourishing forest of success.

The **best** way to predict your future is to create it.

—
Peter Drucker

Thank you to the Wellness Advocate leaders

who have collaborated on this guide, as well as countless others for participating in the creation of *Empowered Success*.

UK Office, Altius House, 1 North Fourth Street, Milton Keynes, MK9 1DG, UK
dōTERRA Global Limited, 32 Molesworth Street, Dublin 2, Ireland

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