

dōTERRA™

Diamond

Club



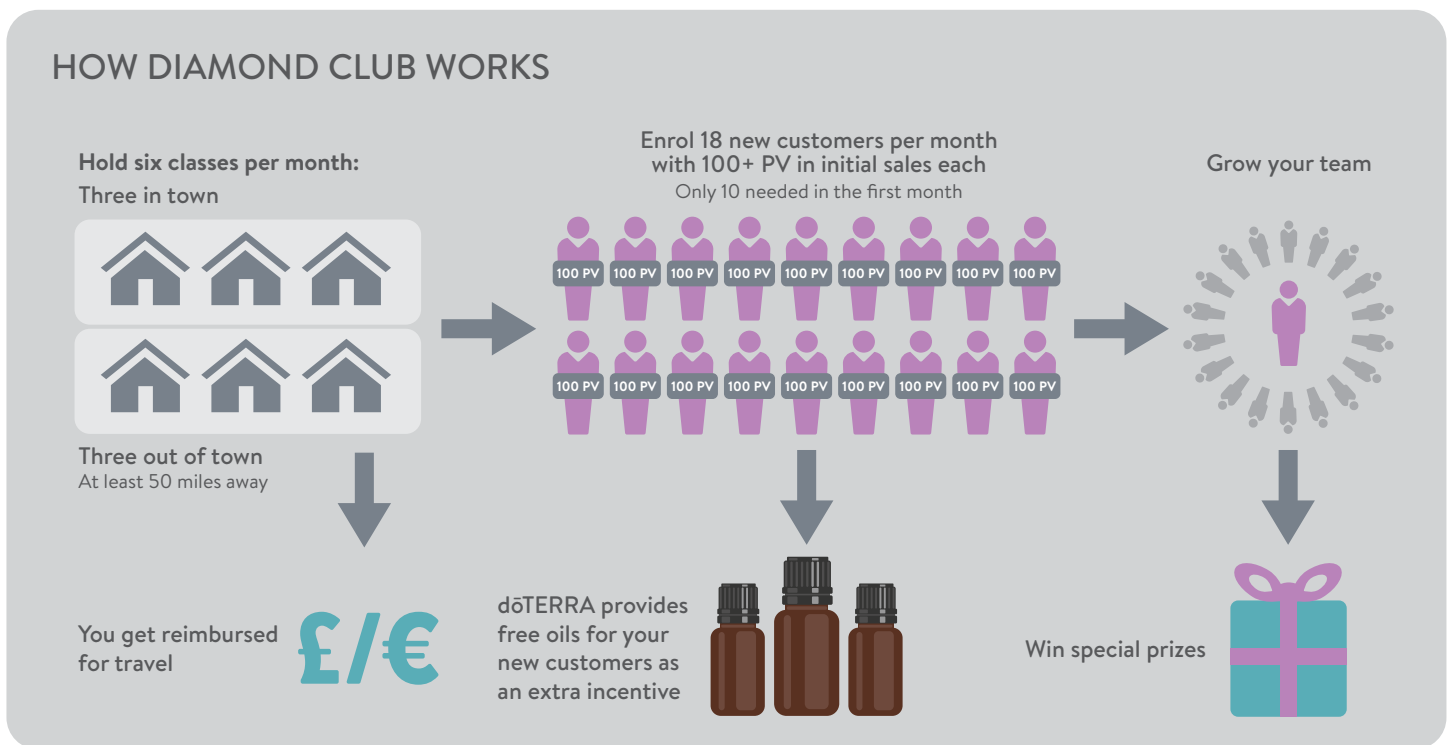
Diamond Club

Diamond Club is your opportunity to ignite your dōTERRA business and grow your team. It allows you to meet new people, form personal connections, and establish new leaders, while continuing to support and build your existing team. There is a special kind of magic that happens when people feel connected, and that's what Diamond Club is all about. It helps you to connect and provides support as you build a strong team and community.

When you work at the level required for Diamond Club each month, the rewards are big. Your team, customer base, and relationships will grow because graduating from Diamond Club means you have successfully lit a fire within your team.

DIAMOND CLUB BASICS

Diamond Club is all about finding customers, teaching classes, and growing your team in new locations. Relationships are essential to your success, so Diamond Club requires you to be physically present during classes and meet with every new enrolment face-to-face. In order to help with this, the programme offers travel reimbursement and special enrolment and sales incentives. These benefits allow you to develop new leaders and offset the financial investment needed for rapid growth.



WHY DIAMOND CLUB?



Benefits for You:

If you complete the monthly requirements, your team and business will grow. You'll increase your customer base, find new builders, and be able to focus on retention. When you participate in Diamond Club, your efforts are maximised to help to create a thriving business. The more you put in, the more you get out.



Benefits for Your Team:

When done correctly, Diamond Club is the match that starts a fire of growth for your entire organisation. Your goal during Diamond Club is to help your team reach *their* goals. Let your passion for your business ignite theirs; growth is inevitable when you work together.

70 percent of all Diamonds and above have participated in Diamond Club.

DIAMOND CLUB PRIZES

Diamond Club is also a competition. You earn points for enrolments, rank advancements, and product sales from LRP orders (see page 7 for details). The top 20 winners earn an exclusive sourcing trip. You'll have the chance to develop personal relationships with up-and-coming leaders who are just as passionate as you. On the trip, you meet the growers, see first hand how essential oils are made, and get an intimate look into how your partnership with dōTERRA is changing the world.



“Diamond Club has the potential to completely transform you, your team, and your business in a way that nothing else can. Don’t miss this unique opportunity.”
—Emily Wright

Ready to Apply?

Before you can apply to participate in Diamond Club, you must complete the following requirements during a qualification month.

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Diamond Club is totally worth it. It's an amazing experience, it's like a rollercoaster full of new energy. It can be scary from the beginning but once you have your first seminar, once you have your heart filled with the energy of new people you can truly understand why dōTERRA.

—Diana Gheorghita

”

QUALIFICATION CHECKLIST

- ☐ **Find at least one person in your upline to sponsor you in Diamond Club.** Your sponsor will support you by paying 50 percent of qualified travel reimbursements (and dōTERRA will reimburse you for the other 50 percent). You are allowed up to three sponsors.
- ☐ **Qualify as a Premier, Silver, Gold, or Platinum in your qualification month:** December or June.
- ☐ **Personally enrol three new Wellness Advocates and/or Wholesale Customers during your qualification month.** Sell 100+ PV to each newly enrolled member in initial enrolment order.
- ☐ **Have at least 10 Wellness Advocates process their LRP orders (100 PV) before the last day of your qualification month.** These 10 Wellness Advocates must be in your personal organisation and cannot be used by other Diamond Club applicants to qualify for Diamond Club.
 - ☐ **Five in your local area**, within 50 miles of your home.
 - ☐ **Five in one out-of-area city or town**, at least 50 miles from your home. For example, if Munich is one of your out-of-area location, you would need at least one of the five out-of-area Wellness Advocates in the Munich area.

DIAMOND CLUB DATES

Choose the season that works best for you.

Spring season: **February–May**
Qualification month: **December**
Application due: **January 7**

Autumn season: **August–November**
Qualification month: **June**
Application due: **July 7**

HOW TO APPLY

Visit the Diamond Club website for more information on application instructions, prizes, tips, and frequently asked questions: <http://doterraeveryday.eu/eu-diamond-club/>

Prepare for the Season

The best way to set yourself up for success in Diamond Club is to be thorough in your preparation for the season. This means preparing yourself *and* your team.

“Spectacular achievement is always preceded by unspectacular preparation.”
—Robert Schuller”

DETERMINE YOUR WHY

Before you start Diamond Club, think about what is motivating you to build your business. We call this your 'Why'. Diamond Club requires diligence and hard work to succeed. Your Why will carry you through hard times and help you stay focused on the big picture. Each new enrolment, class, Lifestyle Overview, and training session brings you closer to accomplishing your Why.



- Why are you participating in Diamond Club now?
- What do you hope to create by joining Diamond Club? What is your vision?
- What will you do to stay on track when challenges arise?

VISUALISE YOUR GOALS

Now that you know your Why, it's time to set goals. What do you want to achieve during Diamond Club? To make your goals a reality, create a vision board and review it daily, focusing on how you will feel when you accomplish them.

FIND YOUR KEY LEADERS

Before the season starts, decide where you want to spend your time and effort. Use this worksheet to determine which builders you want to focus on during Diamond Club. Start planning with your key leaders now. Use the [Rank Planner](#) to strategise where you'll spend your time each month.

What rank do you want to reach? _____

What leg(s) do you want to strengthen? _____

Within the leg(s), who are the key people you can work with to hold classes? Are there loyal customers who might be interested in hosting?

How can you help these key people be motivated and engaged in building their team? (What's in it for them?)

Talk to these key people and ask them what they want to accomplish during your Diamond Club season.

Get Your Team on Board



Making it in Diamond Club requires collaboration with others. Your success in Diamond Club is hugely dependent on your ability to inspire and rally your team, so before you begin, make sure your team is on board.

The support of your team is vital because they help generate interest, host classes, and invite their communities. Your participation in Diamond Club directly benefits their businesses by allowing you to support them and provide incentives for their enrolments and sales. Show them how working together will help both of your businesses to thrive.

In addition to your team, your friends and family will be an important part of your Diamond Club season. Get them on board and prepared for the upcoming four months.

“

Many people within my organisation have utilised the momentum of Diamond Club to propel their business forward.

—Jessica Moultrie

”

PLAN TO SUCCEED

Ask any Diamond Club graduate and they'll tell you that planning is critical. Start planning the month before the season begins, and everything will go much smoother for you. You'll want to have each of the following things taken care of beforehand:



- ☐ Connect with each of your key leaders to map out a plan for any travel, goals, and expectations during Diamond Club.
- ☐ Decide on your out-of-area destinations.
- ☐ Connect with LRP customers to organise classes.
- ☐ Book the first month's trips and schedule reminders to book all other trips two to four weeks ahead of time.
- ☐ Continue to enrol and find key builders—tell them you're doing Diamond Club and invite them to partner with you.
- ☐ Make family and childcare arrangements.
- ☐ Write a 100 Names List of people you can personally work with during Diamond Club.

Holding Classes

Classes are the fun part of Diamond Club. It's your chance to meet new people and introduce them to essential oils for the first time. Classes don't have to be large events; even a one-to-one or impromptu conversation on an airplane can qualify as a class.

You need to hold six classes each month: three out of area and three local. You will want to hold some of the local classes in your own home. Reach out to the people on your Names List and invite them to a class. In addition to your own classes, make sure your leaders are involved in planning and holding classes. You will be more successful when they are involved. Use the [Class Planner](#) to plan and execute powerful classes with your leaders.

What is an approved class?

Any face-to-face interaction, such as:

- One-to-ones
- Impromptu conversations
- In-home classes
- In-person events

What does not qualify as a class?

Digital interactions, such as:

- Online classes
- Webinars
- Social media posts or messages

KNOW WHERE TO HOLD OUT-OF-AREA CLASSES



If you want to be reimbursed for travel, plan your events in locations where you have an existing LRP customer or builder.



This customer or builder must process a 100 PV LRP order during the month when you travel there.



A team member must live within the immediate area where the class is held.

Once you've identified a customer who fits the qualification requirements, ask if he or she would be willing to host a class. If the customer has been using essential oils for a while, chances are he or she has already started sharing personal experiences. Provide the customer with a copy of the *Share* guide to make sufficient preparations to host.

GET YOUR LEADERS INVOLVED

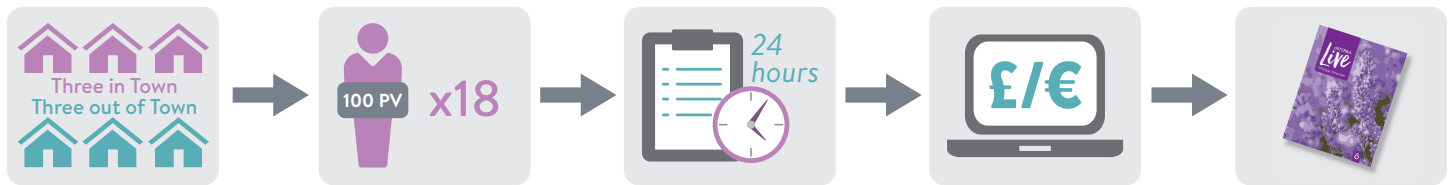
- ▶ Talk with each leader and make sure that everyone understands what is expected of them during Diamond Club.
- ▶ Set quantifiable goals as a team and keep everyone updated on any progress that's made.
- ▶ Help your key leaders take ownership and initiative during Diamond Club so they can build their own leadership skills.

Not sure how to find a strong LRP customer? Strategise with your account manager or use your virtual office to analyse your business.

“Diamond Club helped me to motivate my long-distance builders because it allowed me to connect with them face-to-face.”
—Raphael Gagnon

Diamond Club How-To

Now that you understand what Diamond Club is, it's time to get into the details. To get the most out of Diamond Club and build a thriving business, follow these steps each month:



1. Hold six classes each month.
2. Enrol 18 customers every month and sell 100 PV orders to each.
Only 10 enrolments are required in the first month.
3. Keep a list of all class attendees and submit it within 48 hours of each class.
4. Submit requests for reimbursements.
5. Hold Lifestyle Overviews with each new enrollee to introduce them to LRP.

EARNING POINTS

Your standing in Diamond Club is based on how many points you earn during the season. You can check your standing in your personal Diamond Club account. You earn points by doing key business-building activities. Here is the breakdown of the point system:

	POINTS EARNED	CONDITIONS
ENROLMENTS	2	Enrolment with sales of 100–249 PV
	3	Enrolment with sales of 250–499 PV
	4	Enrolment with sales of 500+ PV
RANK ADVANCEMENT	10	Achieving the rank of Silver while in Diamond Club
	15	Achieving the rank of Gold while in Diamond Club
	20	Achieving the rank of Platinum while in Diamond Club
	25	Achieving the rank of Diamond while in Diamond Club
LRP ORDERS	2	First LRP order: 100+ PV LRP order fulfilled for those who enrolled at a Diamond Club class the previous month.
	2	Second consecutive LRP order: 100+ PV LRP order fulfilled for second consecutive month after enrolment. Note: LRP orders must process before the last day of the final month.

ENROLMENTS

Enrolments and sales are the lifeblood of your organisation. You and your team need 10 new customer enrolments for your first month and 18 for the following three months. Of the month's total enrolments, 70 percent must come from you or your downline.

For an enrolment to qualify for incentives and points, you need to:

- Be present for the entire class when the enrolment takes place. Online classes such as webinars, conference calls, Skype, Facebook Live, and Zoom do not qualify.
- Meet face-to-face with new enrollees.
- Sell 100+ PV to the newly enrolled customer in initial order (combined orders do not count).
- Enter new enrolments with the Diamond Club promo code. Your unique code will be issued to you each month.
- Enter the enrolment within three business days of the class, starting the first business day after the class or the Monday after if the class was held during the weekend.

TIP: *Teach your builders how to hold effective Lifestyle Overviews/Wellness Consults. Make sure every new customer receives one in the first 14 days.*

MONTHLY INCENTIVES

To help you close enrolments and sales quickly, Diamond Club provides special incentives throughout the programme's four months. Everyone is inspired to purchase for different reasons, but offering incentives creates a sense of urgency for buyers that can be powerful.

SPRING	AUTUMN	100 PV ENROLLING ORDER	400 PV ENROLLING ORDER
February	August	Grapefruit	Grapefruit and dōTERRA Balance™
March	September	Cedarwood	Cedarwood and dōTERRA OnGuard™
April	October	Tangerine	Tangerine and Spearmint
May	November	PastTense™	PastTense and Deep Blue™



Diamond Club Planning Checklist

The next four months will push you to new levels of success. Fully commit to reaching your business goals before you start and talk with your family to make sure they are on board. You will be busy, so make any necessary childcare and meal arrangements beforehand to help things go smoothly at home.

Use this checklist to stay on track.

	Month 1					Month 2					Month 3					Month 4				
HOME	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5
Partner prepped																				
Babysitter scheduled																				
Meals arranged																				
TRAVEL																				
Travel expenses budgeted																				
Accommodations set up																				
Flights booked																				
Out-of-area requirements met																				
Receipts collected																				
Reimbursements submitted																				
CLASS PREP																				
Local events planned																				
Out-of-area events planned																				
Natural Solutions handouts purchased/on hand																				
Live guides purchased/on hand																				
Share guides purchased/on hand																				
Oil sample purchased/on hand																				
Host gifts and incentives prepped/on hand																				
New classes booked from classes																				
Class attendee list submitted																				
Event details submitted																				
NEW CUSTOMER SUPPORT																				
Lifestyle Overviews/ custom plans completed																				
Loyalty Rewards Program follow-up held																				
DIAMOND CLUB SUPPORT																				
Goal/accountability call																				
Monthly conference call																				
Reimbursement webinar																				

Monthly Class Tracker

Month: _____

DID YOU KNOW?

One-to-ones qualify as a class! Plan at least three qualifying out-of-area trips and three local classes every month.

OUT-OF-AREA CLASSES

	Location	Host	Host Phone Number	Host Prepped	Host Thanked	Flight or Mileage	Existing Qualifying LRP Customer	Reimbursement Submitted
1.								
2.								
3.								
4.								

LOCAL CLASSES

	Location	Host	Host Phone Number	Host Prepped	Host Thanked
1.					
2.					
3.					
4.					

ENROLMENT INFORMATION

	Enrollee Name and ID Number	Host Name and ID Number	Enroller Name and ID Number	Enrolment Over (PV)	Order Date	Lifestyle Overview Date	LRP Template Date
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
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16.							
17.							
18.							
19.							
20.							



Print additional copies in the **Empowered Success Library** at doterra.com.

Travel Reimbursements

One of the best aspects of Diamond Club is receiving reimbursement for travel. We know you're working hard, so we want to reward you. Diamond Club gives you up to six reimbursements each month, making it easier for you to build your team in different locations. Having teams in different locations makes your business stronger and more lucrative.



Up to 150 € for each round-trip flight



Up to 150 € for each driving trip

To qualify for reimbursements each month:

- Make sure you have a qualifying LRP customer in the area to which you're travelling.
- Keep all flight and fuel receipts from your out-of-area trips.
- Submit reimbursement information and documents by the deadline; typically, reimbursement requests are due two days after the month ends (see the reimbursement schedule on the Diamond Club website for dates).

If you plan to rent a car, you need pre-approval from your Diamond Club project manager at least 72 hours in advance.

SUBMITTING REIMBURSEMENT REQUESTS

Your Diamond Club experience will go much smoother if you're clear on the reimbursement process from the start. To help with this, during the first month of the season we'll invite you to a webinar that explains the process. Submitting reimbursement requests is a part of Diamond Club that people often struggle with; however, if you pay attention to a few details, the process will be free of hassle every time.

When you're ready to submit your reimbursement requests at the end of the month, do so online through the Diamond Club website.

REIMBURSEMENTS CHECKLIST



Before submitting a travel reimbursement request, make sure:

- ☐ The team member meets the LRP requirement for the month.
- ☐ The class is at least 50 miles (80 kilometres) away from your home area.
- ☐ All classes for the current month are logged and submitted.
- ☐ Your receipts are saved in JPG or PDF format to upload.

A fuel receipt for out-of-area travel is required to reimburse you for your mileage at 0.17 € per kilometre. Fuel receipts must come from the immediate area of the class as evidence you travelled to that area.



Make sure your receipt shows the following information:

- ☐ Location of fuel station
- ☐ Date of purchase
- ☐ Proof of payment (cash or credit card)

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3425 N 730 S			
NEWTOWN, UT 85010			
(904) 555 2454			
DATE 2019-05-16			
TIME 5:55PM			
PUMP 05			
FUEL	(G)	(\$/G)	(\$)
	20.12	2.53	35.24
TOTAL OWED			35.24
TOTAL PAID			35.24
CREDIT CARD			35.24
VISA *****3254			
INV. 254687 AUTH. 541254			
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00 APPROVED - THANK YOU			
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RETAIN THIS COPY			
FOR YOUR RECORDS			



A rental car receipt is required. Make sure your receipt has the following information visible:

- ☐ Location
- ☐ Date of rental
- ☐ Amount paid
- ☐ Proof of payment

Remember that your rental car must be pre-approved by your project manager.



A flight receipt is required. Boarding passes and itineraries are not acceptable. Make sure your receipt has the following information visible:

- ☐ Flight details
- ☐ Date of flight
- ☐ Amount paid
- ☐ Proof of payment

Flights paid for with points or miles are not eligible for reimbursement.



Empowered Success

Empowered Success is the proven system to build a successful dōTERRA business. Experts guide you with a step-by-step plan, giving you the freedom to live the life you want. These simple tools help to take your business to the next level and equip you to empower your team so they can experience your same success.

USE PROVEN TOOLS TO SIMPLIFY YOUR PROCESS



TRACK 'PIPES' ACTIVITIES

Add new contacts daily. Track their progress as you start sharing, inviting, and enrolling.



PREP FOR CLASSES

Help class hosts prepare to share their story.



HOLD POWERFUL CLASSES

Instill confidence and passion in others with powerful classes, leading to more customers.



INCREASE RETENTION

Remember that Lifestyle Overviews are the most effective way to increase your retention. Empowering customers is how you create lifelong essential oil users. Hold a Lifestyle Overview with every new customer. Remember, the fortune is in the follow-up!



BOOST SALES

Utilise and build upon your key strengths during the process.

“With this programme, you will be able to take your business to whatever level of success you envision.”
—David Stirling”

“Diamond Club changed my in many ways. It made me a better person, it helped me connect with my team. I was very blessed to travel a lot and touch a lot of people’s hearts.”
—Diana Gheorghita”



10 Tips to Get the Most Out of Diamond Club

1 PLAN AHEAD

Take advantage of your planning month. Reach out to the leaders you'd like to work with and explain the programme. Be sure to point out how it benefits everyone. Address their questions and concerns.

2 TURN SETBACKS INTO WINS

It's easy to feel deflated or defeated when a class gets cancelled or people don't show up to a planned event. When a class is cancelled, use the allotted time to invest in your leader. Hold a training session with her or go together to hand out samples at the nearby shopping area or other appropriate location.

3 LEAD BY EXAMPLE

People follow actions more than words. Are you holding your local area classes on a regular basis? If you're putting in the work, your leaders will see that and be inspired to rise to the occasion.

4 COMMUNICATE WITH YOUR BUILDERS

Do you know your leaders on a personal level? If not, get to know them. You're in this together! Learn about their strengths, as well as their reservations and fears. Check in with your leaders on a regular basis and focus on effective communication.

5 USE dōTERRA RESOURCES

Utilise the Empowered Success materials for guidance and inspiration, your account manager for account issues, and your project manager for Diamond Club-related questions and strategies.

6 STAY ACCOUNTABLE

Accountability calls with your Diamond Club project manager are available to you. Schedule a call with your project manager, and he or she will assist you in outlining an overall goal for the season, as well as smaller monthly goals.

7 TAKE CARE OF YOURSELF

When you take care of yourself, you have more to give to others. Schedule time for self-care and commit to it like you would any other event. Keep your energy up by taking LLV each day. Make yourself a special Diamond Club essential oil blend to apply when you're feeling low. Set attainable goals and celebrate your successes each week.

8 STRATEGISE AND PLAN FOR GROWTH

Work with your upline and/or sponsor to create a customised strategy for your team. Fill out the Rank Planner and Power of 3 sheet each month.

9 EXPRESS GRATITUDE

Always, always thank your team for the effort they put in. Gratitude is a powerful emotion that lifts you while also lifting your team.

10 DON'T STOP HERE

Capitalise on your momentum! When the Diamond Club season is over, continue finding new customers, holding classes, and building your team. You are leading a movement that will bless countless lives.

Diamond Club is a
life-changing *opportunity* and a
catalyst for immense *growth* in
your dōTERRA business.

—Bailey King

