

dōTERRA™

Lead

to Gold

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# Expand Your Team

**Congratulations on reaching Silver!** Are you ready to take your life and business to the next level? Reaching Gold is about building belief in your builders and nurturing a culture of duplication. In this guide, you will learn how to lead by extending love and support through mentoring and training.



## + Action

### HOW TO ACHIEVE GOLD:

- Keep Sharing and Enrolling
- Present the Opportunity
- Launch Builders and Educate Customers
- Train and Mentor Trainers

## = Results

- Change Lives
- Grow Personally
- Create Supplemental Income\*

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## PREPARE

- Fuel Your Success (pg. 4)
- Become a Leader (pg. 5)
- Rank (Gold) Planner (pg. 6)
- Establish Leader Habits (pg. 7)

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## INVITE

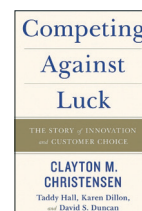
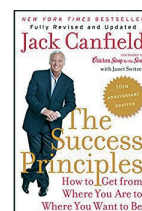
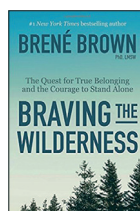
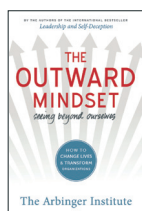
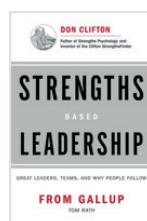
- Expand Your Network (pg. 8–9)

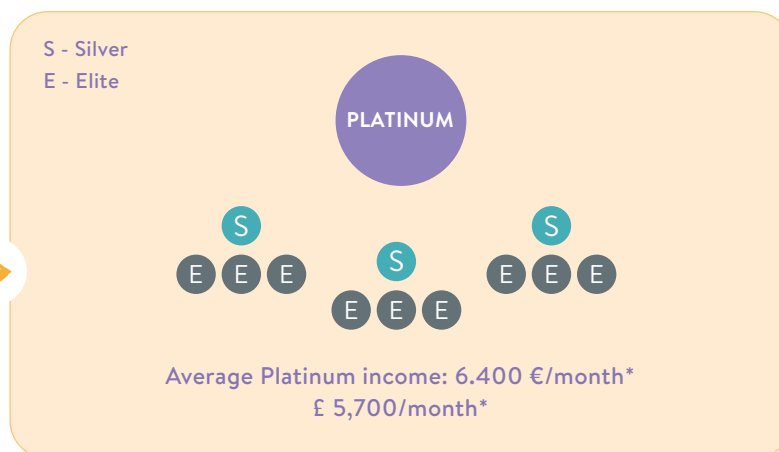
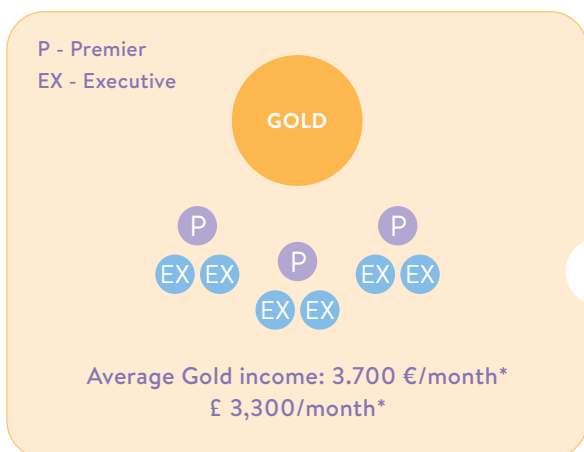
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## PRESENT

- Master the Business Presentation (pg. 10–11)

## PERSONAL DEVELOPMENT RECOMMENDATIONS





## Vital Action Steps

- |                         |                        |
|-------------------------|------------------------|
| 1. Personal Development | 5. Lifestyle Overviews |
| 2. Share/Invite         | 6. Business Overviews  |
| 3. Classes/One-on-Ones  | 7. Launch New Builders |
| 4. Enrol                |                        |

See *Launch* guide for more details

Massive success in network marketing is the result of inspiring people to do key things repeatedly.

📄 All items with this download icon listed throughout this guide are located in the doTERRA Europe DMK (Business Literature > Empowered Success > Tools Library)

\* Numbers displayed are 2020 annual averages. Personal earnings may be less. Results vary.

# Fuel Your Success

## TIP

Act every day as the CEO of your own million euro organisation and one day you will be!\*

## BE THE CEO OF YOUR BUSINESS

Congratulations! As a Silver you have entered the ranks of dōTERRA Leadership. Being your own CEO is thrilling and intimidating! Remember though: you are in charge, but you are not alone. Although your enroller, upline and others are generally not involved in your day-to-day activities, their experience can serve as a considerable on-going resource that you can learn from.

📌 Refer to *Leverage Upline And Corporate Support*.



Your qualifying builders need to be trusted and respected to manage their teams within your organisation and grow with rank-appropriate activities. Help them prepare to become the CEO of their business! It's okay if you have yet to truly 'find' those leaders. Stay the course, follow the right actions and they will develop.

Successful leaders ensure top 'managers' receive regular mentoring, not as a boss, but rather as a strategic accountability partner. You are an integral part of your team's capacity to dream bigger and perform better.

You can do anything, but you can't do everything. Focus your efforts:

- 1. Set and Guide Team Vision and Strategy.** Dream about and define future outcomes. Make a plan and then communicate where you're headed and how you intend to get there. Help your builders do the same.
- 2. Create a Culture of Duplication.** Culture starts with you. Lead by example and model what you want to see duplicated. Inspire rather than require. No matter what your rank, never fall out of the habit of enrolling.
- 3. Allocate Resources.** Time, energy and money are key resources to operating your business. Responsibly track, measure and invest in the activities that produce results. Seek ongoing mentoring.

“Leaders provide a mental picture of a preferred future and then ask people to follow them there.”

— Andy Stanley

## IGNORE LIMITING EXPECTATIONS

Make the decision now to let go of believing anyone else holds the key to your success. It may be tempting to look to your upline or dōTERRA corporate, thinking, "If only they would . . . then I would . . ." Don't think that way - prosperity is yours to create!

**Set new expectations.** Consider sending a note to your enroller thanking them for introducing you to dōTERRA and for their belief in the product, opportunity and you! Tell them their belief has successfully transferred to you and from now on, as a dōTERRA leader, you commit to utilising them and their experience and expertise as valuable resources, but never as an excuse. Express gratitude for everything they have done to help you get where you are today.

**Everything is better when you embrace full responsibility for your dōTERRA progression.**

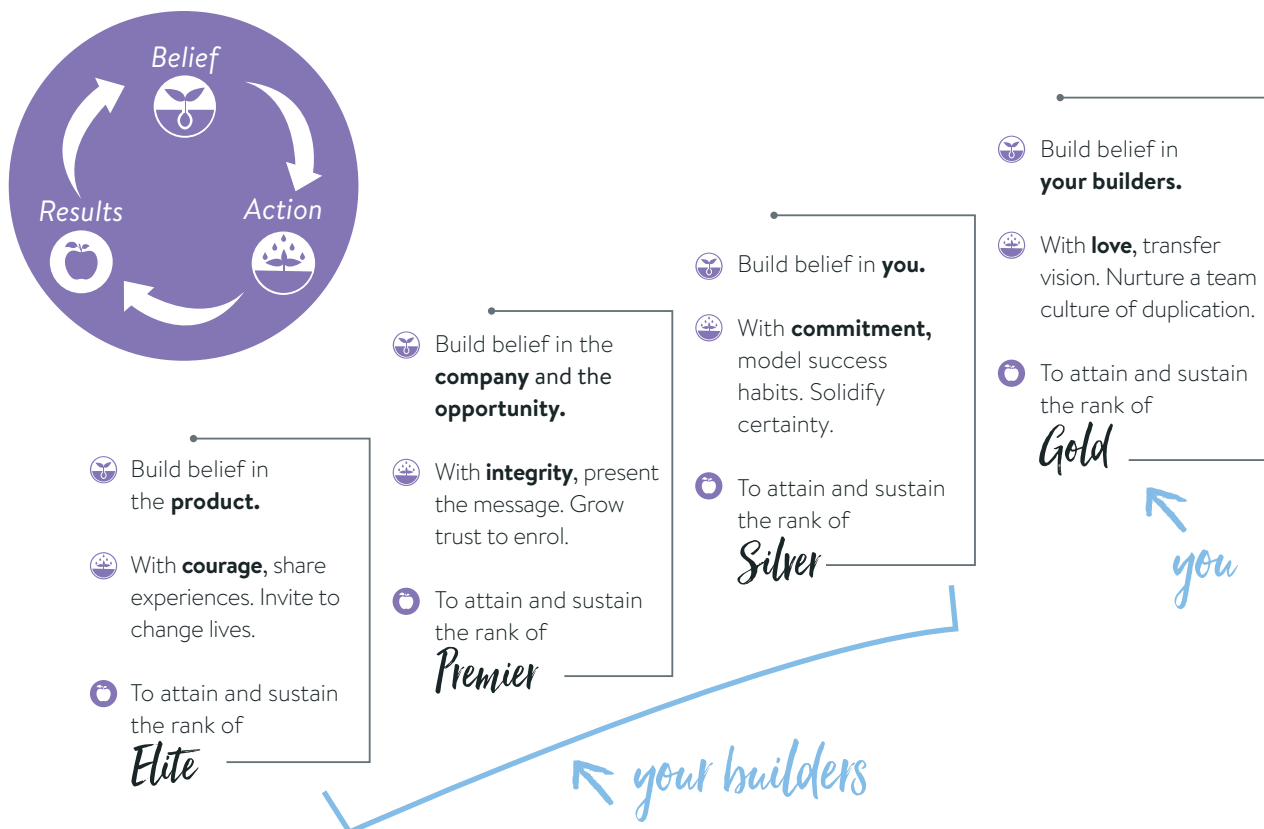


\* It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

# Become a Leader

## LEAD—IT'S WHAT YOU DO

An important responsibility of any leader who achieves the rank of Silver or above is to help a culture of connection and healthy relationships to flourish. Create a community where people are valued and have a sense of belonging. A culture of caring is at the heart of dōTERRA. Envision powerful results as you and your builders seek to serve by bringing greater love, hope and wellness to every life you touch. This is a culture worth duplicating and the pathway to lasting influence.



**“Culture trumps strategy every time.”**

– Greg Cook

## IGNITE TO GOLD. BUILD BELIEF IN YOUR BUILDERS.

Achieving the rank of Gold is a worthy goal! Imagine the power of attaining a rank that when solidified, delivers a potential additional income that most people only dream of.\* This accomplishment puts you in the top one percent of all successful network marketers.

The culture that produces the rank of Gold is made up of those who believe in the power of their dreams and commit to and perform vital action steps. The key to your success is the effective transfer of vision to your builders who duplicate those actions. Our Compensation Plan rewards leadership. You grow when they grow.

**Duplication** of these vital actions alone, however, is not enough to bring long-term success and dependable additional income. This is a relationship business. You have the responsibility to influence not one, but two cultures: a customer culture, which includes every person in your team community, and a builder culture, consisting of all team members who desire to build a successful business (see pg. 12–19). Utilise this guide to support your efforts in developing as a leader and growing your team.

**Transfer vision. Nurture a team culture of duplication.**

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# Gold Planner

## DEVELOP A STRATEGY

Support 3 key builders to achieve Premier.



I AM GOLD  
- a leader people want to follow -  
ON OR BEFORE

(Last day of your qualifying month)

AND I FEEL

Fuel your success by expressing gratitude in advance for how your achievement will feel.

NAME: <span>P</span> PREMIER <input type="checkbox"/>	NAME: <span>P</span> PREMIER <input type="checkbox"/>	NAME: <span>P</span> PREMIER <input type="checkbox"/>
STRENGTHS	STRENGTHS	STRENGTHS
THEIR 'WHY'	THEIR 'WHY'	THEIR 'WHY'
KEY SUPPORT NEEDED / INCENTIVES	KEY SUPPORT NEEDED / INCENTIVES	KEY SUPPORT NEEDED / INCENTIVES
Review Together: oTrain Guide o Rank Planner (Premier & Silver)	Review Together: oTrain Guide o Rank Planner (Premier & Silver)	Review Together: oTrain Guide o Rank Planner (Premier & Silver)
Builder 1 <input type="text"/> Executive <input type="checkbox"/>	Builder 1 <input type="text"/> Executive <input type="checkbox"/>	Builder 1 <input type="text"/> Executive <input type="checkbox"/>
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Check off each Executive and Premier builder as they qualify. When every one meets their requirements, you are a Gold!

OV = Overall Volume

Print additional Rank and Power of 3 Planners as needed.

# Establish Leader Habits

## CHOOSE GREATNESS NOW

If you could fully tap into your potential, what would be different for you? How would your life change? Steven Pressfield, author of *The War of Art*, says, "Most of us have two lives: the lives we live and the lives we are capable of living".

Being your best self requires more than knowledge. Greatness requires putting what you know into action.

Most people have the capacity to double or triple their income just by consistently applying what they already know.\* Despite this, goals get renegotiated, ideas are chased, and success is delayed.

*"The difference between greatness and mediocrity is slim. The difference in results is tremendous."*

— Michael Lennington and Brian P. Moran

**The single most influential factor of success is continued execution.** Great results come to those who tell their story a few more times, hand out a few more samples, make a few more calls, hold a few more one-on-ones, and follow up with a few more prospects and customers. The more lives you change, the more your greatness expands!

As a leader, it's up to you to create vision and strategy for you and your team and orchestrate your rank. Consistently execute the disciplines below. This is leader training.



*"The greatest predictor[s] of your future are your daily actions."* - The 12-Week Year

### 3 CORE PRINCIPLES OF YOUR SUCCESS

- 1 CHOOSE GREATNESS NOW
- 2 MAKE AND KEEP COMMITMENTS
- 3 BE ACCOUNTABLE FOR YOUR ACTIONS AND RESULTS

Content inspired by *The 12-Week Year* by Michael Lennington and Brian P. Moran.

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# Expand Your Network

One of the biggest keys to building a successful business is understanding those you serve. The more clearly and concisely you identify who you want to work with, the more easily you'll know how to connect with them. If you're trying to reach everybody, your message may be too generic or less effective. A focused message makes you more relatable and increases your connections.

## Create clarity on who your target network is:

- Who are you drawn to and enjoy spending time with?
- Who do you work best with?
- What common denominators are found in those you are drawn to?
- What aspect of essential oils or dōTERRA are you most passionate about sharing?

These answers give clues to reveal your target network. To further your awareness, fill out the following:



### 1 Who are you passionate about serving?

Who are they?

How do they spend their time (e.g. priorities, interests, hobbies)?

Where do they shop, gather or frequent?

What are their hopes, dreams and wellbeing goals?

### 2 What concerns and problems do they have?

What are their biggest concerns, pain-points, struggles, worries?

What keeps them up at night?

### 3 How is dōTERRA a solution to their needs and desires?

**PRODUCT**

**BUSINESS**

Who is not a fit for your target network?

## YOUR TARGET NETWORK

### Using what you've discovered, summarise your target network:

Who are they: \_\_\_\_\_

What do they need: \_\_\_\_\_

What motivates them to seek your solutions: \_\_\_\_\_

## YOU ARE LOOKING FOR PEOPLE WHO ARE LOOKING FOR YOU

With your target network more clearly identified, now is a great time to engage in a talent search.

The better you understand your network, the more easily you speak their language and naturally know how to help them take their next steps toward a dōTERRA solutions-based lifestyle and business. Focus on your role as a **Solutions Provider**, someone who connects people to the answers they seek.

**Make a plan to utilise the valuable awareness on the previous page to excite your prospects and move them to action.**

*“Nothing can add more power to your life than concentrating all your energies on a limited set of targets.”*

— Nido Qubein

## CONNECTON STRATEGY

- 1 What classes would your target market be most interested in? What are some class titles that would stir their interest? Brainstorm simple, compelling class concepts that can communicate how dōTERRA is a solution to their priorities.  
\_\_\_\_\_  
\_\_\_\_\_
- 2 What kind of events are people in your target market likely to attend? Are any happening in your area? Could you have a presence at these events? If so, what marketing would be effective in connecting with them? How will you recognise them at these events?  
\_\_\_\_\_  
\_\_\_\_\_
- 3 Think about the specific needs of your target market. What dōTERRA products are best to share with them? What is the best way to share (e.g. roll-on bottles, spray bottles, AromaTouch™, education materials)?  
\_\_\_\_\_  
\_\_\_\_\_
- 4 What kind of incentives would most interest them? How can incentives be used to motivate attendance at a class or to schedule a one-on-one and encourage enrolment? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 5 What does an influencer in your target market look like? What strengths, skills or qualifications do they have? Qualities can include a passion for wellness knowledge; specific experience and credibility; sufficient time, energy, money, contacts or influence. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 6 What would motivate this influencer to want to build a dōTERRA business and be a leader on your team? What do you and your team/upline provide? How do you support new builders in launching their business?  
\_\_\_\_\_  
\_\_\_\_\_

# Master the Business Presentation

## GROW YOUR INFLUENCE

Sharing the dōTERRA opportunity is as joyful as sharing the products. These are your solutions! When your audience hears your message, consider what they may be thinking:

- “Could this be what I’ve been looking for?”
- “Have I found the opportunity to take care of me and my family?”

Present with confidence. You are selling the opportunity and extending a powerful offer.

It can come as a surprise that someone close to you has been observing you, your lifestyle, attitude and actions and wants to know more. How you live is often the very best way to attract just the right moments. Invite prospective builders to a casual (e.g. over lunch) or more formal business presentation so they set aside time and take your invitation seriously with a commitment to attend.

## BUSINESS PRESENTATION INTENTIONS:

- Communicate the value of the product and opportunity.
- Effectively bring people into your community and relay the benefits of working with you.
- Expand the reach and influence of your team to change more lives.

Follow the PIPES activities flow to set up for success:

### 1. Prepare

Write your list of prospects. Utilise Expand Your Network (pg. 8–9) to know where to find them.

📌 Refer to *Prepare You to Recruit Successfully*.

### 2. Invite

No matter what customer support you are engaged in, find ways to plant seeds about the business. Create connections and sincere interactions.

### 3. Present

Sharpen your presentation skills. Ignite passion for the product and the opportunity to earn. Track your enrolment trends to ensure your message is resonating with your audience and moving them to action.

## TIP

### HOW DUPLICATION HAPPENS:

- I teach it in front of you.
- I teach it with you.
- You teach it in front of me.
- You teach it in front of your new builder.
- You teach it with your new builder.
- They teach it in front of you.
- And so on.

The best way to train your builders to present is to do it with them a few times. Then they gain the confidence to become the expert just like you.



## GET IN FRONT OF YOUR PEOPLE'S PEOPLE

When new builders first recruit business partners, engage as the more experienced upline to present the opportunity and build credibility (see *Train* pg. 11). You are the living, breathing example of what's possible. Bring power and conviction to discussions.

This accomplishes two things:

1. You are a powerful third-party witness.
2. You model a successful business presentation.

📌 Learn how with *Effective 3-Way Calls*.



## USING THE BUILD GUIDE - BUSINESS OVERVIEW AGENDA (20-30 MINS)



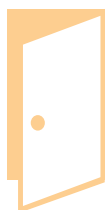
- 1 Gather people, listen to their needs and introduce them to the dōTERRA opportunity.
- 2 Focus on needs of attendees; know and share how the opportunity can work for them.

OPTIONAL: Add videos and/or testimonials from builder or leader attendees to expand into a full class presentation.

- 2-5 min: Make connections / Tell your story (1-2 min)
- 1 min: State intention
- 2-5 min: Learn about their situation (Buckets vs. Pipeline – pg. 2)
- 2-5 min: Why dōTERRA (pg. 3)
- 2 min: What it takes to do this (pg. 4-5)
- 2 min: Compensation Plan (pg. 6-7)
- 4-5 min: Envision and choose a path (pg. 8-9)
- 5 min: Next steps (pg. 10-11)
- Q&A: Anything else they want to know?

## THE 4 DOORS OF DECISION The art of moving people along.

### 1 BUILD A PIPELINE

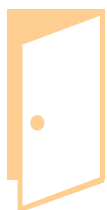


#### Discover with Questions:

- Where are you?
- Where do you want to be?
- What needs to happen to get there?
- How serious are you about making that happen?

This first step is about helping prospects identify their gaps in wellbeing, finances, purpose, relationships and capacity to change direction.

### 2 PARTNER WITH dōTERRA

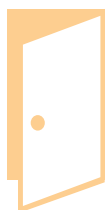


#### Connect with Stories:

- Tell your story
  - Who was I?
  - Where was I?
  - What was the problem?
  - How did dōTERRA solve it?
  - Where I am going now?
- Share key reasons why you chose to partner.

Keep your story relevant, relatable and short (2 mins).

### 3 COMMIT TO BUILD



#### Share Possibilities

- Introduce Compensation Plan.
- Choose a path: Earn product, supplement or replace income.

Keep your discussion of the Compensation Plan brief. After sharing income possibilities, invite them to get started.

### 4 GET STARTED



#### Introduce First 3 Steps

- Set a time to meet for their next steps.

Refer to the Launch Builders timeline in *Train* (pgs. 18-19).

**NOTE:** If a prospective builder wants more information before they commit, share videos and other sources about dōTERRA product, compensation, mission and culture.



## NEXT STEP: LAUNCH YOUR NEW BUILDER

Make it a habit to always invite to the next step. Once a new builder has hosted their first presentation(s) using the *Share* guide and has a few new enrolments, it's time to conduct their Launch Overview. Consider holding monthly Launch Camps with your upline. Use both together for optimal success. Schedule frequent interactions during these crucial first weeks of their building experience.

### TIP

*Showing up to serve and find each person is a doorway, not a destination.*

# Cultivate Duplication

## CHANGE LIVES AND CREATE ADDITIONAL INCOME

Achieving the ultimate goal of building a successful dōTERRA business and income-producing pipeline is the result of leading a culture of duplication. When you analyse the success of accomplished dōTERRA leaders, you find the same basic components every time. These components, or PIPES activities, are the core principles of achievement. How you engage in those key actions is naturally influenced by your personal style. Initially, people are attracted to you! The pathway to true success comes only by duplication.

### Successful builders

- Engage in pipeline-building activities (PIPES) for the purpose of changing lives.
- Partake of success. Get paid for doing what they love and earn additional income as a result.

*“This is simply a numbers game. The magnitude of your compensation is determined by the number of lives you change!”*  
— Laura Jacobs

### PAY FOR YOUR PRODUCT



A casual commitment to sharing typically earns product for free (a few hundred Euros per month).\*

ELITE & PREMIER



### SUPPLEMENT YOUR INCOME



Committed building may generate supplemental household income (a couple of thousand Euros per month).\*

SILVER & GOLD



### REPLACE YOUR INCOME



Full leadership commitment may lead to true additional or replacement income, allowing for changes in lifestyle (thousands or more Euros per month).\*

PLATINUM & ABOVE



As a dōTERRA Silver, you are on your way to supplementing your income and creating a new level of financial achievement where part-time jobs are a thing of the past. Your success gives hope and confidence that replacement income is just around the corner. Consider joining the dōTERRA *Free to Give* program now and track your path to financial freedom.

## LEVERAGE THE COMPENSATION PLAN

The dōTERRA Compensation Plan is a leadership-driven plan that compensates you for developing leaders. This back-end compensation plan can create stable, powerful, additional income with potentially higher payouts. In comparison, what is termed a front-end plan offers quick rewards that typically fade fast.

Now is the time to strive to build rank and Power of 3 to generate supplemental income.

- Know the Compensation Plan. Take a deeper look. Learn how to qualify for each bonus.
- Help your new builders qualify for bonuses. Understand the power of duplication.
- Use the dōTERRA Empowered Success system and training.

BE THE MODEL → TEACH THE MODEL → DUPLICATE THE MODEL

\*It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

# Committed and Capable Builders

## KNOW TO GROW

In the *Launch Guide*, principles were introduced regarding recognising capable and committed builders when considering a candidate for a frontline position in your organisation. Builders are deemed initially **capable** if they enrol others on their own and **committed** when they complete the first three steps in the *Build* guide. If a builder is one or the other, their placement will likely be better on your second or third level. This is the ideal, but not always reality.

By now you have discovered more about your team. To grow to Gold, you need three personally enrolled builders (placed on three different legs) who are committed to growing to Premier and beyond. These may or may not be those who qualified you so far. That's okay.

### SET EXPECTATIONS

Encourage progression and preserve healthy relationships by setting realistic expectations. As the upline mentor, set the tone by creating opportunities to think ahead, reducing the potential for conflict in the future.

#### Share the Following:

- *You Have Support!* Your upline and company training and tools.
- *Growth Is Key.* Become more to earn more.
- *Attitude Equals Altitude.* As you grow your team, struggle is a natural part of the process. Expect it. Maintain mental toughness despite challenges, setbacks, doubt or rejection.

#### Manage Expectations:

- Renegotiate expectations that are no longer working or relevant.
- Recognise how to avoid unnecessary conflict in the future.
- Commit to better communication and accountability.

📌 Refer to **Set Expectations**.

### RESTORE COMMITMENT

If you sense or know commitment is lacking, carefully consider the original commitment or lack of commitment.

- Did they say they wanted to build? Or simply host a class?
- Did you place people under them whether they were committed or not?

Meet people where they are, not where you want them to be. One of the fastest ways to break trust is to place undue pressure on someone to build prior to securing true commitment.

📌 Refer to **Restore Commitment, Reset Expectations**.

*“Commitment is the enemy of resistance, for it is the serious promise to press on, to get up, no matter how many times you are knocked down.”*

– David McNally

## BUILDER CHECKLIST:

By the time someone achieves Elite, there are success habits and skills to be acquired and maintained in order to keep growing. Assess each builder's level of commitment to this process and how capable they feel of reaching their goals. Provide a learning culture where each individual is moved to action that makes businesses thrive and visions a reality!

### COMMITTED

- \_\_\_ Use the products
- \_\_\_ Follow the Success Schedule
- \_\_\_ Schedule presentations
- \_\_\_ Invite prospects to Business Overviews
- \_\_\_ Get mentored and trained
- \_\_\_ Attend and promote events

### CAPABLE

- \_\_\_ Invite qualified prospects to presentations
- \_\_\_ Learn Natural Solutions outline to present effectively
- \_\_\_ Enrol at least 50 percent of prospects
- \_\_\_ Conduct Lifestyle Overviews with every enrollee
- \_\_\_ Enrol new members in LRP
- \_\_\_ Launch builders with Launch Overview

# Launch Builders, Train Trainers

## TRANSFER VISION, NURTURE DUPLICATION

One of the biggest keys to success is committing builders to performing the Vital Action Steps. Your growth is tied to your ability to transfer vision and train on how to effectively complete those actions. The number of people a builder has in their pipeline and how well those people are served determines degrees of success. The focus of training and mentoring is to improve the quality of that service.

## DEVELOPMENTAL STAGES

Support your builders' development to help them grow into capable, committed and independent leaders. Consider each level of progression to better understand how to support and empower your builders.

Your leaders won't 'grow up' all at once. Learn to work with each builder in their progression and customise your support to meet their needs. Invite each builder to go through the Builder Checklist (pg. 13) with you. Express excitement about what they've accomplished and encourage progression where needed.

### 1 KNOW WHERE THEY ARE

- Keep training rank appropriate
- Understand the process of developing leaders

	MASTER BELIEF IN:	STATE OF MIND:
PRESIDENTIAL DIAMOND	Your Legacy	Wise, seasoned and engaged in a broad perspective.
BLUE DIAMOND	Your Influence	Experienced team leader.
DIAMOND	Your Why	Competent at building and leading a team.
PLATINUM	Your Team	Ready to build their own team and value independence.
GOLD	Your Why	Confident while requiring support to thrive on their own.
SILVER	Yourself	Growing in knowledge and confidence but not quite ready to be independent.
PREMIER	Company/ Opportunity	Gaining more confidence while still in need of some hand-holding.
EXECUTIVE	Product	Still see the ordinary as the extraordinary and share with passion.

## RANK APPROPRIATE TRAINING




### 2 MEET THEM WHERE THEY ARE

- Know each builder's goals, strengths, commitment and capacity
- Utilise appropriate rank guide

A leader's purpose is to teach builders and trainers the recipe for success. Whether accomplished in one-on-one or group mentoring, or in a more formal training setting, keep content rank appropriate. For example your new builders need different training than your Elites. It is vital you realise there are key steps to achieve results and there are individual ways to execute those principles. Teach what you are able to duplicate. You'll know what you're teaching is effective when those learning say, "I can do that", and their actions bring success.

Provide regular (e.g. monthly) training for your new builders (e.g. Launch Camp). Attendees are best qualified after having completed the *Share* guide and hosting a class or a few one-on-ones.

## SUPPORT THEIR COMMITMENT

	<b>LEADERS</b> Know how to lead those who know how to teach others how to launch a business. Know how to duplicate the recipe of success and support trainers.	As a Leader, you provide Launch Camps. You also support Train-the-Trainer events provided by your upline.
	<b>TRAINERS</b> Know how to teach others how to launch a business. Know what to duplicate for success to launch and support builders.	Trainers attend Train-the-Trainer events and support Launch Camps provided by their upline.
	<b>BUILDERS</b> Know how to launch a business.	Builders attend Launch Camps.

### 3 SHOW THEM HOW TO DO IT

- Train on PIPES activities
- Connect them to training
- Mentor consistently

As each of your builders/qualifiers engage with commitment in essential PIPES activities, measuring results along the way is critical. Too often lag indicators of success (e.g. rank, retention, volume, income) get all the focus, yet measuring lead indicators (engagement in PIPES activities—reported on the Success Check-in) is where the magic lies.

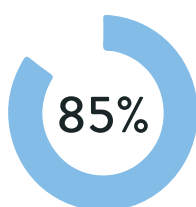
PREPARE		INVITE	PRESENT	ENROL	SUPPORT
YOU		YOUR PROSPECTS			YOUR TEAM + COMMUNITY
PRODUCT	CONSUMER	<ul style="list-style-type: none"> <li>• Share</li> <li>• Invite</li> <li>• Remind</li> <li>• Present</li> <li>• Enrol</li> </ul>			CUSTOMER CULTURE <ul style="list-style-type: none"> <li>• Lifestyle Overview</li> <li>• Continuing Education</li> <li>• feed the Opportunity</li> <li>• Invite to Share</li> <li>• Invite to Build</li> </ul>
	BUILDER				
BUSINESS	<ul style="list-style-type: none"> <li>• Names List</li> <li>• Plan</li> <li>• Manage Activities</li> <li>• Skill Mastery</li> <li>• Get Mentored</li> </ul>	<ul style="list-style-type: none"> <li>• Share</li> <li>• Invite</li> <li>• Remind</li> <li>• Present</li> <li>• Enrol</li> </ul>			BUSINESS CULTURE <ul style="list-style-type: none"> <li>• Launch Builders</li> <li>• Train Team</li> <li>• Mentor Builders</li> <li>• Promote Events</li> <li>• Recognise Success</li> </ul>
		PERSONAL DEVELOPMENT			

# Elevate Your Leadership

## BETTER TOGETHER

As you and your builders come together with a diversity of strengths, you create a well-rounded team. Create an environment focused on what's right with people, motivating each to be a better version of themselves where strengths are encouraged and developed. Then when organising events, team calls, or training, ask your builders to contribute in their unique ways, maintaining core principles of success.

## WHY PEOPLE FOLLOW



As a leader, it is important to understand why people follow. John Maxwell in his book *21 Irrefutable Laws of Leadership* noted that 85 percent of people say they became leaders because they first followed someone. All great leaders started as great followers.

In a study conducted by Gallup over a three-year period, 10,000 participants were asked to consider specific leaders who had the most positive influence and made the biggest difference in their lives. Distinct patterns emerged, clearly revealing the four most consistent needs of followers:

### 1 TRUST

Honesty, integrity and respect are key to strong relationships of trust. You don't convince someone you are trustworthy. You earn trust. Keep your word. Successful collaboration and teamwork are essential for strong teams.

### 2 COMPASSION

Care, friendship, empathy, love and genuine compassion are the most significant experiences that create followership. Higher levels of engagement, retention, productivity, and profitability are staggering when people matter to someone else.

### 3 STABILITY

Security, strength, constancy, peace and dependable support let followers know you are consistently who you say you are and that your core values are stable. The best leaders can be counted on in times of need and when it matters most.

### 4 HOPE

Direction, faith and confidence drive a follower's belief and enthusiasm for the future. Your certainty in the path to success motivates your followers to believe partnering with you will lead them to their own. Hope fuels achievement and when lost or absent, disengagement rapidly rises.

Make a leadership commitment to always serve your followers.

## Invest in Your Leadership Capacity

Great leadership begins with self-evaluation. Inspect your own PIPES activity before you expect it from others on your team. Everyone gets to first follow and model the recipe for success, then earn the right to teach the model and lead others through the steps.

Page 13 gives you the checklist for committed and capable builders. These are the checklists for committed and capable leaders.

### BE THE MODEL:

- ☐ I teach Natural Solutions presentations effectively.
- ☐ I enrol at least 50 percent of prospects.
- ☐ I conduct Lifestyle Overviews with every enrollee.
- ☐ I enrol new members in LRP.
- ☐ I coach someone to host a successful class.

### TEACH THE MODEL:

- ☐ I launch new builders using Empowered Success.
- ☐ I train my builders (provide/connect to key training).
- ☐ I mentor my builders effectively using the Success Check-In.
- ☐ I promote events, educational opportunities and resources.
- ☐ I recognise and celebrate success and advancement.

# Maximise Your Mentoring

## BELIEVE IN YOUR BUILDERS

You are invited to engage in the regular mentoring of your qualifying legs. Initially (for the first few calls), invite your upline to join as you grow your skills. Use the Empowered Success tools and guides.

Successful mentoring brings out the brilliance in others and cheers them on to more! Serve your builders as their strategic accountability partner. You don't need to know everything. Choose to show up as a mentor and make a powerful difference.

## TOP MENTORING TIPS

- **Schedule regular mentoring** (typically weekly). Predetermine the method of communication. The person being mentored needs to submit Success Check-In prior to call.
- **Develop a relationship of trust.** Keep confidences and commitments.
- **Promote and encourage.** Highlight their gifts and brilliance. Support in meaningful ways.
- **Set and manage expectations.** 📌 See *Reset Expectations*.
- **Create vision for what they want,** set goals, and make a plan to keep those commitments.
- **Focus on Vital Action Steps** and how to execute effectively.
- **Focus on solutions, not problems.** Move builders from concerns to solutions. Ask, don't tell. Create a space where they bring ideas. Collaborate!
- **Refer to personal development** to increase skills and overcome limiting beliefs.



*“A successful mentoring call ends with the mentee knowing what to do next and feeling they can do it!”*

— Melyna Harrison

## HOW TO USE THE SUCCESS CHECK-IN:

### WHAT'S WORKING

Celebrate successes and evaluate areas that need support. Help them to deconstruct past success so they can repeat what's working and eliminate what's not. Great questions awaken the genius within.

### WHAT DO YOU NEED/WANT TO CREATE?

Identify where they are and want to be. Help them set reasonable goals then focus on the few things that make the biggest difference.

### HOW SUCCESSFUL/COMMITTED IS YOUR ENGAGEMENT?

Assess PIPES activities. Results provide natural feedback. Identify where breakdown (lack of results) is happening. Focus mentoring on what is most important (e.g. skill mastery on inviting or enrolling).

### HOW CAN YOU REACH YOUR GOALS?

Base next Vital Action Steps on awareness from PIPES evaluation and goals set. Help them identify where and how they need your support. Make yourself available to present and support new builder presentations and their first few Lifestyle Overviews.

*“Leadership is communicating to people their worth and potential so clearly that they come to see it in themselves.” - Stephen Covey*

**Success Check-in**

Complete and send to your mentor weekly.  
Download and print at [doterra.com](http://doterra.com) > Empowered Success > Tools Library

**1 CELEBRATE & EVALUATE** *Focusing on my wins and victories brings more of the same.*

What's working in my business? \_\_\_\_\_ What do I want to be working better? \_\_\_\_\_

**2 ACCOUNTABILITY & GOALS** *I am my first enrollment every day. I continually renew my commitment.*

Where am I? \_\_\_\_\_ and average monthly income \_\_\_\_\_  
(rank)

Where do I want to be?  
Short-term \_\_\_\_\_ by \_\_\_\_\_  
(rank, bonus, income, etc.) (date)

Long-term \_\_\_\_\_ by \_\_\_\_\_  
(rank, bonus, income, etc.) (date)

**PIPES**

P	I	P	E	S
Names Added to List	Sampled, Invited to Class	Attended Class / One-on-One	Enrolled WA/WC	Enrolled in LRP
<input type="checkbox"/> <small>Last Week's Week (Actual) (Goal)</small>	<input type="checkbox"/> <small>Last Week's Week (Actual) (Goal)</small>	<input type="checkbox"/> <small>Last Week's Week (Actual) (Goal)</small>	<input type="checkbox"/> <small>Last Week's Week (Actual) (Goal)</small>	<input type="checkbox"/> <small>Last Week's Week (Actual) (Goal)</small>

Circle where in your PIPES activities there is breakdown in success. Focus next week's actions on increasing the flow in that area.

**3 VITAL ACTION STEPS** *What needs to happen?*

MY PART	Do I feel I can do it?	UPLINE SUPPORT
What do I need to do?		What support do I feel I need?
_____	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	_____

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. I am committed to reaching my goals.

# Develop Loyal Customers

## BUILD COMMUNITY THROUGH CONTINUING EDUCATION

Create record-breaking retention by consistently supporting customers with continuing education. Teach the many ways products can be integrated into daily lifestyle.

Utilise the superb education already available from both dōTERRA corporate and the field. Connect your members to these options. Share, promote and communicate new and favourite options to increase awareness and interaction.

*“Education is the most powerful weapon which you can use to change the world.”*

— Nelson Mandela

### WHY CONTINUING EDUCATION

- Build belief in product
- Change lives
- Encourage consistent LRP orders
- Create desire to share and build
- Grow your team



### INVITE EVERYONE

- New customers
- Existing customers (active and inactive)
- Builders seeking product knowledge
- Prospects who have not enrolled
- Prospects seeking education

### SEARCH YOUR TEAM

- Look for customers and builders in your downline who are not being supported
- Bring awareness to their upline Silver leader whenever possible
- If you can't find an active upline to support, add them to the communications and activities you provide for your personal customers and builders

Hold your own gatherings (e.g. in person, Facebook event) and encourage others to do the same. Regular education opportunities build belief in the product for both customers and builders. These occasions create a sense of community and belonging and expose people to more ways to use the product by learning from others.

Consider the *Live* guide as a tool for continuing education topics. Attendees can share experiences, favourite tips and recipes. No expert required! Introduce topics in reference to the dōTERRA Wellness Lifestyle Pyramid. Possible topics include:



- Daily Routine with LLV
- Cooking with Essential Oils
- Children's Health
- Optimising Exercise

- Boosting Vitality & Energy
- Restful Sleep
- 28-day Programme
- Skin, Hair, Body Care

- Green Cleaning
- Be Prepared for Anything
- Body System Targeted Support



### dōTERRA EDUCATION

- dōTERRA Europe YouTube channel
- dōTERRA Europe Facebook/Instagram

## INCREASE RETENTION RATE

Consistent viable continuing education increases retention in your organisation. Track your teams' retention rate in mydoterra.com under Wellness Advocate Services, Genealogy, then Summary Genealogy. Enter the ID# of the leader (you or one of your legs) whose team you want to track. Then indicate levels you want included. Make tracking retention a habit. Monitor patterns and strategise how to continually improve your rate. Income follows value. Seek to serve.

📌 Use **Customer Appreciation**.

# Create Momentum with Events

## GATHER & GROW TOGETHER

Be strategic and collaborative. Partner with your upline to organise and promote events that provide education and training where attendees feel genuinely enthusiastic about growth, customer satisfaction, and making a difference in the lives of others. Create value as to why attendance is significant. The ultimate goal is to orchestrate moments where prospective, new and existing builders get inspired.

- 1 PROMOTE** Work together to ensure events are being promoted on builder/leader calls and in team communications. As you on-board and sustain builders, it is an important responsibility to inform them of educational opportunities. Post on team or customer social media regarding classes and monthly trainings. Promote big events at least six months in advance.
- 2 INVOLVE** your leaders. Give the next generation of leaders on your team opportunities to shine and lead. Don't just do things yourself. Create an environment where others can and are encouraged to flourish.
- 3 ENGAGE** your entire team. Members have a natural desire to belong to a team community as well as dōTERRA's greater company culture. Being inclusive is key to team growth and success.

### People make decisions to do this business at events.

Promoting and attending events is an essential part of your dōTERRA leadership and development. Events provide social proof, stimulate momentum, and build your business. dōTERRA is an event-attending culture. It's where leaders are born and partners decide to engage.

#### Team Events:

(Partner with Upline)

- Weekly Team Call
- Monthly Training
  - Launch Camp
  - Other
- Quarterly Events

#### dōTERRA Events:

- Annual European Convention
- Annual Leadership Retreat
- Annual Global Convention
- Regional Product Training
- Legacy Trips
- Diamond Club events



**EUROPEAN CONVENTION:** Experience the dōTERRA culture at the most important event of the year. Attendees leave inspired, transformed, and motivated to grow their business.



#### Events Build on Each Other

- Build belief in dōTERRA's mission
- Stir passion and nurture capacity
- Provide social proof

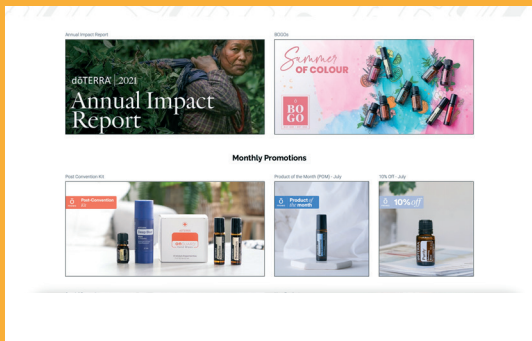
## MAXIMISE EVENTS

- **Incentives and Recognition** – Create contests or performance markers where airfare, accommodation, tickets or other expenses can be earned. Acknowledge success via VIP treatment and planned moments of public recognition.
- **Repetition** – Consistently promote events as part of your regular team communications.
- **Logistics** – Provide suggestions, details and support to ensure attendees have accommodation, transportation and need-to-know-before-you-go FAQs.
- **Team Pride** – Provide ways to create a sense of team unity and uniqueness through merchandise, gatherings, photo opportunities, etc.
- **Before, During, After** – Team events planned during larger events such as Convention allow for important, more intimate moments that help attendees feel a sense of belonging and can provide team building (e.g. team party or lunch).

A *leader* is one who  
*holds* the space for the  
*brilliance* of others.

-Marianne Williamson

Learn More:



doTERRA Europe DMK > Literature > Business  
Literature > Empowered Success

Next Step:



Thank you to all Wellness Advocate leaders and others who have collaborated on and contributed to the making of Empowered Success.

All information is correct at time of production and is subject to change.  
doTERRA UK Office, Altius House, 1 North Fourth Street, Milton Keynes, MK9 1DG, United Kingdom  
doTERRA Global Limited, 32 Molesworth Street, Dublin 2, Ireland  
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