

A woman with curly hair is sitting on a light-colored sofa, smiling as she works on a laptop. She is wearing a white button-down shirt over a black top and light blue jeans. The background shows a wooden wall and several pillows.

ō

dōTERRA[®]

Business Building Guide

Empowered Success

Business Training System



“Just start. Don't worry that you don't have all the answers yet.”

Alli Webb

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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 suggestions for achieving the rank of Elite and beyond, while also increasing your confidence in your role as a Wellness Advocate. Whether you want to develop business skills, earn extra money, or something more, 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!

[†]Results vary based on time, effort, and skill. Some expenses may be incurred. For more information see the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure.

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

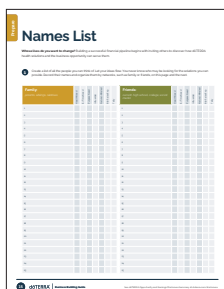
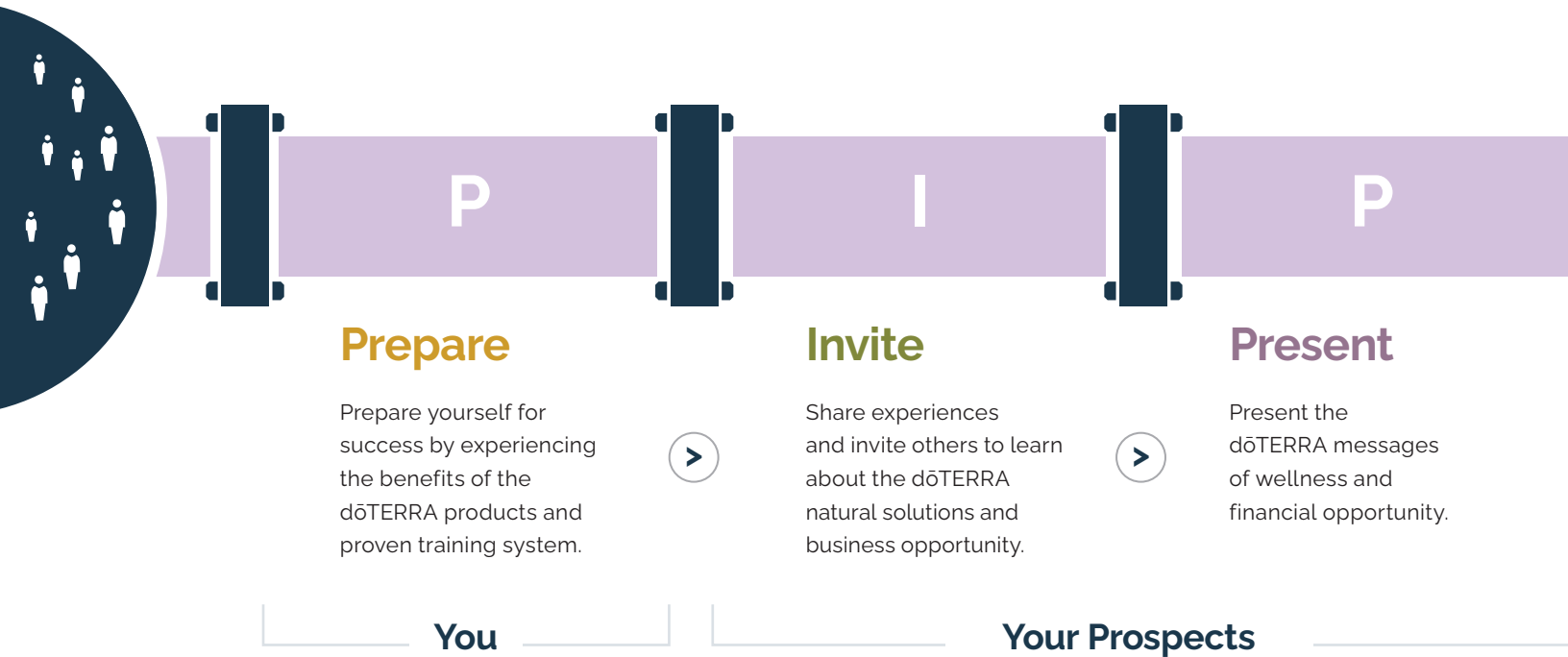
Justin Harrison,
Master Distributor



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, Enroll, and Support**. This is the framework through which all dōTERRA business training is organized. PIPES activities help you prepare yourself, invite people to learn more, present classes and one-on-ones, enroll prospective customers, and support your team and customer community. As you build your business, you will continue to repeat these pipeline-building activities to produce more results.





Belief

- In the Products
- In dōTERRA
- In Your Why



Action

- Share
- Enroll Customers
- Launch Builders



Results

- Change Lives
- Grow Yourself
- Earn Rewards

E

Enroll

Enroll 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

Fuel Your Launch

- Read through and complete the *Prepare* section (pgs. 9–30).
 - Complete your set-up checklist (pg 11).
 - Fill out *Set Goals* (pgs. 13–14).
 - Start your *Names List* (pgs. 15–17).
 - Transfer your prioritized names to your *Success Tracker* (pg. 18).
 - Fill out *Target Your Message* (pgs. 25–26).
- Transfer specific answers, as prompted, to your *Launch Strategy Blueprint* (back of this guide/ pgs. 108–111) to prepare for your *Launch Strategy Session*.
- Commit approximately 20 minutes per day to personal development.
 - Learn to leverage your unique strengths at: *Empowered Success > Strengths Guide*.
 - Leverage personal development resources (pgs. 96, 100).

Launch Your Business

- Have your *Launch Strategy Session* with your upline mentor.
 - Review your previously completed *Launch Strategy Blueprint*.
 - Review *Creating Your Pipeline* (pgs. 5–6) and *5 Steps to Success* (pgs. 7–8).
 - Review *Set Up Your Business* to answer any questions you may have (pgs. 11–12).
- Share your hopes and dreams and review your goals (pgs. 13–14).
- Set weekly business hours and schedule your launch month classes. Use the *Elite Planner* (pg. 21) and *Class Planner* (pg. 50). Plan for how to support your first one-on-ones and 3-Way Calls (pg. 82).
- Review *Partner with Your Mentor* and get familiar with the *Strategy Check-In* (pgs. 27–28). Discuss *What It Takes to Succeed* (pg. 30).
- Complete 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 prospective customers and then follow up (pgs. 37–41).
 - Ask for customer referrals (pg. 46).

Invite to Learn & Remind

- Invite prospective customers who are ready to learn more to the class of your choice or one-on-one and remind them to come (pgs. 42–43). Use the *Elite Planner* to track your one-on-ones (pg. 21).
- Prepare to host presentations (pgs. 49–50).
 - Know the timeline and script of your chosen class (pgs. 53–62).
- As you take each prospect through this and subsequent steps, track their progress on your *Success Tracker* (pg. 18).

3

Present & Enroll

Present

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

Enroll

- Enroll attendees and schedule their Wellness Consults (pgs. 59–62, 69).
 - Know how to close and enroll successfully.
 - Follow up within 48 hours with those who did not yet enroll.

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

“Before anything else,
preparation is the key
to success.”

Alexander Graham Bell

Set Up Your Business

Get Started

Log in to *doterra.com* to:

- Register your back office with a password.
- Set and maintain a 100 PV+ loyalty order template in order to be paid weekly Fast Start bonuses and monthly commissions.
 - Get the *free* Product of the Month by placing a 125 PV+ loyalty order by the fifteenth of each month.
- Set up your personal website (click on *Account > Account Profile > My Website > My Site Address*).

Get Support

With your upline or an online video, do the following (if you haven't done so already):

- Experience an Intro to Oils class • Receive a Wellness Consult • Experience an Intro to Build class

Schedule your first—and then weekly—Strategy Sessions with your upline mentor:

Day & Time _____ / _____ # to Call _____

Connect to your upline team support:

- Team Call Location / Link: _____
- Day & Time _____ / _____ # to Call _____
- Team Facebook Group: _____
- Team Website / Other: _____
- Reach out with questions to your upline mentor or team or dōTERRA Business Facebook groups.



Get Equipped

□ Add a Class in a Box (CIAB) to your loyalty order.

- Add *Healthy Can Be Simple* booklets.
- Add additional 10-packs of the *Live* guides.
- Add *Natural Solutions* class handouts as desired.
- Add the latest edition of the Product Guide.

□ Work with your upline to order other incentives (like reference guides).



Get Familiar

Empowered Life

Discover product and continuing education at:

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

- Discover Solutions
- Science of Essential Oils
- Product Podcast
- Training Courses



Learn more from over 20 dōTERRA eBooks

Empowered Success

You have a dream for your business and we have the tools to get you there. 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 take your business to the next level and equip you to empower your team.



Get started with Empowered Success

Empowered You

Discover personal development training and learn how to use your unique strengths to grow your business.



Learn more on page 100 of this guide

Set Goals

Successful people set specific goals. Get clear on what you want and when you want to achieve it. Choose the financial goal 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.

Repeating the steps for the foundational rank of Elite is key to growing to Silver, Platinum, Diamond, and beyond.



1 Choose Your Earning Goals

Pay for Your Product	Supplement Your Income	Replace Your Income
<p>\$240–\$580/month*</p> <p>Elite—Premier Income Goal</p> <p>Estimated Time Needed:</p> <p>3–10 hours/week</p> <p>Rank Goal</p> <p>E P</p> <p>Elite in 1–3 months Premier in 6 months</p>	<p>\$580–\$4,131/month*</p> <p>Premier—Gold Income Goal</p> <p>Estimated Time Needed:</p> <p>10–30 hours/week</p> <p>Rank Goal</p> <p>E S G</p> <p>Elite in 1–2 months Silver in 6–9 months Gold in 1–2 years</p>	<p>\$4,131–\$12,718/month*</p> <p>Gold—Diamond Income Goal</p> <p>Estimated Time Needed:</p> <p>30–50 hours/week</p> <p>Rank Goal</p> <p>E S P</p> <p>Elite in 1 month Silver in 6–9 months Platinum in 1–2 years</p> <p>D</p> <p>Diamond in 1–3 years</p>

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



*Results vary based on time, effort, and skill. Some expenses may be incurred. The top 2% of Wellness Advocates building a business hold the rank of Silver and above. The top rank, Presidential Diamonds, have been building their dōTERRA businesses for an average of over 12 years. For more information see the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure.

2 Choose Your Pace

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

Class launch date: ____/____/____

■ Outstanding: Elite in 30 Days

Examples of how to generate 3,000 PV in sales:

- 20 customers enrolled with an average 150 PV order*
- OR *3–4 enrollments and an average of 500 PV per class x 6 classes*
- OR *5 enrollments and an average of 750 PV per class x 4 classes*

■ Target: Elite in 60 Days

Example of new enrollment orders + customer LRP orders = 3,000 PV in sales:

- *8 of 15 customers enrolled in month 1 have an average 100+ PV LRP order + 800 PV*
- *4 enrollments or average of 600 PV per class x 3 classes (in month 2) + 1,800 PV*
- *3 one-on-one enrollments (in month 2) + 450 PV*

■ Minimum: Elite in 90 Days

Example of new enrollment orders + customer LRP orders = 3,000 PV in sales:

- *12 of 20 customers enrolled in months 1–2 have an average 100+ PV LRP order + 1,200 PV*
- *4 enrollments or average of 600 PV per class x 2 classes (in month 3) + 1,200 PV*
- *4 one-on-one enrollments (in month 3) + 600 PV*

3 Choose Your Goals

Considering your answers from steps 1 and 2, fill in your goals.

90-Day Goal

\$ _____ /month

Rank: _____

6-Month Goal

\$ _____ /month

Rank: _____

1-Year Goal

\$ _____ /month

Rank: _____

4 Choose Your Commitment

Fill out and share these goals with your family and upline mentor and post them where you will see them daily. Make it a habit to record further insights on how to achieve these goals and build your dreams.

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

Names List

Whose lives do you want to change? Building a successful financial pipeline begins with inviting others to discover how dōTERRA health solutions and the business opportunity can serve 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 organize 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.	Tally	Friends: <i>current, high school, college, social media</i>		Health Need	\$/Time Need	Purpose Need	Influential	Natural-Minded	Biz/Sales Exp.	Tally
1									1								
2									2								
3									3								
4									4								
5									5								
6									6								
7									7								
8									8								
9									9								
10									10								
11									11								
12									12								
13									13								
14									14								
15									15								
16									16								
17									17								
18									18								
19									19								
20									20								
21									21								
22									22								
23									23								
24									24								
25									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 health 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

	Health Need	\$/Time Need	Purpose Need	Influential	Natural-Minded	Biz/Sales Exp.	Tally
1 Angela Reyes	✓		✓				=
2 Cousin Jenn (Yoga)	✓	✓	✓	✓	✓	✓	—#

Community: <i>neighbors, associates from church, school, clubs</i>	Health Need	\$/Time Need	Purpose Need	Influential	Natural-Minded	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.	Tally
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
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20							
21							
22							
23							
24							
25							

Prioritize Your Names List

Identify Potential Builders

Your next step is to **prioritize 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

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

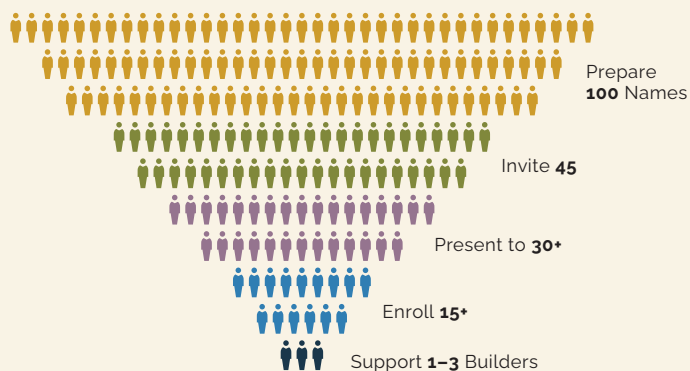
Track Top Prospects

- 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 personalized 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 Commit to enrolling at least one builder within your first 14 days of starting your business. This will allow you to create healthy placement structure and maximize the Compensation Plan. 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. To generate more awareness of people you know or could approach, use the *Memory Jogger* or *Grow Your Prospects* found at doterra.com > *Empowered Success* > *Tools Library*.



Your Business Is About Numbers

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

Set a goal to find three 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 or Business		45+		30+	15+			3+		
				Sample Given	Sample Followed Up	Invited to Class/11	Attended Class/11	Enrolled	Wellness Consult	Set Up LRP	Engaged in Cont. Ed.	Committed to Host	Intro to Build	3-Way Call
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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19				P	B									
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32				P	B									
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34				P	B									
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 (IPEing). The best way to grow is to have successfully recruited and launched builders who are doing the same.

Plug into what 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 enroll?*
Help enroll 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, Enroll, and Support

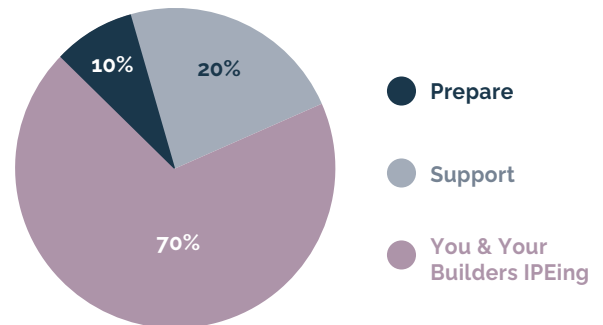
- Hold Intro to Oils classes and one-on-ones
- Hold Intro to Build classes and one-on-ones
- Conduct Wellness Consults
- Attend and promote Continuing Education
- Attend team call
- Hold Strategy Sessions

Monthly:

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

Annually:

- Attend and invite to events:
- Global 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 pipeline.

Pay for Your Products
 Estimated Time Needed: **3–10 hours/week**

Supplement Your Income
 Estimated Time Needed: **10–30 hours/week**

Replace Your Income
 Estimated Time Needed: **25–50 hours/week**

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

Using your own calendaring method, time block for your weekly activities. First, place primary happenings such as family commitments and current 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 a.m.	Personal Development					
10:00 a.m.	Team Call				Contact / Follow-up with names on Success Tracker	Intro to Build with Jane
11:00 a.m.	Strategy Session: - Elaina @ 11:00 Intro to Launch: - Bill @ 11:45	Contact / Follow-up with names on Success Tracker		Strategy Session with Upline		
Noon						
1:00 p.m.		Wellness Consults: - Mom @ 1:30 - Steve @ 2:15	1:1 with Marcia		Wellness Consults: - Kim @ 1:30 - Connie @ 2:15	
2:00 p.m.						
3:00 p.m.						
7:00 p.m.		Intro to Oils @ Juice Bar		Continuing Education		

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

Fast Track Your Success

There are many ways to calendar success. One way is to schedule your first 4 classes in a jumpstart week or weekend during your launch month to:

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

doterra.com > Empowered Success > Tools Library > Launch Tools > Maximize a Weekend

Time Tips:

- Cluster calls close together in one block of time to avoid going too long.
- 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)

Partner 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.
- Enroll 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 enroll with a kit + place their first LRP order, give them an incentive (like 5 mL Wild Orange, a dōTERRA special, or a dōTERRA reference guide).

Schedule One-On-Ones

Set up one-on-ones in person, online, or via a 3-Way Call with prospects who need more individualized attention to review health priorities, have scheduling restraints, or are influencers who would do better in a more customized setting.

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

Name:

Date/Time:

Location:

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.

Qualifying 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% enrollment average = 15 enrollments.
- Your invites are **less qualified** so you achieve 50 attendees x 30% enrollment average = 15 enrollments.

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

Be a Solutions Provider

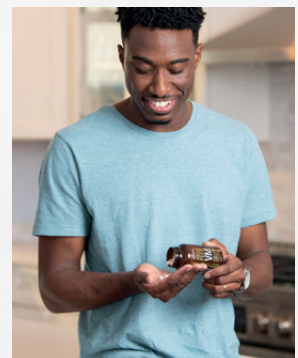
Success begins with you. First, choose to be a product of your products. Your belief grows as you consistently experience their profound benefits. As the solutions provider in your home, your experiences fuel your enthusiasm to share with others. As you share that passion, you help those around you want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

Use the Products

Live principles of health to create a wellspring of experiences you can draw upon to invite and inspire others.

- Implement your Daily Wellness Plan to use your products daily (*Live* guide).
- Using a dōTERRA reference guide, learn to solve many of your health priorities at home.
- Make it a habit to turn to your products first when health 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.
- Maximize the Loyalty Rewards Program (LRP) by learning how to earn up to 30% back and redeem points.

See dotterra.com > *Discover* > *Product Education* to learn more.



Share the Products

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

Invite others to learn more about using natural solutions as a main line of defense.

- Create experiences where they can discover potential dōTERRA solutions.
- Show how, "with a book and a box" (dōTERRA oil reference guide and a box of dōTERRA CPTG® essential oils), most of their health 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: "Who 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)

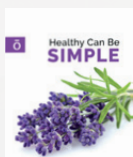
Teach Your Builders to Do the Same

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 enroll in natural solutions.

Live Guide



Commit to living the dōTERRA lifestyle.

Share Guide



Commit to sharing dōTERRA.

Build Guide



Commit to building a business.

Target Your Message

See yourself as someone with valuable experience who specializes 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. Journal 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 mess can become your message. What health challenges have you overcome with dōTERRA? How have you become a solutions provider in your home? 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. Feeling pushy or salesy is overcome when you are 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? Service that's not nervous comes from a passion for serving those who need your solutions. Describe your target market.*

- *Where do they hang out? 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, detoxing, immune, digestive, respiratory, children's health, weight management, skin health and beauty, green living, organic gardening, natural pet care, financial gaps, 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 served? What sets you apart or makes you different?*

.....

.....

.....

What You Do

It can be helpful to write out 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 write out your own.

A wife, mother, teacher, and postpartum doula who is into green living might say:

I help mothers discover essential oil solutions so they can have their babies at home, as an alternative to the traditional approach, because birthing can be beautiful and natural.

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

I help women take control of their health and 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

(As taught by Mel Abraham)

I help/teach/support.....(who)

to.....(what)

so that.....(result),

unlike.....(less favorable alternative),

because.....(distinction/difference of your 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 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, 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 strategizing and accountability partner.

A mentoring relationship is a partnership. Make the most of working together by creating the clarity invited 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. Levels with you. Operates with integrity. Stays Focused on Fundamentals. Helps you keep the main thing the main thing. Partners as you move through the 5 Steps to Success. Coaches from Experience, not just theory. <hr/> <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>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 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. Level with your mentor when difficulties arise. Find a Way, Not an Excuse. Honor 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><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 a.m. and p.m. 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*. doterra.com > *Empowered Success* > *Tools Library*
- 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.
- Utilize 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 wins and victories did you have last week?

What's working to grow your business?

What challenges are you running into in your business?

2 Review Last Week

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

Anything that needs to shift 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

Enroll

Personal enrollment

Wellness Consult

Enroll in LRP

Commit to host

Commit to build

Support

Intro to Launch with new builder

Strategy Session with builders

Attend Cont. Ed./bring a guest

Promote team training/event

Attend a team training/bring a builder

Focus on "IPE"ing 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: \$50 \$250 \$1500

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 versus three.

Skills Set You Free.

The skills required are not hard, but need to be practiced, utilized, 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.

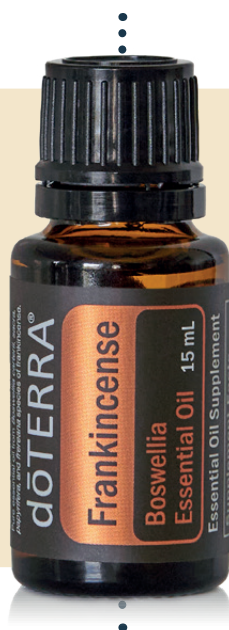
Have Grit.

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 contract. 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

Sharing pure essential oils as natural solutions for health and 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



Build with Impact



dōTERRA was born from the belief that pure essential oils can change the lives of those who use them and those who create them. Our mission has always been to source the best essential oils while helping the most people along the way.



The more dōTERRA grows, the more global good we can accomplish in our relentless pursuit of positive impact.



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 prospective customers about their health 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.

Help others accept an invitation to learn more about essential oils by sharing 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. 37). 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 purse or keychain) when it feels natural. Be equipped to help others discover natural solutions.

Sample

When creating samples for prospects, consider the following:

- Personalize 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 a copy of *Healthy Can Be Simple* with sample usage instructions and your contact information added on the back.

Link

Leverage dōTERRA's amazing education, videos, podcasts, webpages, social media posts, and images to inspire and ignite interest.

Discover Solutions

doterra.com/US/en/education

Podcast

<https://www.doterra.com/US/en/empowered-success/podcast>

doterra.com/US/en/podcast

Essential Oil Science

doterra.com/US/en/science

Digital Marketing Kit

doterra.com/dmk

dōTERRA Social

social.doterra.com



Top Tips

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





“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 solutions make a difference, you stir curiosity and build value so that prospects want to learn more and become more likely to make the time to listen to a presentation.

Write out, refine, and draw on your story so you are freed up to listen to the needs of others. Your goal is to expose them to the possibilities as you offer hope and relief. When the time is right, share your story and customize 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 challenge 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 why you chose the dōTERRA opportunity to build your future.

- Where were you before dōTERRA? Perhaps you were limited by only one stream of income, hoped to start your own business, or wanted to make some extra money around your family's schedule.
- Where are you now? Maybe you are paying for extras you couldn't afford before or ready to do something new or live more on purpose.
- What do you want to achieve with your dōTERRA business and success? Is your "Why" choosing to build your own dreams instead of someone else's? Have you set a goal to take control of your finances? Is educating people about wellness with essential oils part of your mission? Do you have a humanitarian project you plan to give to on an ongoing basis and would benefit from recurring income?

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, earn the right to share by being up front.

In person or over the phone, start the conversation. *It's been such a long time, and I have something specific I wanted to call you about, but first. . .* Make a connection:

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

B. *Catch me up. What's going on in your life? I saw your post about. . . How are you holding up?* Talk for as long as it feels comfortable.

After a while, the person you called will usually say, *"So, tell me what you were calling about."* Or you can say, *I reached out because. . .* Transition to the purpose of your call.

If you end up running out of time and have to get going, the person you called will often say, *"You had something that you wanted to tell me."* Simply answer, *It was so great talking with you again. I can call you tomorrow and tell you about why I wanted to call.* 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 pg. 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. . . I'd love to share.*

Expose them to the possibilities:

A. *I'm just curious, are you open to natural forms of healthcare? What do you know about essential oils? Are you open to learning more?*

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

C. *You know how so many people are into natural wellness these days? It seems more and more important to support a healthy immune system, eat better, exercise regularly, get quality sleep, and get rid of synthetic products around the house. Is that pretty much how you are as well? What kinds of things are you doing with your family? . . . What do you know about essential oils?*

3 Discover Problems and Measure Impact

Make your sharing relevant by asking questions to discover health 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., overall wellness), *what would you like to improve? . . . How is that affecting you? . . . How long has it been going on? What has it been costing you?*

Create Experiences

There are multiple ways to "sample" dōTERRA. Stories are often potent enough to move people to want to learn more. After telling yours, ask, *I'm just curious, would you be open to trying something natural for that? Or, I'm just curious, 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 health 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, enrollments, commitments to LRP, and beyond. The following scripts model ways to do so.

Ask permission to share a sample:

- Are you open to trying something natural for that? If I give you a sample, will you give it a try for a couple days?*
- Are you open to learning 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.*

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

Condensed Conversation

With an Established Relationship, Start Here

When connecting in person or over the phone:

I've been thinking about you. I know how much you love using natural products and . . . (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 health 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 reliable, safe, less expensive than synthetic approaches, and very effective. 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 health 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. Is there a health priority you'd like to try a solution for? I would love to give you an essential oil sample for you to experience for yourself. I'd love to bring one by. When are you around tomorrow?*

Next, go to step 5.



5 Sample

- Sample one to two needs for focused results.
- Give a two-day supply (approximately 10–15 drops).
- Sample their easiest health 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 how it's working?*

Example Use Instructions

A sample given with instructions is significantly more effective than hoping prospects will somehow 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. Then, as you lie down, inhale deeply from the palms of your hands to experience a relaxing aroma as you get ready for sleep. 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 dead-end 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 safe, natural, effective solutions in your home and at your fingertips.*

7 Follow Up on Their Experience

Follow up in two days by phone. *Hey, I'm calling to check in, like we talked about. How was your experience with the ____ (sample)?* Choose the appropriate response (the scripts below are examples):

Positive Experience

Tried it.

Tell me about it. . . Great!

- 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.

Tell me about it.

- 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. *Remember when we talked about how everybody is different and results can vary? Let's try a different option to discover a better oil for you. Let's get you some _____ to try.*

Didn't Try Sample

Didn't try it.

Invite to try.

That's okay! Here's what we're going to do. When you get home tonight and start getting ready for bed . . . (repeat the usage instructions).

Then I'll give you a call in the morning to see how it went.

Call in the morning.

How was the ____? Did you have a chance to try it yet?

Yes, tried it.

Go to the **Tried It** script in column one.

No, didn't try it.

That's okay! Here's what we're going to do. Go get it and let's create an essential oil experience right now together.

Top Tip

If someone stops responding, assume that person is focused elsewhere and start again. Text:

Your world's probably been crazy. I was hoping to hear back in an effort to help with what we talked about. Are you ready to chat about your sample experience? Or, I'd love to save you a seat at our next class.

Invite to Learn More

Just because you wrote someone's name on your list doesn't mean you suddenly invite the person to a class.

First, consider the level of trust that exists between you.

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 personalize and customize your invites.

Effective Inviting Is:

- **Personalized:** 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 you are inviting to such as, "It's live only."
- **Expert:** "Come to learn with me." Or, "Come learn from my guest presenter."
- **Caring:** Show genuine interest and that you care about their needs.

Invite to a Class

After a prospect has a positive personal essential oil experience or hears a powerful story:

A. *Are you open to learning more? I'm hosting a class with a great teacher on ____, or we can meet together ____. What works best for you?*

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

C. *If you think ___ (oil) is awesome, that's just the tip of the iceberg. It's incredible how many things you can solve with essential oils. Share another powerful essential oil experience. Here's a great next step: there is an amazing Intro to Oils class on ___ and another on ____. I think what you will learn could change your life. I would love for you to come. 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 at your house you have struggled with _____ (e.g., kids seasonal challenges, tension), and I thought of you. I am teaching a short health workshop and would love for you to be my guest. It's at my house on Thursday at 7:00 p.m., or we can meet next week. What works best for you?*

Giving two date and time options greatly increases the chances of prospects saying yes. Provide or text 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 health 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 interest you? Set a date and time.

Invite to Watch Video/Webinar

I know you said you were interested in _____ (topic). If I sent you a video link about _____ (topic), would you watch it?

Remind to Come

No matter what kind of presentation, get permission to remind your invitees prior to coming. *If you're like me, you appreciate being reminded. How about I give you a quick reminder before the class?*

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 7:00 p.m.! You're going to love learning from _____. You'll leave with some great ways to take care of 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. *Feel free to park in the driveway or along the street. I'm excited for you to learn about these awesome solutions for you and your family.*

Invite without Sampling

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

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

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 health. 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, *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, *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 7:00 and Thursday at noon. Which one works best for you?*

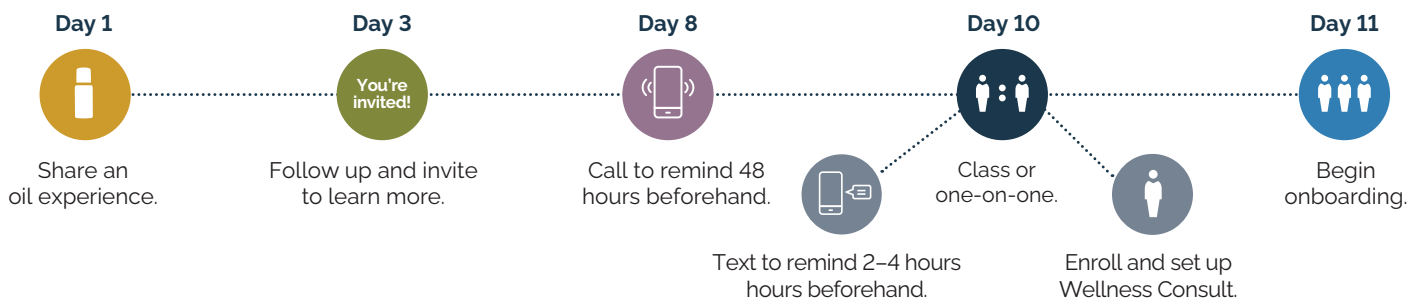
Class


Hi, Jane! How are you? . . . I'm reaching out to all my health-conscious friends to invite them to a short wellness workshop where moms come and learn smart ways to take care of their families naturally using essential oils and other natural products. It's about 45 minutes and will be at my house on Wednesday at 7:00 pm or Friday at 12:00 noon, which we reserve for the busy moms. We will go over your health goals, suggest a few cool tips for using essential oils and other natural products, and then show the most popular options. If you end up finding things you want to try with your family, that's great. If not, that is totally okay. But based on what I know about your lifestyle, I think you will love it, and I didn't want to leave you out. Is that something you would be open to attending? . . . Great! Which day works best for your schedule?

One-on-One

Hi, Jane. How are you? . . . I'm reaching out to all my health-conscious friends and setting up a 30-minute visit to go over their health goals, suggest a few cool tips for using essential oils and other natural products, and then show the most popular options. If you end up finding things you want to try with your family, that's great. If not, that is totally okay as well. But based on what I know about your lifestyle, I think you will love it, and I didn't want to leave you out. Is that something you would be interested to setting up?


Ideal Share and Invite Timeline



A photograph of two women sitting at a table, looking at a smartphone together. The woman on the left has long braids and is wearing a white long-sleeved shirt. The woman on the right has short brown hair and is also wearing a white long-sleeved shirt. They are in a casual setting with a white subway tile wall and a wooden beam above them. A small potted plant is on the table to the right.

“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



“Whatever you do, do it well. Do it so well that when people see you do it, they will want to come back and see you do it again, and they will want to bring others and show them how well you do what you do.”

—
Walt Disney

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 dōTERRA oils and products and the difference they are making. As a result, others help you reach more people using the power of community and connections.

Ways to Connect

- Feature testimonials on social media and during classes. Invite others to share about the products, and you connect the dots for the audience. Ask people to share a favorite product and enter participants in a drawing. Ask for stories and even videos on samples you've given out so they can be shared at later times.
- Seek out and partner with influencers who love dōTERRA essential oils and whom people trust and follow.
- Invite an expert to add essential oils to their existing services.
- Explore new groups and communities, get to know members, help or volunteer to teach, or have a booth at an event.
- Circle back to those who have yet to say yes to a sample or an invitation.
- Offer classes at a local business or community center.
- Post flyers with class information.
- Run essential oil studies with your upline.
- Offer free children's health and wellness classes to parents at a school or as a part of community education.
- Partner with practitioners and businesses. Offer corporate wellness programs and basic health coaching with dōTERRA product-based programs.

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.



Access the dōTERRA Social
Media Academy Training

Ask for Referrals

Most builders tend to enroll their warm market or established relationships first. As your early adopters experience your solutions, fall in love with dōTERRA, and thrive as loyal members of your community, they become an ongoing source of contacts. Make a list of those you think would love to refer others to you, and then:

- Invite to share using their Refer-a-Friend (RAF) link. Explain how the program works. Learn more about RAF on page 62.
- Invite to host a class and earn dōTERRA Dollars by enrolling guests with their RAF link. Refer to Invite to Host on page 84.

I hope you feel satisfied that I have answered your questions and provided you with some great solutions. As you can imagine, the success of what I do as a Wellness Advocate depends on referrals.

dōTERRA has an exciting program called Refer-a-Friend that I think you'll love. Basically, they've made it easier than ever to share the products you love with family and friends. With this program, those you refer enjoy a free one-year membership and the best part is, when they make their first purchase, you earn dōTERRA Dollars that you can use towards products, shipping, taxes, and more. It's a total win-win!

A couple ways for you to share are either one, simply share your link. Let me show you where you can find that in your membership portal....It's super easy to copy/paste along with a short message about the oils and products you know they'd love. In fact, we could even share that with a few people right now so you see how it works!

Another fun option is for you to host a class where I come and teach your friends and family all at once. Then you get that same referral bonus from any of their first/ enrollment purchases. It's a great way to maximize the Refer-a-Friend program.

No matter how you share, if you feel comfortable introducing me to those you refer who join, I would love to invite them to benefit from the education I provide and join our community. (Learn more about the Refer-a-Friend program pg. 62.)





Present & Enroll

Share the Message with a Call to Action

By the end of the Present & Enroll 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 organization.

“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, after accepting an invitation to learn more, is to experience a presentation where they catch the vision of what dōTERRA offers by way of life-changing products and an income-producing 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 one-on-one or online settings.

Presentation Options

Explore multiple effective ways to present the dōTERRA message. Familiarize 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 personalized setting.

Bring a class handout, enrollment 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 gaps, needs, or difficulties are.

Use a laptop or phone to share video(s) and enroll.

3-Way Call

Include 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.

Essential Oil Class

Whether held in a home, office, or coffee shop, providing essential oil experiences in a group setting helps create social proof for attendees in a low-pressure environment.

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

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

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

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

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

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

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 needed login, software, app, or link as needed in advance. This mitigates unnecessary distractions and time wasters.

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

Invite your prospects to enroll 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 drive to the event or watch together. Help them enroll at or during the event or follow up to do so within 48 hours.

Leverage 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 frees you to focus on your guests so you can help them find the right solutions to change their lives.

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. Download the <i>Class Attendee List</i> from doterra.com > <i>Empowered Success</i> > <i>Tools Library</i> > <i>Class Tools</i>	
<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 aromas (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"> • Be sure the host has taken the time to prepare both their dōTERRA story and introduction of the guest presenter (see pgs. 36, 53–54 in this guide). 	

2 Presentation

<input type="checkbox"/> Builder's Role	Class 1	Class 2	Class 3	Training flow for up-and-coming presenters
	<ul style="list-style-type: none"> • Welcome/share story • Intro/edify presenter • Share oil experience 	<ul style="list-style-type: none"> • Welcome/share story • Intro/edify presenter • Share oil experience • Teach part of class 	<ul style="list-style-type: none"> • Welcome/share story • Teach entire class • Share oil experience 	
<input type="checkbox"/> Upline Presenter's Role	<ul style="list-style-type: none"> • Edify/support host • Teach entire class • Share your story 	<ul style="list-style-type: none"> • Edify/support host • Teach part of the class • Share your story 	<ul style="list-style-type: none"> • Edify/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 • Enrollment 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 • Enrollment incentives • Book-a-class incentives • Calender 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 enrollments.			

3 Next Class

Invite guests to bring a friend to your next class.

Host: Title: Presenter:
 Date: Location:

Print additional Class Planner from:



Present with Confidence

Grow your confidence as you work to hone your presentation skills. Prepare yourself and your answers in advance, so you stay focused on the people you are serving when the time comes. Be intentional about your results. Write down your visions for each presentation (e.g., number of enrollments, 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!"
- **Mind your body language.** More than 75% of communication is nonverbal.
- **Make eye contact.** Use opening and inviting gestures.
- **Connect with the audience.** Share your story and be vulnerable. Emphasize the struggles you've overcome using the products.
- **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 the urgency to act now.
- **Be concise.** Keep your presentation under an hour to hold interest. Leave time to answer questions and enroll attendees afterwards.
- **Be mindful** of the energy you bring to a presentation. Positively "assume the enrollment" as the way to change each life! Avoid desperate, pushy, or salesy 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.
- Let the handout or video be the expert.
- Teach guests to rely on resources, not you.
- Share how products have positively affected your life.
- Simple classes lead to better duplication.

CPTG® is questioned:

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

There are concerns over internal use:

- dōTERRA labels for internal use according to FDA regulations.
- 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:

- Trust that whoever comes is perfect.
- Enjoy the opportunity to nurture the few who do come.
- Review your 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 on Amazon:

- The best 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 and shipping costs in free product credits with loyalty rewards).

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

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

Someone asks if this is an MLM:

- dōTERRA has an option to earn income.
- 92% of new customers purchase products for personal use.
- 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 Tip

- 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

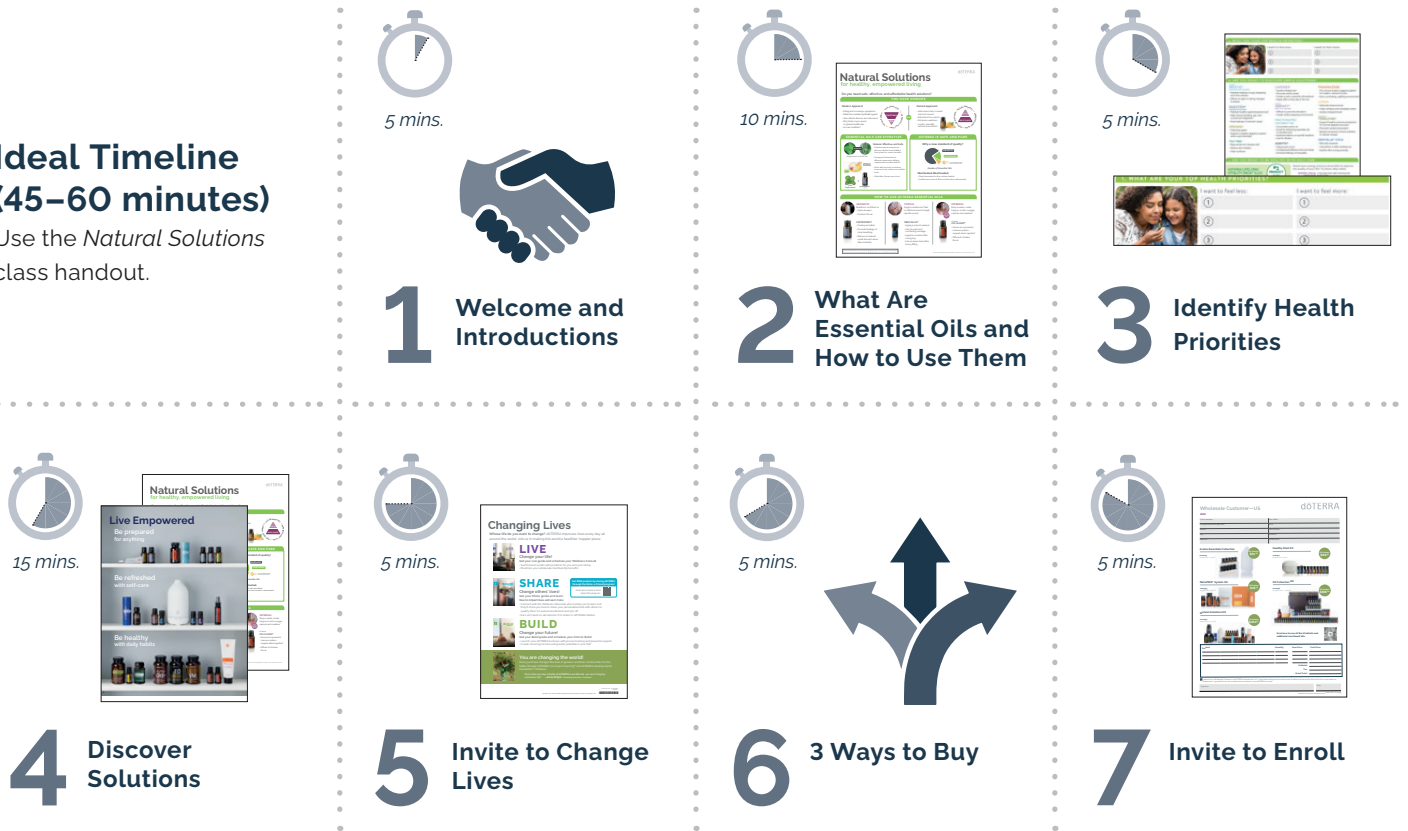
An introductory presentation to oils is the best way for prospects to learn more about the power of essential oils.

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, honoring the time guests have set aside to both learn and enroll. Once a customer, they can learn more. This initial class is dedicated to demonstrating value that compels them to enroll. The rest comes later with their Wellness Consult, continuing education classes, and participation in your team's wellness community. Ideally, teach at least two classes per week to keep a steady flow of people moving through your pipeline.

Ideal Timeline (45–60 minutes)

Use the *Natural Solutions* class handout.



Edify to Add Credibility

When first sharing dōTERRA with your own warm market, your attendees come because they trust you. When teaching with your upline as a guest presenter, establish the presenter's credibility by edifying him or her as a respected expert. Introduce your presenter with a prepared bio and warm introduction.

Purpose:

- 1** Gather people, create social proof, and make wellness fun.
- 2** Focus on priorities of attendees, share top solutions, and experience the power of dōTERRA essential oils.
- 3** Enroll guests, find your next hosts, book future classes, and identify new builders.

Class Script



1 Welcome and Introduction

Welcome guests. Introduce who you are, what you do, and share a brief story (1–2 mins.) of how dōTERRA oils have improved your life. 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. *Welcome to our class today. My name is Sarah. I am a mother of three, teacher, and dōTERRA Wellness Advocate. I have been using essential oils for the past three years. They have made a huge difference in the way that I care for my family's health. 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.*

Share your intention: Why did you invite them? *I am so glad you've come tonight. My number one hope is for you to understand the power of essential oils and how they can change your life.*

If introducing a presenter: Introduce and share 2–3 facts about the presenter that would help the audience know why they should pay attention. Then turn the time over to them.

If introduced by a host: Thank him or her for hosting the class. *I am so glad to have the opportunity to be here with you, and with Sarah as our host. She is amazing, and I love her passion for using natural solutions in her own home. My story is similar (share a brief oil experience). I am so thankful to the person who introduced me to dōTERRA essential oils. Life is so different now. I have more healthy options than ever before and my family has moved from surviving to thriving.*

Share the agenda: *Because of what I've experienced (give an example), I can't keep this information to myself. I see so many around me suffering who need the same help. Taking charge of your health is as easy as having a book (hold up or point to a dōTERRA reference guide) and a box of dōTERRA oils. These two things made all the difference in my life and my home.*

This is why I am here today/tonight. I want to help you have better solutions too. We will cover three things: what are essential oils, how to use them, and how to get them in your home. Our time together tonight will last about 45–60 minutes. I will keep things moving along, so if I don't get to all of your

questions, I'll be available to talk afterward. Some of you may also wonder about what I/we do as a dōTERRA Wellness Advocate(s). I/we have the most amazing job and if what I/we do interests you, Come talk with me/us after class. I will also offer a quick business overview then for those of you interested in learning more (optional to offer this after class).

How many of you want safe, effective, and affordable natural solutions? Raise your hand to invite others to do the same. Wonderful!

Explain: You Have Choices

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 issue management, not so much root causes, with an "if it ain't broke, don't fix it" or ambulance mentality. When things are broken, such as _____ (e.g., a kid's wrist from snowboarding 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 healthy living. The goal is 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 much it smells as fresh as an orange. I love the fragrant bouquet of aroma coming out of this bottle! It matters that an oil smells clean, pure, and accurate. Two, what do you notice when you put a drop in the palms of your hands, rub them together, cup around your mouth and nose, and inhale (demonstrate)? Now you try. What are you experiencing? The potency or concentration of an oil allows it to work immediately, even just by smelling! That brings us to our next topics: what are essential oils and how do they work?

2 What Are Essential Oils and How to Use Them

Explain: Essential Oils Are Natural, Effective, and Safe

Take a look at this picture of a peppermint leaf (point). 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, resins, stems, flowers, and roots of plants.



There are three really cool 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 natural. 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—babies, children, adults, and the elderly. Okay, that was our first cool thing about essential oils. Who can tell us what it was?

Reward whoever answers with a sample of an oil or product, and share what it's good for (optional).

Second, oils are effective. One example is their capacity to help our bodies. They have a remarkable way of hanging out both outside and inside our cells (point to the green and purple blobs on the cell image). These little blobs 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 cool thing 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 yet affordable. For example, it takes about three pounds 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 per dose. In our home, we can't afford not to use our natural solutions!

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

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. Talk about sensational! 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 favorite (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 combo 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 or a drop on your tongue (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 cool thing about essential oils. Who can tell me the third cool thing? 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, 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. These include things like perfumes, laundry, and body or self-care products. You can use dōTERRA's oils on your skin, breathe them into your lungs, and even drink them. Be careful. I am not referring to any other oil grade—especially synthetic. I am only referring to dōTERRA's. Never put yourself or family at risk by using cheap, adulterated oils.

Next is food grade essential oils (point to the green section). They meet the GRAS standard. Generally Regarded as Safe (point to green section of pie chart). This is a much higher standard required for internal use, but this grade is mainly used to just flavor food, again lacking certain health benefits.



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, leaving room for fillers, synthetics, and other contaminants to enter the picture. 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 in-house and third-party testing to guarantee it is unadulterated and safe to use. dōTERRA uses the FDA GRAS list as well as other criteria to ensure that many of their oils can be used for internal use. On every bottle of dōTERRA oil approved for internal use, you will see this Supplement Facts box (show a bottle with a Supplement Facts label).

Here's the thing, 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. No matter how you use them, synthetic or pure, oils get in your system. 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

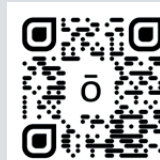
There are three main ways to use essential oils: aromatic, topical, and internal (point to each as you mention them). You have already experienced at least one of these methods as we passed the oils around. With each, I'll give you the top one or two reasons for that method.

With aromatic use (point to handout), the two main reasons for this method are to freshen the air, whether in you or around you, and create a certain atmosphere. Through a process called olfaction, which is a fancy way to say smell, oil molecules pass through the limbic system in as little as 30 seconds. You had a chance to experience this moments ago when you tried Wild Orange and Peppermint. Some of my favorite ways to create an aromatic experience are to breathe an oil straight from the bottle, 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 the little ones or those with sensitive skin or health issues, as mentioned before, dilute the oils with Fractionated Coconut Oil (show bottle).

Another popular class handout is called *Essential Oils Are Simple*, which comes in the Class in a Box kit.



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. The CPTG® quality standard is entirely safe to ingest when a dōTERRA oil is labeled for internal use. Just look for the Supplement Facts. This is unlike virtually any other brand. What I am about to share does not mean someone should ever ingest grocery store oils! With dōTERRA, you can put them in your mouth, under your tongue, in water and drink them, 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. They affect virtually every body system, organ, and cell in unique ways. Some favorite things to target are the gut, urinary, respiratory, and reproductive health and working with the skin from the inside out. 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 Health Priorities

Explain and Invite: What Are Your Top Health Priorities?

Now is my favorite part of the class. You get to write down your top health priorities so you can discover their essential oil solutions. Earlier, I talked about how all you needed to take control of your health 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 the page). Think about what you want to experience less of in your life, like low energy, poor quality sleep, or mental sluggishness. Or what you want more of: energy, uplifting environments during the day, or better digestion. To get you thinking, it seems most everyone needs extra immune support, soothing relief, and stress management. Jot down some things that we can talk about here today/tonight.

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



Next, before we start matching solutions to your list, let's set you up to find them. Look at the cabinet page (point). Notice the shelves are organized by topics.

The bottom shelf represents the choice to create healthier daily habits—because the little choices we make each day make all the difference in creating an overall sense of well-being. The middle shelf invites us to be refreshed more often with regular self-care. And the top shelf helps us have solutions on hand to be prepared for anything.

Think back to our 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 issue 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 sat at your desk all day, and Wintergreen is the perfect complement to a soothing massage. Maybe you felt a bit worn down after a long trip and need extra support with the dōTERRA On Guard+™ capsules. There you go (point). Or the neighbor mows their lawn, and dōTERRA Breathe® helps provide feelings of clear breathing. Stuff happens, and being prepared to handle it is a crucial choice.

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 great example. She used DigestZen® multiple times a day (point). Then she discovered dōTERRA TerraZyme™, dōTERRA's digestive enzyme complex (point). By making it a habit to take it with meals, DigestZen for her is now only for occasional use.

Okay, the middle shelf is what I like to call the swing shelf. Whether you choose to use Deep Blue® (point) before and after every workout or wait to use it when you can't move, the choice is yours. Wait until nighttime is a challenge and then start diffusing dōTERRA Serenity® (point)? Or make it a habit every night.

The cabinet is inviting you to ask yourself, "Do I regularly use bottom shelf habits because I am committed to a quality of life? Or do I tend to wait and find myself trying to put out fires with top-shelf reaches, wishing persistent situations would just go away?" The bottom shelf is how we earn our health. The top shelf is how we relieve discomforts happening in the moment. And the middle shelf goes both ways!

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

4 Discover Solutions

- Invite attendees to share a few priorities (see script below).
- As a group, discuss solutions easily found using their new understanding of what each shelf represents.
- Demonstrate how to use a dōTERRA 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 uses.
- 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.

3. ARE YOU READY TO BE HEALTHY WITH DAILY HABITS?

dōTERRA LIFELONG VITALITY PACK® (LLV)

Maximum nutrition for energy, focus, relief, and well-being.

- MICROPLEX VMz™: Bioavailable multivitamin and mineral
- ALPHA CR5™: Antioxidant, cellular energy, and longevity
- XEO MEGA™: Omega 3-6-9 fatty acids and nine essential oils

- Antioxidant and DNA protection*
- Eye, brain, nervous system function*
- Healthy inflammatory response*
- More energy, and less discomfort*

#1 PRODUCT

30-day satisfaction guarantee

Need more energy and less discomfort to improve the quality of your life? Try these daily habits.

- dōTERRA Lifelong Vitality Pack: 2 capsules each with morning and noon meals
- dōTERRA TerraZyme: Digestive support*: 1-3 capsules each meal
- Lemon: Cleansing*: 2-3 drops in water 2-3x/day
- Frankincense: Cellular support*: 2-3 drops under tongue and swallow 1-2x/day
- dōTERRA On Guard®: Immune support*: 2-3 drops in a capsule
- dōTERRA® Breathe Vapor Stick: Apply to chest and breathe deeply to enjoy a cooling, invigorating vapor
- PB Restore™: Probiotic defense*: 1 capsule/day

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease. See individual labels for ingredients, cautions, and instructions for use.

In every class, find the right time to bring up the dōTERRA Lifelong Vitality Pack® (e.g., when someone asks about how to have more energy or feel less discomfort after activity) and highlight the benefits. Share how these products are foundational to health when seeking most any kind of solution. As health priorities are shared, listen for one where 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. Highlight the value of positively impacting every body system by providing a full spectrum of vital building blocks to promote energy, health and vitality, as well as the means by which essential oils can work more effectively.

4. WHAT ARE YOUR TOP HEALTH PRIORITIES?

Circle 1-3 health priorities from the list below.

5. ARE YOU READY TO DISCOVER OILS SOLUTIONS?

Circle 1-3 oils you are most interested in learning more about.

6. ARE YOU READY TO BE HEALTHY WITH DAILY HABITS?

Circle 1-3 products you are most interested in learning more about.

Now, let's look back at page 3 where you wrote down your health priorities. Who would like to go first and share so we can help you solve as a group? . . . Choose a volunteer. Great! Thank you! What is one of your priorities? . . . Okay, so you want to work on _____ . Perfect. Okay everyone, let's give her some suggestions. As you look over the

cabinet, what solutions do you see that could work for her need? . . . Yes! That is a great idea! And here's why. _____ . Okay, anyone else have a suggestion? Yes, go ahead and share . . . I love that idea!

Share a brief example of how each possibility 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.

What makes this segment of your class the most powerful for your attendees is three things:

- **Solutions finding.** They see how easy it is to find solutions. One, using the lifestyle framework of the cabinet shelves. Two, using the oil suggestions and bullets listed in the middle of page 3. Three, they get to hear ideas from their classmates. The minute anyone other than the presenter is coming up with suggestions is when each person thinks to themselves "I want to try that!"
- **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 guide.** Showing how to look up a health priority or an oil someone is curious about in a dōTERRA 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. *Now that we have had the opportunity to identify some top solutions for your priorities, let's talk about how to get you started.*



5 Invite to Change Lives

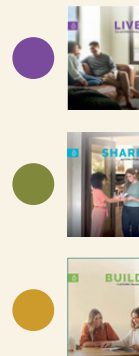
- Identify the three types of people: customers, sharers, and builders.
- Share dōTERRA's mission to change the world (Cō-Impact Sourcing®, dōTERRA Healing Hands Foundation®).



Point to the section on page 4 that corresponds as you move through each below.

3 Types of People—Who Will They Share With?

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



Customer

Sharer

Builder

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

Whose Lives Do You Want to Change?

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

Support Their Choice

Recommended Enrollment

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 program.

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

Let's find a kit or combination of products that best meets the needs of you and your family.

Sharer

The second type of person is sitting here, thinking, "Oh, my mother needs these oils!" Or, "I want my friend to learn about this." These people naturally want to share what they love. dōTERRA supports this type of person by rewarding those who share the 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 are interested in sharing.
- Schedule an Intro to Share within a few days.

Wellness Advocate

Let's find a kit or put together a combination of products that best fit the needs of you and your family 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 to me 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 an incredibly generous compensation plan. As these people educate others about the power of essential oils, they can earn enough to supplement their income and experience 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

I recommend investing in a Natural Solutions Kit or a combination of products that best fit the needs of you and your family. You'll also have extra to share with others who 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 Cō-Impact Sourcing and dōTERRA Healing Hands Foundation initiatives, dōTERRA partners with a vast network of growers and their families, making a huge difference in their lives and opportunities.

Enroll Successfully

The only way to truly change lives and change your future is by getting dōTERRA solutions into the homes of your prospective customers. 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 health by enrolling. There are three ways to purchase dōTERRA products. Guide each on choosing the best option for them.

6 3 Ways to Buy

Share the three ways to buy: retail, wholesale, or below wholesale. *Now that you understand your options for getting started, let's talk more about how to get these incredible solutions into your home.*



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 good option for someone making a one-time purchase.

Wholesale

The second way to buy is wholesale. Like an annual wholesale club, it gives you access to great products at lower prices—25% off retail. Wholesale Customers can also share dōTERRA products with others and earn 20% back in dōTERRA Dollars, which can be used on future dōTERRA orders.

Below Wholesale

The third—and best way, in my opinion—is below wholesale. This is the smartest way to purchase your oils. I'll explain why.

Kit Options

After explaining 3 Ways to Buy, share enrollment options and invite to enroll.

Now that we've established the powerful impact essential oils and specific supplements can have on your health, you might be thinking, "Wow, there are even more possibilities than I imagined!" dōTERRA provides incredible options for living a natural lifestyle, from establishing daily wellness routines to having the right things on hand to easily care for needs when they arise. So you'll need more than one bottle of an oil!

dōTERRA has made it possible for you to get the best value on the products with an option for free membership and ways to buy below wholesale from the get-go. Whether you get started with a carefully crafted collection or I/we help you create your own, you can customize your dōTERRA lifestyle!

Based on our conversation today/tonight, here are a couple recommendations to get started.

Briefly highlight the one or few kits and/or product bundles you recommend. Recognize some prospects may have interest in more than just essential oils so offer supplement options. Also know that although many enroll with oils, the majority of top products reordered on a monthly basis are supplements.

Keep in mind, too many offers can be overwhelming and a confused mind tends to say no. The following scripts offer ways to share and compare kits.

To kickstart a health daily routine, I recommend the Healthy Habits Kit. It includes the dōTERRA Lifelong Vitality Pack®, digestive supplements, and essential oils and blends. Or for more of a complete lifestyle kit, the Natural Solutions Kit is my favorite. It includes everything you saw in the cabinet (point to page 2 of the class handout): the most important essential oils, a fabulous diffuser, and important daily wellness supplements.

It's a true lifestyle kit with huge savings. Show them how they can personalize their order with one or a few add-ons.

If a prospect is looking for a more basic oil experience, suggest the Healthy Start Kit. *The Healthy Start Kit is considered a sample or travel-sized collection. Each essential oil bottle has 85 drops, plus you get a diffuser.* For more value, suggest the Home Essentials Kit. *But if you're looking to get more bang for your buck, the Home Essentials Kit includes all the same essential oils— but with 250 drops per bottle—and an upgraded diffuser. You get triple the amount of oils for under half the price! I also suggest adding the Lifelong Vitality Pack to establish a daily wellness routine.*

With no enrollment fee and cart within a cart options, prospects can still experience savings and create their own adventure. Suggest a combination of basic supplements like dōTERRA PB Restore™ and LLV. Then, solidify their purchase with top essential oils and blends.

No matter what, you've got great options and I/we am/are here to help you choose what's best for you and your family. And I/we have two great bonus offers! Any order over 100 PV automatically earns FREE shipping! Even better, make your order 150 PV or more and you'll also receive a FREE diffuser!

Next, either hand out or show the Wholesale Customer Agreement form or your own flyer showing recommended enrollment kits and/or bundles. Additionally, provide a link/QR code for each offer to streamline the enrolling process. Attendees can easily use their phone or a computer to enroll. Any additional products they desire can be added before checkout. Prior to a class or presentation, prebuild carts with your recommendations using your back office Link Generator so you have links/QR codes ready to use. When applicable, achieve below wholesale pricing on select items using cart within a cart.

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.



During our time together, you've likely 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 after. And if you book tonight, you take home this keychain! Show keychain.

This is my keychain. It holds my eight on-the-go essential oils. I love it because no matter where I am, I have my solutions with me. If one of my family members experiences an occasional upset stomach while traveling, I can quickly use DigestZen®. If the kids are going crazy, Lavender is at my fingertips to help provide a calming aroma. When out to eat, I drop dōTERRA On Guard® onto the hands of my family members to clean up before eating. There's really no end to how I regularly use my oils. This little case has become one of my most favorite possessions. Everyone needs one of these to access solutions wherever they go. Who would like to take one home? Everyone raises their hands.

So here's the thing—you're actually not going to purchase this from me. You earn it as a reward. If any of you would like me or _____ to come teach a fun class like what we did here today/tonight, I'll/we'll send you home with one of these. 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 comes, I'll fill an oil vial in your keychain with one of the basic oils! So if you have four people come, I'll fill four of those little vials. Have eight people come, I'll fill the whole thing!

And...one of the best parts about hosting is dōTERRA's exciting Refer-a-Friend program! For everyone who enrolls and places their first order, you earn dōTERRA Dollars you can use on any future product purchases, and more!

7 Invite to Enroll

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 enrollment incentives and/or dōTERRA promos. **Enroll today and get a free Wild Orange.** Be clear and concise. The confused mind says no. Avoid an excess number of offers.
- Invite guests after class to use a dōTERRA reference guide to look up solutions for the health priorities they listed on page 3.



- Let them know they can add any additional items to their first LRP order.
- Instruct how to fill out enrollment forms, explain Wholesale Customer versus Wellness Advocate. Enroll most everyone as a Wholesale Customer and those who want to share or build as a Wellness Advocate.

Enjoy the essential oil-infused refreshments. If you have any questions, ___ and I/we will be coming around to help you decide what kit is best for you and your family and answer any questions you may have. Pass out reference guides. Have enough to match the number of attendees if possible.

Individual Attention

You need at least 15 to 20 minutes after class to help everyone create their orders. Have each person look up their top concerns in the reference guide. The first person you want to help is the one who has to leave first. Kneel next to each person (don't hover) and ask, *What are we working on?*

Review their health priorities and see what products they wrote down that they think they need or found in the reference guide. Be sure they included common oils for each priority. Then suggest the kit/oils/products that best fits their needs. *Here's what we're going to do: I suggest you start with the _____ Kit. It has (name products), just what you need to start addressing your _____.* Share what you love about the kit/oils/products you feel are best.

Don't oversell or push. Instead, truly help them to best match their needs by confidently connecting everything back to their health priorities and how the suggestions provide specific support. Assume they have come prepared to buy and want to improve their health. Then, when they are ready, say, *I'm going to let you work on filling out this enrollment form (show them where to write) while I help a few other people. Then I'll come back and check on you.*

The best time to schedule a Wellness Consult is at the time of enrollment. The best time for a consult is after their order arrives. Use the script in the second column on page 69 to book appointment.

Follow up within 24–48 hours to assist those who did not yet enroll. Remind them of any expiring special offers. *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 best fits your needs? What questions do you have? Is now a good time to walk you through how to get started?* Enrollments are often the result of 3–5 interactions. Those who did not enroll at the class may need more experiences before they are ready.

Consider generating a link (in your back office) for each of the enrollment kits. Then, save those links so they are ready to share when enrolling. Each enroller needs to create their own links to share with their individual attendees.

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

Introduce the Refer-a-Friend Program

The Refer-a-Friend program gives you a perfect way to motivate and engage your customers in sharing dōTERRA products. The program allows your Wholesale Customers to earn dōTERRA Dollars, without the commitment of being a Wellness Advocate, that they can then spend on products, shipping, taxes, or even annual membership.

This program is also a powerful tool when it comes to activating customers in generating new leads from their existing networks, especially if they are not interested in taking on the responsibilities associated with becoming a Wellness Advocate.

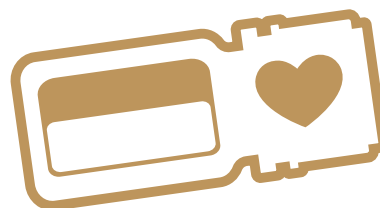
Strategies and Tips for Utilizing Refer-a-Friend:

Introduce Your Customers to the Refer-a-Friend program: Your customers are your greatest lead generators. Help them share their dōTERRA experiences with others in ways that are authentic and genuine to them.

Partner to Host Classes: Encourage your customers to host a class to reach a broader group of people at once. They can host a gathering in person or online and work with you to tailor a topic geared towards the collective needs of the group—whether it's a broad topic like introduction to essential oils or a targeted wellness deep dive, they invite, you teach, and they earn dōTERRA Dollars from their personal referrals who enroll. Refer to the section "Intro to Host for Successful Hosting" on page 84 and use the *Share* guide to help them and you create positive experiences and outcomes.

Stack Rewards: dōTERRA rewards customers with 20% of their referral's first order in dōTERRA Dollars (based on the PV of the order), but you can always offer additional incentives and special promos to your customers to encourage them to share dōTERRA with others. This could be a free oil, an oil experience, a swag item, and more.

Waived Enrollment Makes Sharing Simple: One of the best things for a referring customer to know is that for anyone who joins with their Refer-a-Friend link, their first year of membership with dōTERRA is FREE! Make sure they understand the special value here! They could say in their messages: *I love my dōTERRA products so much and I want you to have the ability to get them at wholesale like I do! I am able to offer you a FREE membership for one year when you use my link so you can get everything at 25%, just like me!*



LOVE



SHARE



EARN

Learn more at:



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 Wholesale Customer.

Initial Sponsor Change

You are given a until the tenth of the month following their first order to move new members you enroll. Use this time period and their Wellness Consult to learn more about their interests and desires. Then, you can make better long-term 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 this early stage 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 modeling this support, your builders are more inclined to do the same.

Discover Their Pathway

Understand the three pathways below so you can effectively discover which one interests each enrollee after they experience 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 best thrive and be supported. Refer to page 108 for greater details on the following roles.

Customer

- Primary interest is in using the products for personal health and the health of their family.
- Enrolls as a Wholesale Customer.
- May or may not be on LRP.
- Shares casually with friends and family and can earn dōTERRA Dollars through the Refer-a-Friend program.

Sharer

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

Builder

- Wants to earn an income.
- Enrolls as a Wellness Advocate.
- Is on LRP with a 100+ PV order.
- 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 on pages 7-8.
- **Capable:** Enrolls a builder on their own in their first 14 days 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 enrollment.
- 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 leg) but does not have to be on the frontline of that leg.
- Always keep enrollership 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 anytime on or before the tenth of the month following their enrollment via the back office.



Scan here to change a sponsor.

Where Should You Place Them?

Place new enrollees where they will best grow and be supported. Add builders as you find them. The pace of building team structure varies. Depending on when your builders or business partners are enrolled and engaged 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 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 Wholesale Customers on your frontline to support needed volume for your Power of 3 \$50 bonus qualifications.

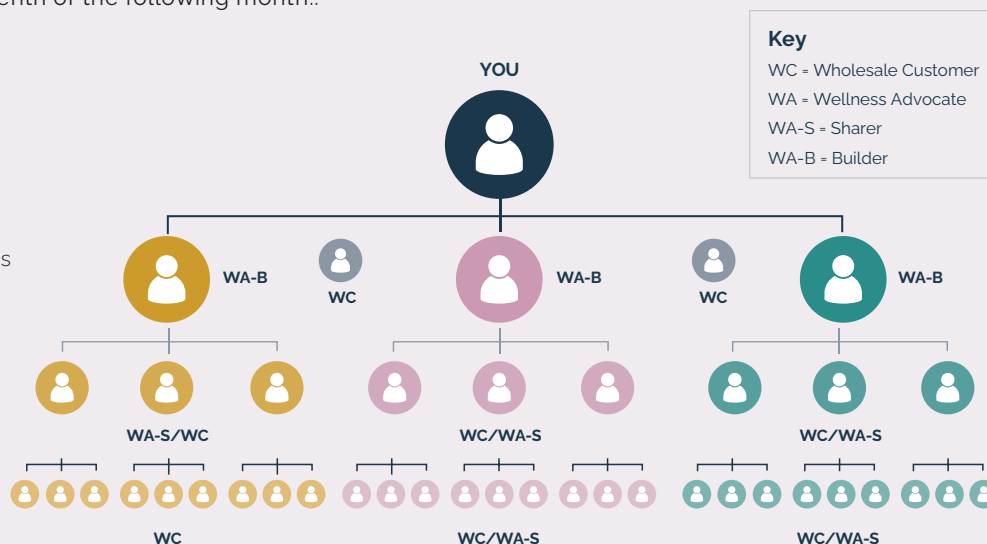
1. Enroll your business partners.
2. Place them, choosing long-term vision and success over short-term needs.
3. Move, if needed, by the tenth of the following month..

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 under a sponsor with whom they share similar interests, already know well, or live nearby. A good sponsor can truly make a new customer's dōTERRA experience.** Based on the different columns of your Names List (pgs. 15–16), construct legs with people who'd best support each other in their respective worlds. You could create a family leg, a common friends leg, a location leg, or a niche leg.
- **As you continue to enroll, strive to place most of your enrollments under committed and capable builders who actively enroll and support their team and customers.** Supporting them in their goals can help you reach yours, so incentivize them by matching their efforts.
Sponsors who don't follow through on their role can frustrate the growth of potential builders. To prevent this, it is highly recommended that you maintain enrollership over your enrollees until the new sponsor earns their position. That way, if the sponsor doesn't perform as expected, you still have the option to grow your enrollment as your own, new qualifying leg, or move them under somebody else.
- **If you haven't found a committed builder for a leg, do the best you can to choose someone (like a trusted family member) who may want to swap out with a qualified builder/business partner later.**
- **Remember the following for Wholesale Customers:**
 - New Wholesale Customers are eligible for a one-time sponsor change, but it must be completed by the tenth of the month following their enrollment. If you want to change their placement after that, they must upgrade to a Wellness Advocate account, which can be done in their back office account.
 - Once they've upgraded, the Wellness Advocate needs to enroll a new customer with a minimum of 100 PV. Then you have until the tenth of the month following that enrollment to make the change.
 - Before placing new customers, have a qualifying conversation with the potential sponsor. *I have a new enrollee I'd love to place under you. But first, I'd like to arrange a Wellness Consult with the three of us to ensure a good connection is established and you align on product education, sharing, and building. Is that something you'd be interested in and can commit to?*

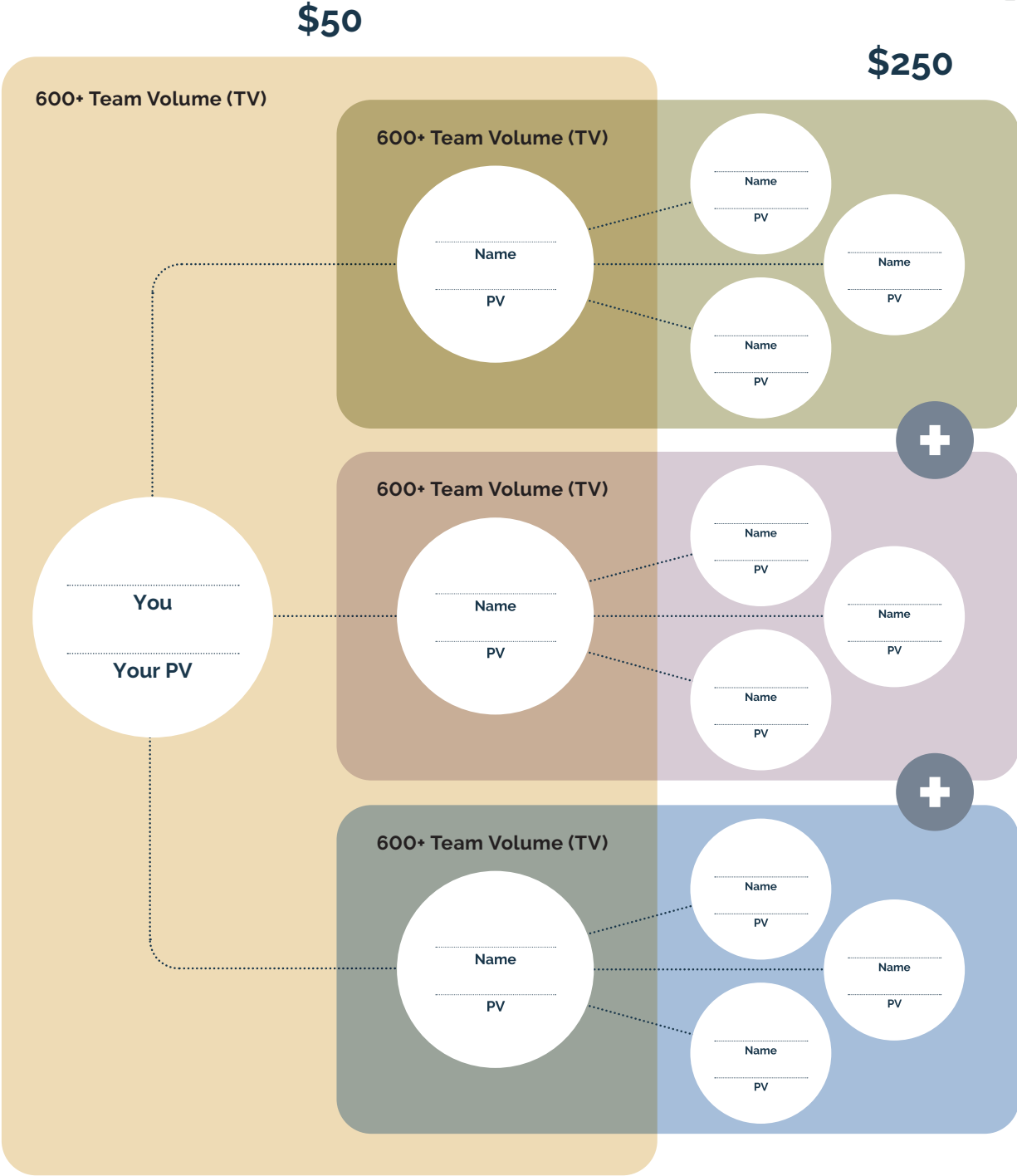
For placement changes or questions, refer to [Team Tab > Placements](#) in your back office your upline, or dōTERRA's Business Advancement team at 801-370-2140 or businessadvancement@doterra.com. Requested moves and changes can also be sent to placements@doterra.com.

Power of 3 \$250 Planner

As you structure your team for future rank achievements with your business partners and their business partners, you are naturally working toward your Power of 3 \$250 bonus. To do so, achieve 600+ Team Volume (TV) per four person box (also includes any other volume for each level). Each of the four persons need a minimum 100 PV LRP order to qualify you on that level.

When you are ready to build toward your Power of 3 \$1,500 bonus, use the planner found here:

Scan here to access the Power of 3 \$1500 Planner







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 individual needs. Use this effective follow-up process to support each new enrollee. Success begins by engaging in timely follow-up with your own enrollees, and then continues as your builders learn to do the same.

Enroll



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 enroll and their excitement is high. Set Wellness Consult up shortly after their kit will arrive. Give *Live* guide at time of scheduling.
- *Because you're investing in your health, 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 walk away from the call with a Wellness Plan that addresses your top health priorities, know how to order and receive bonus products, and learn how to find solutions anytime. How does that sound? . . .

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

Add to contact management app

- Text/email essential oil tips.

Day before Wellness Consult

- Text reminder: *I'm so excited to dial in together on your go-day plan to support your health priorities! In preparation for our call, you'll want to watch the first video at the top of this page: doterra.com/empowered-life-series-daily-wellness. It's just over 10 minutes and will help make the most of our 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 health priorities.
- Integrate dōTERRA into their lifestyle.
- Set up a Daily Wellness Plan.
- Maximize 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.

Top Tip

- A 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 specials and incentives.
- Share tips and new product announcements.
- Promote continuing education and provide drip campaigns (see pgs. 73–74).

My customers love being in the know about promotions and essential oil education. Would you like me to add you to my VIP Customer List?

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

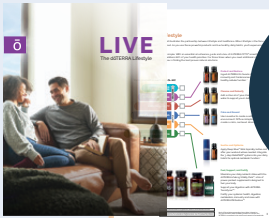
With experience, customers naturally build belief in dōTERRA and the products, growing in their desire and willingness to share what they love. Some will emerge as hosts and builders when invited to expand their involvement.

Healthy Customer Community

Wellness Consult

1 Intro Lifestyle

- ✓ 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 Wellness Consult

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



3 Connect to Resources

- ✓ Recommend your favorite dōTERRA reference guide and app.
- ✓ Introduce to dōTERRA support, online education, and social media platforms.
- ✓ Invite to Continuing Ed. (see pgs. 73–74 of this guide).
- ✓ Invite to team and community groups.
- ✓ Invite them to share and build. For example, introduce Refer-a-Friend, give them a *Share* and/or *Build* guide, book an Intro to Host or Intro to Build.



Are you interested in earning free products or even an extra source of income with dōTERRA? The best way to get started is by hosting a class. I'd love to partner with you to share dōTERRA with those you care about!



Learn more and download the complete *Wellness Consult Script*





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:

Need More Essential Oils

For a short period of time, gradually increase the number of drops and frequency of use, while making sure to follow the instructions on the label. Try this until results are achieved or re-evaluate the progress. Some things simply take time 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 health 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 minimized or even compromised. If you haven't done so already, be sure to add the dōTERRA Lifelong Vitality Pack® of products 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.

Continuing Education

After Onboarding Customers

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

Why Continuing Ed?

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



Top Tip

- Invite customers to invite guests.
- Invite prospects who didn't enroll at their first class.
- Invite prospectsprospective customers 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 Pyramid, then use the corresponding pages for reference.

Potential Topics:

- Daily Health Habits with LLV
- Cooking with Essential Oils
- Children's Health
- Optimizing Weight
- Living with Energy & Vitality
- Exercise & Movement
- Create Restful Sleep Routine
- dōTERRA Emotional Aromatherapy®



- 30-Day Detox
- Reduce Toxic Load in Skin, Hair, and Body Care
- Green Cleaning
- Be Prepared for Anything
- Body System Targeted Support

Specialty Classes:

Offer classes on additional lifestyle topics of interests.

- Back to School
- Mommy & Baby
- Winter Make & Take
- 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.

- 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.
- Cover the steps listed on page 71.
- Consider offering some kind of incentive for attending or bringing a guest or spouse.



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.



Scan for a list of product education resources.



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, favorite tips, and recipes. Look things up together with the help of a dōTERRA 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 environments of shared values where they can learn and grow together.

Filling gaps in customer experiences is a powerful way to support their long-term health and wellness goals. Consider those in your care and look in your back 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 that can serve them.
- Need additional ideas for health priorities.

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 check in . . .

A. Answer questions and offer solutions:

. . . to see if you have any specific questions about how to use your products or have any health 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 DigestZen® too! Have you tried the tabs or 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

Okay, great! I loved the time to connect today and getting to know you better! I have written down here that I am going to _____ (e.g., text a link) and make sure you get _____ (e.g., to join our FB group). Please feel free to reach out to me directly with any questions!

Know Your Retention Rate

Track your personal and team customer activity and retention rate in your back office:

My Office > Wellness Advocate Services > Genealogy > Summary Genealogy

“The fortune is in the follow-up.”

Michael Clouse

Add-On Scripts

Community Invite

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

Continuing Education Invite

Also, 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., Tuesday at 7:00 p.m.) for a Zoom call. I'll send you the link. Or at _____ (e.g., my home).*

B. *We broadcast live every _____ at _____ (e.g., Wednesday at 7:00 p.m.) from our essential oil enthusiasts FB group called _____. Makes it super easy as well to catch recordings. 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 FB 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 to?*

Offer Promotions & Incentives

A. *Also, I wanted to be sure and share with you about an exciting offer! By placing a minimum _____ (e.g., 200 PV) order this month by the _____ (e.g., fifteenth, thirtieth), you will receive a _____ (e.g., a dōTERRA special or your own)! If a commitment is given, *Okay, I have down here you are going to place your order by the fifteenth so you can get your free _____! Did I miss anything?**

B. *Also, dōTERRA is offering something amazing this week only: _____ (e.g., BOGOs). A few details are. . . . To make it super simple, I can send you a link _____ (see Link*

Generator under Account Profile in back office) *that takes you right to the offer _____ (e.g., Mystery BOGO Box, each day's BOGO). Then you can add anything else from there.*

C. *Also, I am offering a free gift _____ (e.g., an essential oil or AromaTouch Technique® session) to any of my customers who place a 100+ PV loyalty order this month in appreciation for your continuing trust. Is that something you would use or enjoy? . . . Great! I'll send a coupon to you right away with those details.*

D. *Also, I have some exciting news to share with you! For any enrollment order of 100 PV or more, shipping is free! And that's not all! For orders of 150 PV, or more, you also get a free gift!*

Invite to Share and Build

A. *Also, I want to be sure and share with you that dōTERRA has an exciting program called Refer-a-Friend. They've made it easier than ever to share the products you love with family and friends and earn rewards for doing so. With this Refer-a-Friend program, those you refer enjoy a free one-year membership with dōTERRA and the best part is, when they make their first purchase, you earn dōTERRA Dollars that you can use towards products, shipping, taxes, and more. It's a total win-win!*

B. *Also, I know how much you love using your products, and and I bet you've thought of others who would benefit from them too. Would you consider hosting a class and would you like to receive a nice gift for doing so?*

C. *Also, I just came back from _____ (e.g., event, class, convention), and I could not get you off my mind! I was surrounded by such purpose-driven people and could so see you as part of it all. I would love to make time to chat.*

D. *Also, I keep thinking of you! You remind me of the amazing people I work with in this mission of spreading the good news of _____ (such as your mission or message) with dōTERRA essential oils. Would you be open to taking a look at this incredible opportunity to change lives?*

Top Tip

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 enrollments 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 organized list of those who love to hear from you about specials and educational opportunities. Make it easy to use and quickly send out communications in a timely manner. 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. As your support team, I was looking in the back office and noticed . . .

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 favorites are! . . . What got you involved with essential oils in the first place?

Only ask this if you don't actually know.

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

Also, . . .

Go to step 2.

Haven't ordered in a while

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

Also, . . .

Go to step 2.

Purchasing but not on LRP

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

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. It's the smartest way to buy. 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 not running. Were you aware? . . . I didn't want you wondering why your order isn't shipping out to you. One reason could be your card on file has expired or is one you no longer use. I am happy to get that fixed if you'd like.

Also, . . .

Go to step 2.

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 health 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 back office). Ah, yes! Wonderful! 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 maximize 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 the products you have.*

- *I would love to get that 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?
. . . Oh, also, I find people love to come prepared, so I'd love to send you a link to watch beforehand (e.g., the Live Overview video at doterra.com). Would that interest you? . . . Great! Would you prefer I text or email you the link? . . . 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.*



Together, we are rapidly sharing hope and wellness through dōTERRA's worldwide movement.

dōTERRA
essential oils

BUILD

A dōTERRA Business





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. They need to know where you are going before they'll join you. Help them see themselves "in it."
- 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 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.** Utilize 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 attributes 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
- Create from inspiration

- _____
- _____
- _____
- _____

Casual & Unwilling—Who They Are Not:

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

- _____
- _____
- _____
- _____

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 open to new business and income opportunities?*

B. *Are you open to learning how you could create an additional income stream with dōTERRA?*

C. *It's wonderful how much you enjoy using essential oils! I'm just curious, have you thought about sharing with other people and making an extra paycheck?*

- 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. You would be incredible at this. I can't get you off of my mind.

- Once they affirm 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.

Oh my! I just got off the phone with _____ (upline). 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 pique their interests (e.g., the company, compensation plan, product quality/CPTG®, Cō-Impact Sourcing®, dōTERRA Healing Hands®).

Are you open to watching a video or two that share what we are about? Our mission is so profound and global, yet so personal.

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

How about I call you Thursday and we can chat about what you've experienced?

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 customized.

Agenda:

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

Why 3-Way Calls

3-Way Calls leverage 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 invite their own business partners and builders.

- 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 casual conversations people tell those they trust that they are looking for a new opportunity in their lives.

This is networking at its best—when you have a middleman who brings people together. Use the scripts on the following page to help stir the right conversations so you can ask for builder referrals.

Invite to Share and Host

An effective way to grow your dōTERRA community and find new builders is for others to share and host presentations, inviting their own guests. To open that door, listen during conversations or observe interactions on social media. When the time is right, share a product experience, a part of your natural lifestyle, or how dōTERRA is your vehicle for creating more in your life. Consider sharing something like: *I love being part of a movement that brings hope and health to homes and lives! I do this by teaching others to use dōTERRA products in their everyday lives, just like I do! I love knowing I am changing lives worldwide with our growers and their families and right here at home.*

Anytime you are sampling, inviting, hosting, presenting, and especially during Wellness Consults and continuing education classes, look for opportunities to plant seeds about sharing, hosting, and building the business.

Here are a few different ways you can phrase an invitation:

A. *dōTERRA has made it easier than ever to share the products you love with family and friends and earn rewards for doing so. With our Refer-a-Friend program, those who enroll enjoy a free one-year membership with dōTERRA. And then you earn 20% of their order back in dōTERRA Dollars, which can be put toward future dōTERRA orders, including products, shipping, and taxes. It's a total win-win and everyone is rewarded!*

B. *If you can see yourself doing what I'm doing—helping others discover solutions—and are curious about being a Wellness Advocate, I would love to share how you can get your products paid for and supplement your income at the same time. Come talk to me after the class!*

C. *I'll be honest—you aren't going to be able to keep this goodness to yourself! So, why not plan ahead? Let's get you scheduled to host a class just like the one you experienced so you can share with those you care about and earn rewards!*

Intro to Host for Successful Hosting

When you invite sharers and potential business partners to host a class (in person or online), you provide a positive experience where they can see themselves doing what you do. For those who need a softer introduction to the business, have an Intro to Host conversation. Consider covering the following:



- Give them a *Share* guide to introduce ways to share dōTERRA with others or host a class.
- Walk through each step in the *Share* guide to ensure they catch the vision of how to create great experiences for themselves and those whom they'll share. Whether they invite to a class or one-on-ones, help them feel comfortable with both introductions.
- Have them start making a list of those they want to invite: family, friends, neighbors, and associates. Suggest they share their product experiences and story, and maybe a product sample, prior to inviting others.
- If they'd like to host a class or do something more, refer to page 11 of the *Share* guide. Scan the QR code to access and use the Class Planner (pg. 50 of this guide). Create a clear, organized plan for any class they host. Identify who will do what between the two of you so you can have an optimal experience that encourages enrollments.
- Referring to page 10 of the *Share* guide, discuss if they'd rather be compensated through the compensation plan or Refer-a-Friend dōTERRA Dollars. Keep in mind, their interest in the business can increase after hosting a class.
- Follow up and clarify who will take care of finishing enrollments, conducting Wellness Consults, and providing customer support. Solidify their commitment to building a business and additional income with dōTERRA.

Ask for Builder Referrals

A. *I wanted to reach out 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: chiropractic or spa).*

My desire is to invest my time, money, and resources into the right person—someone who is interested in natural health, has an entrepreneurial mindset, and just needs the right coach and support. Would you be open to helping me? 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 International, to expand the influence and power of essential oils to millions of lives across the globe.*

Each year, more than 30,000 like-minded Wellness Advocates, like myself, attend an annual global convention, where we gather to grow our knowledge and capacity to share and help others boost their wellness and financial control.

I am currently looking for people who might be open to exploring this life-changing business. There is serious potential here. I really respect your opinion and judgment and am wondering if you know anyone who would be in a place in life where, whether because of economic changes, or a simple desire to more purposefully serve others, would have interest. It could even be someone who hasn't expressed any such needs or desires, yet is a bright, energetic, self-motivated person. I am super grateful for any referrals that come to mind for this extraordinary opportunity. If you would prefer to see what it's all about first, I would love to set up a time to do that as well.

Talk to Strangers

When strangers meet, often one of the first exchanges in conversation is to ask one another, "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 are scripts exemplifying a response pattern, showing 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 health solutions 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 to ask questions about their work so you can customize your response: *It's actually pretty amazing! I love what I do! What do you do?* Then, once you are aware of what they do, you can cater your response:

A. *I work with moms 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 health or financial priority you're focused on? Once they answer, respond with:

A. *Are you open to trying something natural for that?*

B. *Are you open to other ways to earn additional income?*

The goal is, that upon sharing your statement, the other person says: "Actually, 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 or natural health?*

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.

You know how most people _____?

I do the most amazing thing. I teach people _____.

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 further your conversation.

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

—
Percy Ross

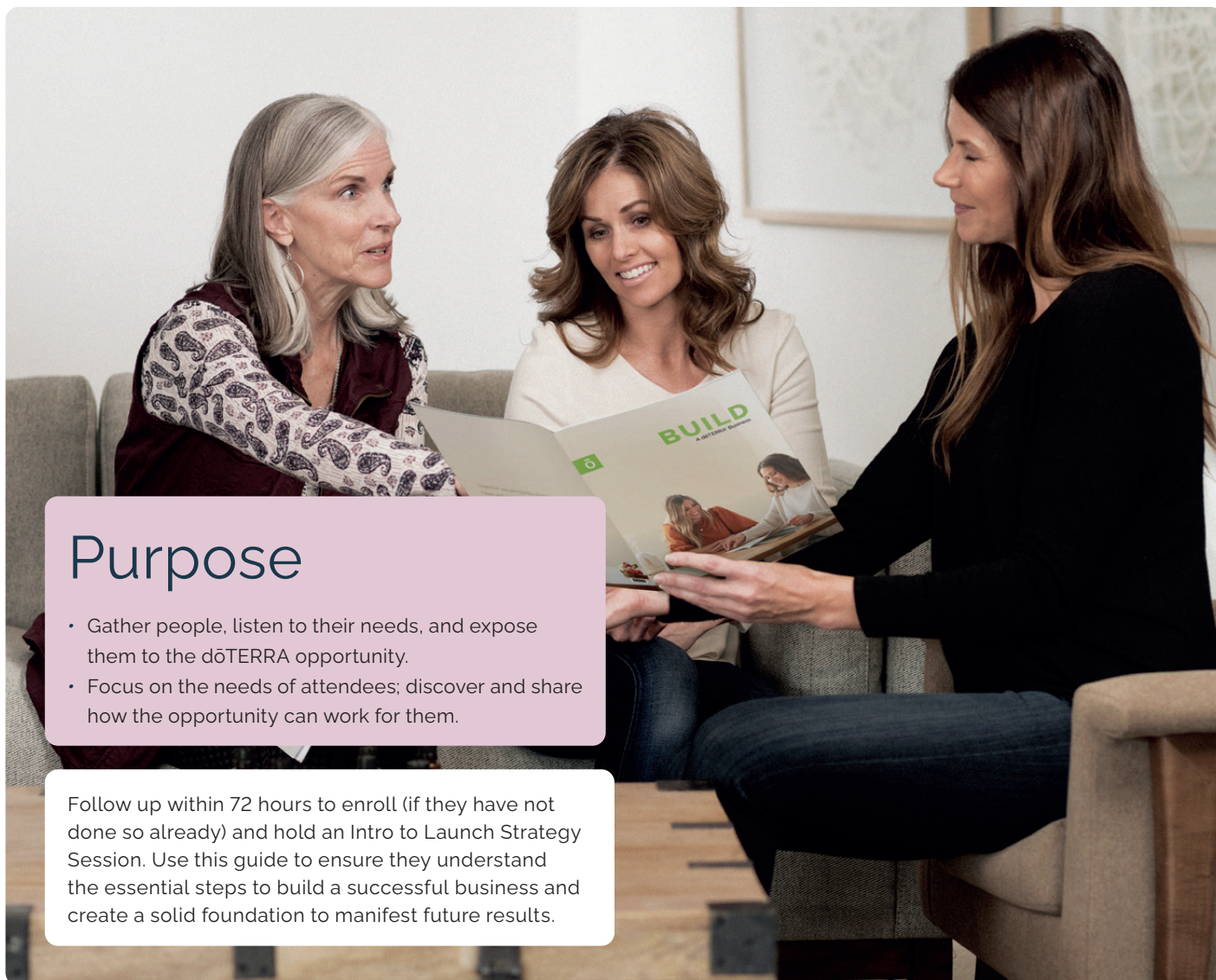


Intro to Build

People choose the dōTERRA business opportunity for different reasons. Some come for the income, others for the mission. Let the pages of the *Build* guide invite the right conversations.

During an Intro to Build presentation, 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 the solutions the dōTERRA opportunity offers.

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 pg. 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, easy to replicate, 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 expose them to the dōTERRA opportunity.
- Focus on the needs of attendees; discover and share how the opportunity can work for them.

Follow up within 72 hours to enroll (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 manifest future results.

Ideal Timeline (20–60 Mins.)

Use the *Build* guide handout.



5 mins.



1 Welcome

Open and share business story (pg. 36).

If there is a guest presenter, introduce and edify.



5 mins.



2 Why a Pipeline

Buckets versus pipeline story. Learn about their situation.



5 mins.

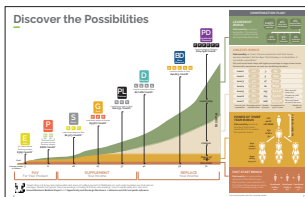


3 Why dōTERRA

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 Choose a Path

Introduce how to share and earn.



5 mins.



6 What It Takes

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



5–10 mins.

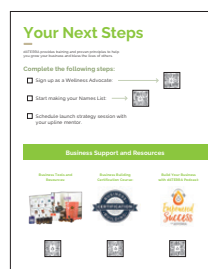


7 Q&A

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



5–10 mins.



8 Invite to Partner

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

Intro to Build Script

People choose the dōTERRA business opportunity for different reasons. Some come for the income, others for the mission. Let the pages of the *Build* guide invite the right conversations.

During an Intro to Build presentation 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 the solutions the dōTERRA opportunity offers. 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 pg. 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, easy to replicate, and tailored to your prospects. Use the outline and script on the following pages to guide successful presentations.

They Talk

- Connect, first. *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 continue.
- Then, work these questions into the conversation naturally to further understand your prospect's needs and interests.
 - *What would you like to change about your current situation?*
 - *Where are you with your . . . (e.g., health, relationship, finances, time, interests, sense of purpose)?*
- *Is there anything your job/career isn't doing for you? Any frustrations or unmet financial needs, or goals?*
- *What impact does that have on your family? (e.g., hope, trust, relationships, health, finances, time).*
- *What might happen if things don't change? How serious are you right now about trying a new route?*



You Talk

Be authentic when you connect someone's pain points to your solutions. Share your certainty and your passion.

1 Tell Your Story

I know we can make a difference in your life! The reason I know is we helped ____ (share a relatable story about someone else). In fact, I'd love to tell you a little about my story and journey (prepare a story in advance. Use pg. 36 as a reference).

2 Why a Pipeline

Tell the buckets and pipelines story and share why building a financial pipeline is important to you. Your story may involve sharing how your life has changed since you joined dōTERRA and how the future looks to you now.

If you could have your ideal dōTERRA business, what would that look like? Are you looking to supplement or increase your income? Do you have bigger goals in mind?



Top Tip

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



3 Why dōTERRA

Focus on what will inspire this person most (it could be the mission to bring essential oils into homes, self-directed healthcare, amazing compensation, the most tested and most trusted CPTG® quality essential oils, extraordinary company values and leadership, or global initiatives like dōTERRA Healing Hands Foundation® and Cō-Impact Sourcing®).

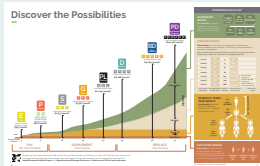
Is there anything else you need or want to know in order to move forward with building a business with dōTERRA?

Express confidence that your prospect can create the life they desire.



4 Generous Compensation

Highlight the four ways to earn with dōTERRA and their overall earning potential. Consider using a video to supplement this explanation.



5 Choose a Path

Invite your prospect to engage at the right level for them. *Let's find the best way to get you started. Which path best fits your goals and current life situation? By when would you like to reach your goals? How many hours a week are you willing to commit to sharing dōTERRA and building your financial pipeline?*



If needed, say the following: *I want to be realistic with you. As I look over your goals and the number of hours you're willing to dedicate, based on company averages one of these numbers needs to change. You either need to increase your number of hours or the length of time you want to accomplish your goal. Which would you like to adjust?*

Work together to set a goal and timeframe they feel comfortable with. Rarely does someone create a dōTERRA sales pipeline of any significance when they work less than 15 hours per week. The greater the goals, the greater the time and dedication.

6 What It Takes

Explain the wonderful training and resources that are available through your upline team and the company. Assure them that they have a business-building system, complete with the tools and resources they need.



Share why you feel they would be amazing at this business. Help them see themselves using their strengths and abilities to create success.

7 Q&A

Answer any questions. *Is there anything else you'd like to know to help you say yes to building a dōTERRA business?*

If a concern is raised, listen, restate it, and then ask follow-up questions. For example: *So, you've had a negative experience with network marketing. Tell me more about that....I completely understand why you would feel that way.* Share how you overcame that concern yourself.

8 Invite to Partner and Build

If your upline mentor attended the meeting, they edify you at this point to assure your prospect that they are in good hands and turn the conversation back to you, or help you enroll the prospect.



First, focus on their enrollment, using the checklist on page 11 of the *Build* guide.

If they're already a customer and have had a Wellness Consult, don't rush to upgrade them to Wellness Advocate immediately. Use of Refer-a-Friend to get started and delay pressure for strategizing placements.

The same can be true for a new enrollee. If they are brand-new, say *Let's start by making a difference for you and your family using the products. We call that being a product of the product. What health goals do you and your family have that you want to target?* Use scripts from pages 54–59 in this guide to offer a brief introduction to dōTERRA products. Correspond their goals to enrollment options.

As you gain experience with the products, you will naturally want to share with others! And what could be better in getting you ready to launch your business! I know that in aiming for success, sharing what you love can make such a difference in both your life and so many others. If it feels natural, share another relatable dōTERRA story.

Thank you for your time today. I'm so excited to start working together!

Once they're enrolled, discuss and schedule the next steps, including their Launch Strategy Session. Give them a copy of this *Business Building Guide*. Turn to page 7 and commit them to complete the items in the first column of step 1 prior to your strategy session. Also, provide a copy of the *Share* guide to help build their confidence in engaging sharers and hosts in their business.

If you feel like they need a softer launch, just give them the *Share* guide to use as an outline for their first strategy session.



Launch New Builders

Enrolling customers and sharers changes lives and grows 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 mom you know who wants to create a dōTERRA income. What does she need to succeed? She needs a proven way telling her 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 modeling 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. Setting an example that can be easily followed is key for greater long-term and downline success. Schedule short and frequent communications (every 2–3 days) as they are getting started.

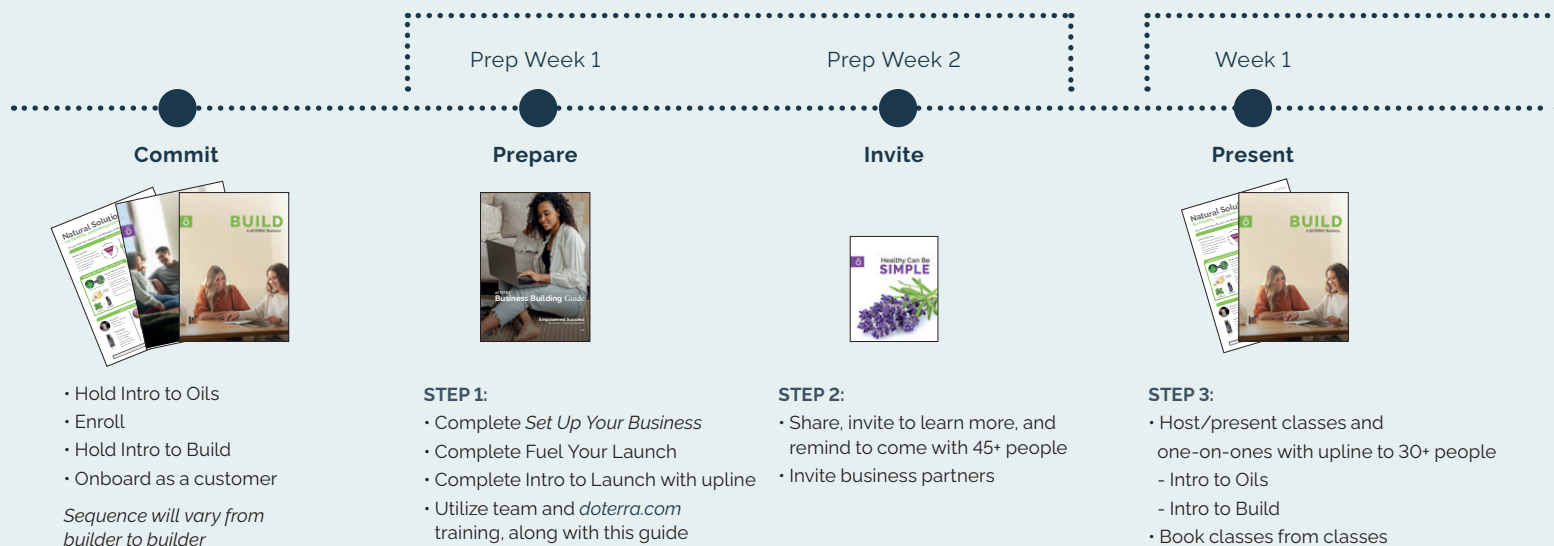
Feel confident in the value you bring as a new leader by simply being a chapter ahead.

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 launch to Elite 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 enrollments in a shorter period of time from which to find their builders, thus allowing them to structure their team more strategically before the tenth of the month following their new enrollments.

Ideal Timeline

Prelaunch





Top Tip

As you enroll new people, consider placing some under committed builders who actively enroll on their own and support their team. Have a clarifying conversation prior to making them or their downline the sponsor. Incentivize healthy behavior by matching your builders' efforts rather than overreaching, which may discourage builders from doing it for themselves. It is highly recommended that you maintain enrollment 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 enrollment as your own qualifying leg or have the potential to later move them. *I have a new enrollee I think would grow best on 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

Week 3

Week 4

Next Steps

Enroll

Support

Reach Elite

Become a Premier



STEP 4:

- Enroll 15+ people
- Do Wellness Consults
- Place new enrollees
- Invite to host and build
- Commit builders

STEP 5:

- Onboard customers
- Launch builders
- Promote Cont. Ed/events
- Hold Strategy Sessions

CELEBRATE!

- Receive an Intro to Train
- Help builders launch others

Empowered Success rank guides, found at doterra.com, provide ongoing training and support as builders continue to rank advance. 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. Edify 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. Recognize success** during Strategy Sessions. Also, partner with your upline to do so during team events/calls, and other gatherings.



Prepare

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 wins and victories did you have last week? _____

What's working to grow your business? _____

What challenges are you running into in your business? _____
- #### 2 Review Last Week

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

Anything that needs to shift 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.

P	I	P	E	S
Prepare Time about PIPES activities Add to Name's List Strategy Session with upline Attend Team Call Product training Daily personal development <input checked="" type="checkbox"/> If completed	Invite Share experiences Offer sample experience Your story Video call Wellness link Invite to _____ Invite to Oline class Invite to Build class Wellness Consult Host a class	Present Intro to Oline class (breakdown) Present one Intro to Build Present one	Enroll Personal commitment Wellness Consult Present one Present one	Support Intro to Launch with new builder Strategy Session with builders Present one, Ed/forcing a guest Present one Present one training/event Present one training/event Present one training/event

Focus on "PIE"ing 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

Refer to your rank planner to help choose your top actions for the week. Rank _____ Goals for This Month: _____

Power of 3: \$50 \$30 \$200

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.

Empowered Success Business Training System 28

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 (like, 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 awarenesses from PIPES evaluation. Identify how they need support. Make yourself available to present and support presentations, commit new builders, and model initial Wellness Consults.



“One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination.”

John C. Maxwell





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 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 realized when your needs, wants, and purposes are fulfilled.

Your Why motivates you to stay focused and keep progressing. Ponder, identify, and circle below each area that would make the biggest impact in your life. Give yourself significant goals you can look forward to and that move 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.
- Avoid burnout.
- Find fulfillment in being your own boss.
- 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.
- Have more time to pursue passions or pick up a new hobby.
- Serve more.
- Spend more time with loved ones.
- Retire sooner.

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 expand 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 on it daily. Energize your visualizations with music and a favorite 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." Changing lives for the better "is who we are—it's what we do." No matter the reason 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.



DISCUSS a topic on which you need input or feedback with a trusted source or coach.



WATCH a video specific to a topic you are focused on, expanding your knowledge.



SHARE something you are learning with a family member or friend to solidify how you feel.



LISTEN to a podcast regularly from a trusted influencer who speaks to areas of interest or need.



Scan here to listen to the Empowered Success Podcast



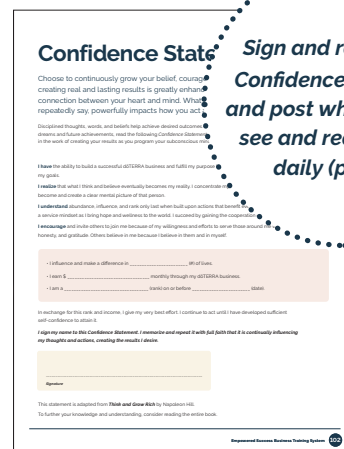
PRACTICE roleplaying or go through a scripted presentation that you want to refine.

Learn Your Way

One of the greatest impacts on your success comes from honoring 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 trainings.



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 dōTERRA *Sales Guide* or Sales Guide course found on training.doterra.com
- *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 a specialized training created in partnership with Gallup and dedicated to empowering dōTERRA business builders to live their strengths.

Leverage the training by first taking the Clifton StrengthsFinder 2.0 Assessment to identify your specific talent themes.



Access
**Strengths
Guide**



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 individualize your personal development and take your PIPES actions to a whole new level.

As you discover more through the Strengths movement, 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 with you and those around you. The best culture motivates you to aim your strengths at 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?





“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 exude 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 program 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 realize 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 memorize 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.



A person with long hair, wearing a light-colored, textured sweater, is seated at a wooden desk. In the background, a dark bookshelf is filled with books and decorative items, including a small figurine and a vase. The scene is dimly lit, creating a warm, intimate atmosphere. The right side of the image is overlaid with a semi-transparent orange gradient.

Appendix

Additional Resources

“Education is not the
filling of a pail, but the
lighting of a fire.”

William Butler Yeats

Compensation Plan[†]

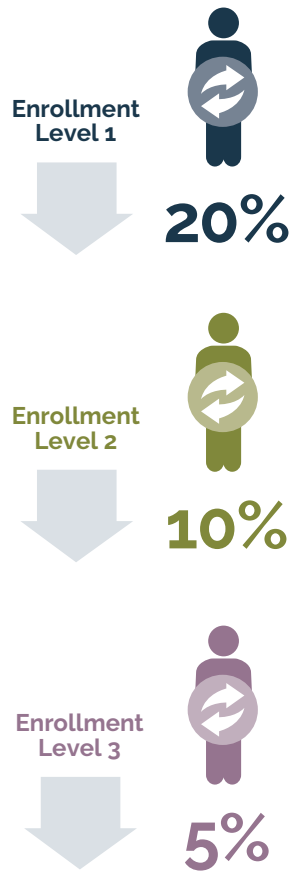
Retail Profit Paid Monthly

Wellness Advocates earn 25% profit on purchases made by their Retail Customers.



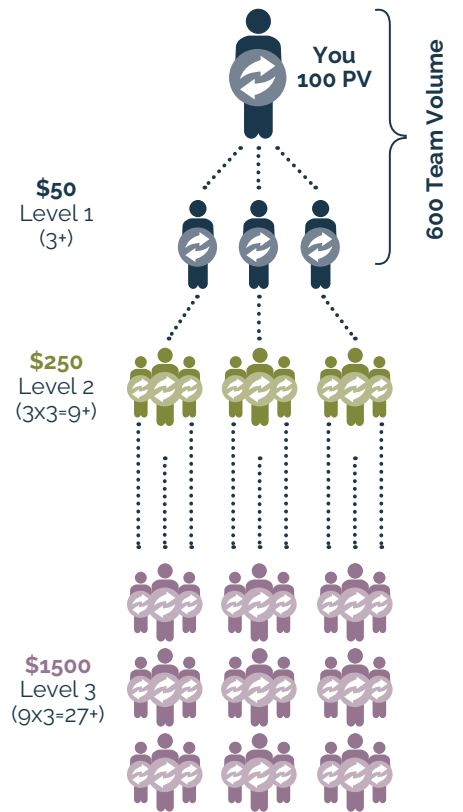
Fast Start Bonus Paid Weekly

Paid on a new enrollee's PV for their first 60 days. Each enroller must have a 100 PV Loyalty Rewards order template to participate.



Power of 3 Paid Monthly

See the *Power of 3* details page and dōTERRA Policy Manual for a complete description of rules and requirements.



Results vary based on time, effort, and skill. Some expenses may be incurred. **For more information see the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure.**

†See full compensation plan in the dōTERRA Policy Manual for complete rules and requirements at doterra.com/US/en/policy-manual.



Rank Qualifications

Unilevel Organizational Bonus (paid monthly on compressed organizational volume)

Monthly	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		↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑

Leadership Pools[†]

By qualifying for top ranks Wellness Advocates can earn a percentage of dōTERRA's global commissionable volume. Shares are earned in the pools each month when the qualifying rank title is achieved and maintained.

Leadership Pools (paid monthly on compressed organizational volume)

Paid as Title	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
	Leadership Performance Pool						
# of shares	1	5	10	1	2	3	
Additional Shares	1+	1+	1+	1+	1+	1+	1+
	1%						
	Empowerment Pool						
	1 share per 100 PV enrollment						
# of possible shares	1	1	2	# of shares	3	3	3
	1.25%						
	Diamond Pool						
	Blue Diamond Pool						
	Presidential Diamond Pool						

Empowerment Pool: Each Silver and Premier who personally enrolls a wholesale member with 100 PV that month will receive one share. Each Gold is eligible for up to two shares. Golds receive one share when they personally enroll one wholesale member with 100 PV and two shares when they enroll two or more.

Leadership Pool: Each qualifying Silver earns one share; each qualifying Gold earns five shares, and each qualifying Platinum earns 10 shares.

Diamond Performance Pool: Each qualifying Diamond earns one share; each qualifying Blue Diamond earns two shares, and each qualifying Presidential Diamond earns three shares. Shares do not cumulate one rank to the next.

Diamond Pool: Each qualifying Diamond receives three shares.

Blue Diamond Pool: Each qualifying Blue Diamond receives three shares.

Presidential Pool: Each qualifying Presidential Diamond receives three shares.

Additional Shares: Wellness Advocates can earn additional shares of the pool for which they qualify by helping their personally enrolled Wellness Advocates

advance to Elite (Leadership Performance Pool), Premier (Diamond Performance Pool, Diamond Pool, and Blue Diamond Pool), and Silver (Presidential Diamond Pool). Personally enrolled Wellness Advocates must be first-time qualifiers. There is no limit to how many additional shares can be earned.

*Legs must be personally enrolled.

Results vary based on time, effort, and skill. Some expenses may be incurred. The top 2% of Wellness Advocates building a business hold the rank of Silver and above. The top rank, Presidential Diamonds, have been building their dōTERRA businesses for an average of over 12 years. **For more information see the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure.**

†See full compensation plan in the dōTERRA Policy Manual for complete rules and requirements at doterra.com/US/en/policy-manual.

dōTERRA Roles

Each person chooses how to maximize their relationship with dōTERRA. Outlined below are the four main roles.

Use this page to:

Get clear on 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. Honor their choices. Have clarifying conversations to establish commitments and evaluate enrollment and sponsorship responsibilities.

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

Tap root. When evaluating the success or failure of roles people are expected to fill, reach down within your organization to builders who want and need better mentoring. Sometimes there are opportunities to shift enrollment 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

- I choose to use the health solutions dōTERRA offers me.
- 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 dōTERRA reference guide, online forums, dōTERRA customer service, and my Wellness Advocate for support.
- I receive wholesale pricing—a 25% discount—on all products.
- I can choose to earn Loyalty Rewards points, allowing me to earn 10–30% back in free products.
- I can choose to take advantage of:
 - The free Product of the Month by placing a 125 PV+ LRP order by the fifteenth of any month.
 - Specials to earn discounts and rewards.
- I can earn dōTERRA Dollars by simply sharing my favorite products with family and friends with my Refer-a-Friend program link.

In addition to being a dōTERRA Customer...

Sharer

Wellness Advocate

- I am interested in learning more about how the oils can support my wellness goals and those of others.
- I enjoy helping others find hope and health with dōTERRA.
- I am happy to host an event or two and share my experiences to help others find new health options with dōTERRA.
- I naturally support others as I share with them.
- I am interested in earning enough to pay for my monthly order.
- When those with whom I share make a purchase in their first 60 days, I can earn a 20% Fast Start bonus when I maintain 100 PV or more in my LRP template and place a 100 PV or more monthly loyalty order.
- As I give support to those I've shared with, I can earn a monthly Power of 3 \$250 bonus by correctly structuring my customers.

In addition to being a dōTERRA Sharer...

Builder

Wellness Advocate

- I am passionate about sharing dōTERRA with others.
- I choose to actively learn more about the oils so I can more effectively serve others.
- I am committed to personal growth and learning the business.
- I consistently engage in PIPES activities.
- I fine-tune my approach so I can be more effective in stirring 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.
- I provide the displays, samples, handouts, and other materials needed for my classes.
- I onboard the customers I enroll by following up with a welcome 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- 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 Performance Pool bonuses.

In addition to being a dōTERRA Builder...

Leader

Wellness Advocate

- I am driven to grow my dreams.
- I live my life vision and am mission driven.
- I am passionate about health and 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 leverage 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 commitments and my word.
- I teach confidently and am a powerful closer.
- 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 and train my team with and at regular trainings.
- I am committed to helping others earn additional income.
- I recognize 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 capacity to receive continual compensation.
- I am committed to building a pipeline.
- I enjoy and celebrate the fruits of my efforts.

Launch Strategy Blueprint

Congratulations on the decision to launch your dōTERRA business! As you move through the Prepare section of this guide, summarize your answers here to formulate your launch plan and make the most of your Launch Strategy Session with your mentor. Place these pages where you can refer to them often for perspective and vision as you work toward your goals.

1 Know What You Want & Why (pg. 97)

What dreams will your dōTERRA business fund? What would make the biggest impact in your life?

Earning More	Working Smarter	Doing What You Love
_____	_____	_____
_____	_____	_____
_____	_____	_____

Ask yourself "WHY are each of these goals important to me?" Asking WHY you want what you want aligns your heart and mind. Then actions become more meaningful and HOW to move forward unfolds with greater clarity and ease.

2 Choose Your Earnings Goal (pgs. 13-14)

What kind of income do you want to create with your dōTERRA business?

<input type="checkbox"/> Pay for Your Product	<input type="checkbox"/> Supplement Your Income	<input type="checkbox"/> Replace Your Income
<div style="text-align: center;"> <p>Elite</p> <p>Build to Elite.</p> <p>3,000 PV</p> <p>\$238/month avg.*</p> </div>	<div style="text-align: center;"> <p>Silver</p> <p>Support 3 builders to Elite.</p> <p>E E E</p> <p>\$ 1,715/month avg.*</p> </div>	<div style="text-align: center;"> <p>Platinum</p> <p>Support your builders to each support 3 to Elite.</p> <p>S S S</p> <p>E E E E E E E E E E</p> <p>\$7,180/month avg.*</p> </div>

Identify the income you want to generate in each timeframe and the associated rank. See *Build* guide pgs. 6-7 for rank specifics.

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

3 Choose Your Commitment (pg. 14)

Further clarify your goals to support your business strategy. Share your goals with others who can support you and post these statements where you can see them.

How committed are you to reaching your Elite and 90-day goals (on a scale of 1-10)? Elite:90-day:

Why is it important to reach your goals at the pace you set?.....

.....

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

.....

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

.....

4 Choose Your Pace (pg. 14)

Decide the pace you want to grow your business.

Outstanding

Elite in 30 Days Silver in 90+ Days Platinum in 6 Months

Target

Elite in 60 Days Silver in 6+ Months Platinum in 2+ Years

Minimum

Elite in 90 Days Silver in 1+ Year Platinum in 3+ Years

5 Choose Your Time Investment (pgs. 13, 19-20)

How many hours per week will you build your business? Ensure your time commitment aligns with what is needed to achieve your goals at your desired pace.

Pay for Your Products <i>Estimated Time Needed: 3-10 hours/week</i>	Supplement Your Income <i>Estimated Time Needed: 10-30 hours/week</i>	Replace Your Income <i>Estimated Time Needed: 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

Discuss with your upline other important events to plan for in the coming months (e.g., convention, leadership, team events).

6 Schedule Your Launch (pgs. 21, 49–50, 82)

Track your scheduled launch classes and one-on-ones on your Elite Planner. Plan with your upline how to set up your first connections and presentations for success. Work together if possible on the first of each of these and as needed, up to two or three.

Classes:

1st _____ and _____ 3rd. _____

One-on-Ones:

1st _____ and _____ 3rd. _____

Business Partner Recruiting Conversations:

1st _____ and _____ 3rd. _____

7 Be a Solutions Provider (pgs. 12, 23–24)

Nurture your belief and confidence in the products as a Wellness Advocate.

- I am a product of the product. I have implemented my Daily Wellness Plan and use my products daily.
- I am capturing success stories, my own and others, to draw on when sharing.
- I have a reference guide, app and am learning to look up health needs and discover solutions for myself and others.
- I have set aside time to keep learning about the products, grow my confidence, and expand my capacity as a solutions provider.
- I have my LRP template set at 100+ PV to live and practice what I teach and ensure I qualify to get paid weekly and monthly.

8 Choose Your Target Market (pgs. 25–26)

Stay anchored to why you do what you do.

Value Articulator Statement (As taught by Mel Abraham)

I help/teach/support (who)
 to (what)
 so that (result)
 unlike (less favorable alternative)
 because (distinction/difference of your offer).

How will you integrate your message into your sharing, inviting, and presenting to best connect with your target audience?

9 Partner with Your Mentor (pgs. 27–28, 30)

With your upline mentor, discuss how to best communicate and partner together.

Daily/Regular Communications: _____ (e.g., text messaging, Marco Polo, Vower)

Weekly Strategy Session: _____ **day** _____ : _____ **time** _____ method (e.g., phone call, Zoom)

Strategy Check-In: Fill it out and send picture prior to each weekly strategy session: Text Email

Plan ahead. There may be times when you become disconnected or discouraged. This can happen for anyone. When it does, how would you like your upline mentor to respond? How are you best supported at times like this (e.g., revisit your dreams, Why; focus on your strengths and skills; find helpful training; go to a live event or connect in person).

10 Make Your Business Names List (pgs. 15–18)

Potential Business Partners:

Best Approach:
(Product, business, impact)

Potential Business Partners:
(3-Way Call, lunch/dinner,
date night, etc.)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

11 Begin with the End in Mind (pgs. 63–66)

Visualize your overall rank strategy. As you recruit business partners, identify who could fill key positions on your team. Review your placement strategy with your upline.



12 Launch with Confidence (pg. 102)

Congratulations on completing your Launch Strategy Blueprint! Fuel your launch by regularly reviewing your Confidence Statement to remind you of your goals and commitments as you launch your business.

Personal earnings can vary depending on factors such as your time, commitment, team structure, and product sales. Results vary based on time, effort and some skill. Some expenses may be incurred. The top 2% of Wellness Advocates building a business hold the rank of Silver and above. The top rank, Presidential Diamonds, have been building their dōTERRA businesses for an average of over 12 years. For more information see the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure.



“The best way to predict your future is to create it.”

Peter Drucker

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