



ō

LAUNCH

Your Business

Launch Your Success

This Launch Guide is your map to achieving Elite, the foundation of all ranks in dōTERRA®. Your success is up to you. Trust the process to experience success!

SIMPLE STEPS TO SUCCESS



Belief
IN THE PRODUCT

+ Action

- Share with 45+
- Enroll 15+
- Launch 1-3 Builders

= Results

- Change Lives
- Grow Personally
- Create Residual Income

Elite

LAUNCH YOURSELF TO ELITE
*Elite: 3000 PV
\$364/month**

Silver

YOU LAUNCH YOUR
3 BUILDERS TO ELITE
*\$2,388/month**

Platinum

YOUR BUILDERS EACH
LAUNCH 3 TO ELITE
S S S
E E E E E E E E E
*\$9,951/month**

P

PREPARE

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- Be a Solutions Provider (pg. 5)
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1-2 Weeks Pre-Launch

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Launch Month

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Success Tracker



Healthy Can Be Simple



Natural Solutions Class Handout



Live, Share, Build Guides



Launch Guide

*Numbers displayed are 2020 annual averages. Personal earnings, including first-time rank earnings, may be significantly less. See 2020 Annual Business Builders report and Opportunity and Earnings Disclosure at doterra.com/US/en/quick-reference.

Fuel Your Success

Your belief that dōTERRA® products and financial opportunity can change lives—including your own—is the single greatest source of fuel to launch your business. The higher your level of belief, the easier it is to share what you love.

SUCCESS BEGINS WITH YOU



- Set your LRP template to 100 PV+ to receive commissions.
- Implement the Daily Wellness Plan you created in the Live guide on page 22.
- Learn more by regularly using an oil reference guide and participating in continuing education.

SHARING CHANGES LIVES



- Share your passion for living the dōTERRA® wellness lifestyle and inspire those around you to be open to learning how to do the same.
- Utilize the Share guide to help you share and invite successfully.
- Start connecting with your prospects and building your pipeline. Visit doterra.com > Empowered Success for tools and videos.

BUILD YOUR DREAMS



- Connect to your upline team support:
Key Support: _____
Email: _____
Phone: _____
Team Call/Website/Facebook Group(s): _____
- dōTERRA is a powerful vehicle to get you from where you are to where you want to be. Expand the pathway goal you set in the *Build* guide below.

Set Goals and Take Action

Goal to Reach Elite (Circle One)

30 days 60 days 90 days
outrageous *target* *average*



90-Day Goal

\$ _____/mo.
Rank _____



1 Year Goal

\$ _____/mo.
Rank _____

As you set business goals and engage in committed actions, you connect your efforts to your vision for a better future. This conscious connection repeatedly fuels you even when you're outside of your comfort zone.

Be a Solutions Provider

A dōTERRA® Wellness Advocate shares a new kind of healthcare. We teach "with a book and a box" (oil reference guide and box of dōTERRA CPTG® essential oils), that you are prepared to address many of your health priorities at home. For the other times, we invite you to partner with healthcare practitioners who support your commitment to using natural solutions.



By choosing to be the solutions provider in your own home, your experiences create enthusiasm to share with others. During every interaction with prospective members, paint a picture of self-directed wellness.

The dōTERRA Empowered Success program enables you to empower others to change their lives.



Commit to and schedule your PIPES activities. This guide provides you with details on how to effectively engage in the essentials of launching your business.

TIPS

- Be authentically you and naturally share your experiences to expose others to the possibilities.
- With this positive exposure, invite your prospects to learn more at a class or one-on-one presentation where you offer the opportunity to enroll.

Essential Launch Skills:

- 1 **INVITE** to product and business presentations
- 2 **TEACH** product and business presentations
- 3 **FOLLOW UP** with Lifestyle Overviews
- 4 **LAUNCH & SUPPORT** your new builders

Success is Scheduled

Launch Month: 15 enrollments x 200 PV avg. enrollment = 3,000 OV Elite.

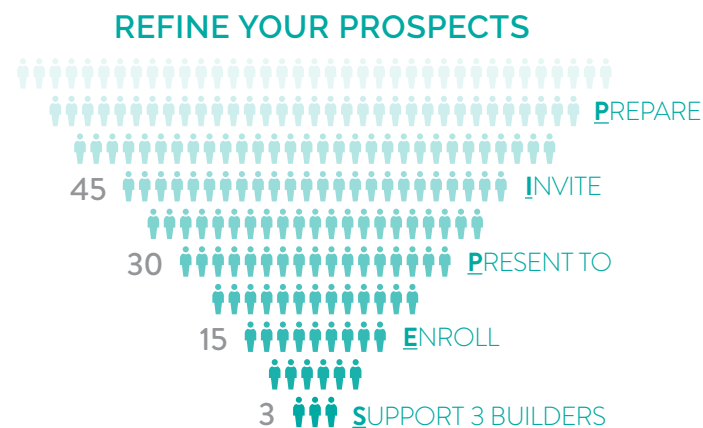


Expand Your Reach

As more people experience your message, more people will enroll, and more lives you will change. Start sharing with your own warm market of trusted and established relationships. As they fall in love with dōTERRA, they naturally become an ongoing source of contacts.

DURING YOUR LAUNCH MONTH:

1. Invite 45 people to attend a class
2. Schedule 3 classes or 15 one-on-ones (or combination)
3. Set time to invest in your business
4. Ask yourself and schedule:
 - Who needs a Natural Solutions intro to oils?
 - Who needs a follow-up to enroll?
 - Who needs a Wellness Consult?
 - Who needs a Business Overview?
 - Who is ready to host a class?



Success Tracker

Use your Names List (from Business Building Guide) and track your PIPES activities with your top 25 prospects. Search your phone contacts and social media friends for ideas of who values health, purpose, and freedom. As new people come to mind and into your life, add them to your list to keep up the flow.

Start sharing and inviting, and as prospects enroll, onboard them successfully as a customer or builder. Identify prospective builders who stand out as those with higher capacity for success (see page 15).

Name	Notes	Goal: 45+ 30+ 15+ 15+ 3+ 1+						
		P	I	P	E	S	S	1+
		Connect	Share & Invite	Present	Enroll	Lifestyle Overview	Business Overview	Hosting overview with Launch
1.								
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3.								
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Connect, Share, and Invite

dōTERRA® is a relationship business. Anchor your attitude in the belief that caring is the most important gift you give everyone you connect with. Whether with an existing relationship or someone new, build trust in every interaction. Seek to change lives by sharing what you love, no matter where you are or who you are with.

1 Connect with People Authentically and Sincerely

Refer to people by name. Ask questions and listen to discover their interests and needs. Be authentic and build relationships of trust. Uniquely connect with new friends and those you already know.

Someone You Already Know:

“ How are you? How is your family? OR Catch me up. What's going on in your life? I saw your post about your child not feeling well. How are you both holding up? (Customize for existing contacts) ”

Someone New:

People love talking about themselves. Ask questions about areas of their life that you think they will be excited to talk about. Find common ground and be relatable when you meet someone new.

2 Connect those People to Your Solutions

Share a solution by looking for ways to add value and naturally match your solutions of product or business to their needs.

Someone You Already Know:

“ You know how it seems like so many people are into natural wellness these days? It seems more and more important to eat better, exercise more, get quality sleep, and get rid of toxic 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? ”

“ Seriously, essential oils are rocking my world I can't keep this to myself! You've got to check this out. Have you ever tried any? We would love to give you a little something to try for a health priority you want to target. Then we just check back with you in a couple days to see how it's working.”

Someone New:

“ Get to know someone new. Ask questions about their work so you can customize your response and be relatable. Whatever they say, see it as someone you can or already have worked with. “I work with moms and teach them how to take care of their family naturally using essential oils and other products.” OR “I work with chiropractors and teach them to create an additional stream of income in their office by sharing with their clients how to live a wellness lifestyle with essential oils.” IF you need to go first, “It's actually pretty amazing. I love what I do. What do you do?” ”

Invite to Change Lives

You don't need to be an expert to successfully invite people to become their own solutions provider. Discover what's most important to each person by taking a genuine interest in who they are, what they are experiencing, and how you can serve them.

3 Connect to a Presentation

Here are some ways to invite to learn more at different events. Refer to the Share guide for additional guidelines.

One-on-One

“ Hi _____, do you have a second? Great, I just have a second myself. I'm calling my health-conscious friends and setting up a 30-minute visit to go over their health goals, suggest a few cool tips using essential oils and other natural products, and then show the most popular options. If you end up finding things you want to try for you or your family, that's great. If not, that is totally OK. Is that something you are open to exploring? Great! Is tomorrow at 1:00 or Thursday evening at 7:00 better for you? ”

Webinar

“ I know you said you were interested in _____ (topic). If I sent you access to a webinar about _____ (topic), would you watch it? ”

Class

“ I've been learning about essential oils and they are making a huge difference for me and my family. We use them for everything; sleep, more energy, immune boosting, non-toxic cleaning—you name it! 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 I'd love for you to be my personal guest. It's at my house Thursday at 7:00 or we can meet together next week. What works best for you???”

Wellness Consult

“ I want to make sure you know how to use your new products and maximize your rewards. Our next step is to set up a quick call to make your wishlist, show you how to order, and give you the best tips and tricks on how to get the most free product. It takes about 30-40 minutes. The goal is for you to be able to order on your own anytime you like. How does that sound to you? Great! I have Wednesday at 1:00 or Thursday evening after dinner open. Which is better for you???”

Business Overview

“ There are three ways that 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 attending a class.

The second way is to help get your products paid for and maybe even create some fun money by sharing dōTERRA with those you love.

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.”

So, which one of those three ways is the best way for me to support you?

“ When they say number two or number three, say, “I set aside time each week to share what that looks like. I have Tuesday at 7:00 and Thursday at noon. Which one works best for you? ”

Help People Say Yes:

- Be clear on what you are inviting them to (e.g. class to discover solutions for health concerns)
- Let them know the value of investing their time
- Give two options that can work for them (e.g. class or one-on-one)
- Strengthen relationships, build trust through multiple interactions, and keep your word

Present the Message

The next step for your prospects, after being invited to learn more, is to experience the message about the life-changing products and income-producing opportunity dōTERRA offers.

Presentations can happen in different ways. Do what works best for you.



Class, One-On-One, or 3-Way Call Webinar, Video, or Social Media



In Your Home or at a Friend's Home Juice or Coffee Shop Chiropractic or Professional Office

Choose Your Presentation



PRODUCT (40-50 MIN.)

Purpose:

- 1 Gather people, listen to their needs, let them play with the oils. Make it fun.
- 2 Focus on needs of attendees; share top solutions.



BUSINESS (20-60 MIN.)

Purpose:

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

- 5 min: Make connections/Tell your story (1-2 min)
- 1 min: State intention
- 10 min: Why essential oils/Why dōTERRA (pg. 1)
- 5 min: Health priorities (pg. 3)
- 10-20 min: Teach essential oils and dōTERRA Lifelong Vitality® (pg. 2-3)
- 9 min: Explain membership options and next steps (remainder of handout)
- Serve refreshments and answer questions
- Help guests enroll

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

BOOK CLASSES FROM CLASSES

Grow your network by inviting attendees to host a class of their own. Bring a few affordable gifts (e.g. a keychain) as booking incentives.

“Likely you've 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)”

Enroll Successfully

Enrolling is the climax of the presentation, when attendees choose to change their life by purchasing the products. During the class, find out why the class members are there and be prepared to offer solutions that meet their needs. Guide new enrollees on choosing the membership and kit that is best for them.

THE CLOSE

“At the beginning, I promised to show you how to get these oils into your home. Let's go over your options. Tell them about membership options.”

Option One

“Now I am going to show you the two most popular kits to get you started. This is the Home Essentials Enrollment Kit, which comes with the top 10 oils, many of which we just talked about. It also includes a lovely diffuser for only _____. The big favorite however, is the Natural Solutions Enrollment Kit. It literally comes with everything you see in the bathroom cabinet (turn back the page and point). It is truly a lifestyle kit, covering all three basic areas of interest: being prepared, self-care, and daily health habits. It comes with our finest diffuser, a box to store your oils in.”

Option Two

“This is the Family Essentials Kit. More of a sample or travel size kit with 85 drops per bottle. The Home Essentials Enrollment Kit has similar oils but with 250 drops per bottle and a diffuser. That's triple the amount of oils for less than twice the money.”

NEXT STEPS

- Mention any enrollment special and how to qualify to receive it. Be clear and concise.
- Let them know they can add single items for specific priorities. Have a reference guide available for them to look things up.
- Remind them they can earn a free gift for enrolling today.

Choose the kit that's best for you and your family.

- Invite them to turn to the enrollment forms, explain Wholesale Customer vs. Wellness Advocate, instruct on how to fill theirs out.

Enjoy the essential oil-infused refreshments. If you have any questions, _____ (host) and I can help answer them now.

Enrolling Tips:

- Encourage prospects to purchase a kit so they have multiple products on hand, not just one or two things.
- Share what you love about the kit you feel is best for them.
- Connect everything back to their health priorities and how the kits are designed to provide specific support.
- The confused mind says no. Avoid showing an excess number of items. Show a few, offer a special, and keep it simple.
- Enroll most everyone as a Wholesale Customer. Enroll those who want to share or build as a Wellness Advocate.

Overcoming Objections:

- **Not sure what kit to order:** “What are you working on?” Look over their health priorities; invite them to find solutions in a reference guide. “What kit would best meet your needs?” Offer your suggestions. “If I were you, I would...”
- **Not sure which membership:** “What factors are you considering?” Listen and address their desires or concerns. Offer suggestions.
- **Financial concerns:** “Would you like to host a class so you can earn the money to get the kit you really want?”
- **Not sure where to start:** “Would it serve you best to choose a couple oils to address a health priority and then, with experience, you can better choose your kit in a week?”

Lifestyle Overview

Seek to serve the needs of your enrollees and earn the right to keep them as customers going forward. New members enroll first with a kit and second in the Loyalty Rewards Program (LRP). This second enrollment is what builds your financial pipeline.

Fortune is in the follow-up

Purpose of Wellness Consult

Help EVERY new member:

- Use the products they have
- Set up a Daily Wellness Plan
- Maximize their membership through LRP
- Connect to resources
- Invite to change lives

Wellness Consult Checklist

- ✓ Schedule Lifestyle Overview shortly after their kit is expected to arrive
- ✓ Recommend watching the Live guide video at dōTERRA.com > Empowered Success



1 Introduce dōTERRA Lifestyle & Wellness Pyramid

- ✓ Have them rate themselves (pg. 3)
- ✓ Expose them to the dōTERRA lifestyle (pg. 4-17)
- ✓ Invite them to create their wish list (pg. 20-21)

2 Wellness Consult

- ✓ Complete the Wellness Consult (pg. 16)
- ✓ Brainstorm their 90-day plan and next three loyalty orders
- ✓ Teach them about LRP and help them set up their first order online

3 Connect to Education & Community

- ✓ Recommend your favorite reference guide and app
- ✓ Introduce tools to learn how products support their 90-day goals
 - Empowered Life Series (In-depth)
 - *Living* magazine
- ✓ Connect 2-3 times in their first month; continue to check-in periodically

4 New Member Follow up

- ✓ Invite to share or build dōTERRA

You have a 14-day window to discover the best placement of every new member you enroll. Your early engagement with your enrollees is critical to their long-term success. Use the process below to guide your follow-up activities. To truly change lives, think of these first 14 days of their membership as your investment to ensure success for both of you—and all it takes is a little bit of your time. By modeling this support, your builders are much more inclined to do the same.



Placement Strategy

Seek to serve the needs of your enrollees and earn the right to keep them as customers going forward. New members enroll first with a kit and second in the Loyalty Rewards Program (LRP). This second enrollment is what builds your financial pipeline.

Placement Tips

All New Enrollees:

- Place each where they will best thrive and be supported. Choose long-term vision and success over short-term needs.
- Sponsorship can be changed one time within their first 14 days.
- Consult with your upline mentor or dōTERRA's business line at 801-370-2140 for placement strategy support.

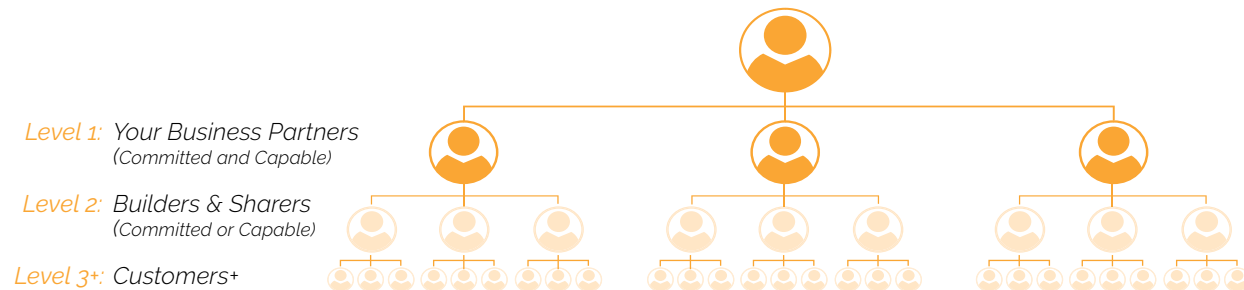
Team Placement and Structure

The pace of building team structure varies. Depending on when your builders or business partners are enrolled and engage determines the rate at which you launch each new leg. For example, some start with one builder and grow from there while others may start with three (e.g. perhaps they began with a larger network or previously established relationships).

Upgrading or Moving Wholesale Customers

A Wholesale Customer:

- Can be moved within 14 days of enrollment if their placement is better suited elsewhere.
- Can decide to upgrade themselves to a Wellness Advocate (WA) in their back office.
- If they decide to upgrade to a WA after their first 14 days, their sponsorship placement remains the same.
- If you want to change their placement (after their first 14 days), their WA upgrade must occur 90 days after enrollment. You then have 14 days to decide where to place them.
- Place customers on a team where they may have similar interests with others they already know.



UNDERSTANDING ROLES

Enroller:

- The person who brought the enrollee to dōTERRA®. (Whose contact is it? Who invited them?)
- Receives Fast Start bonuses on their new enrollee's purchases for their first 60 days after their enrollment.
- Works with sponsor (if different) to determine who does Wellness Consult, follow-up, and other support.
- Enrollee counts for enroller's rank advancement (one per physical leg).
- The enroller can change a new enrollee's sponsor once during their first 14 days of enrollment via the back office.

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 Lifestyle Overview and other follow-up needs (depending on arrangements made).



To change sponsor in first 14 days: Back Office > Team > Sponsor Changes.

Always keep enrollership of your enrollees until it makes sense to transfer to their sponsor or another builder for rank advancement.

*For placement questions refer to **Team Tab > Placements** in your back office. Requested moves and changes can be sent to placements@doterra.com*

Find Your Builders

Where Do I Find Them?

Identifying your business partners is vital to building a thriving business. Start looking for builders among your existing customers and prospects. Many start out as product users or sharing with just a few. Encourage product experiences, do appropriate follow-up, and create vision for what's possible. With time, builders emerge.

If you don't find builders right away, keep enrolling. Statistically, 1-2 of every 10 are interested in building a dōTERRA® business sooner or later. Set a goal to find three builders during your first 30-90 days. When your team members enroll others and choose to build, more lives change and your team grows faster!

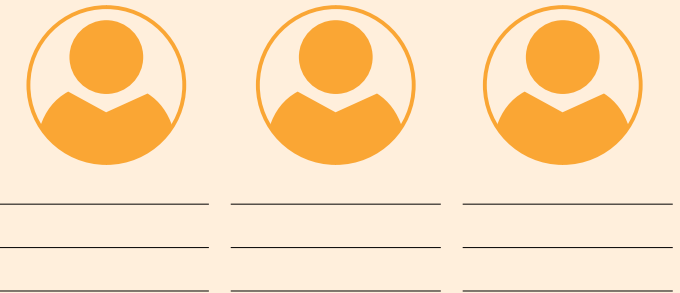
Committed & Capable Builders

Committed = Completes 3 Steps in *Build* guide
Capable = Enrolls someone on their own in first 14 days of committing to build

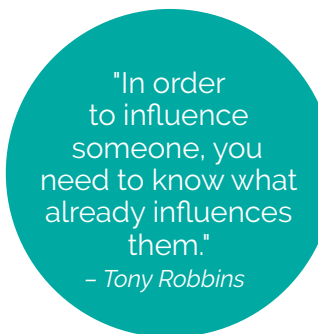
WHO DO YOU KNOW WHO IS...

- Relationship-oriented or influential
- Open to or lives a natural, healthy, active lifestyle
- Goal-oriented, self-motivated, ambitious
- Positive, passionate, inspiring
- Entrepreneurial, experienced in sales
- In a phase of life that supports building a business
- Looking for improved finances or better future

Potential Business Partners



Go to your Success Tracker (pg. 7). Rate your prospects by placing tally marks for each quality listed above. Jot down names with most tally marks above.



What to Present

People choose the dōTERRA opportunity for different reasons. Some come for the added income, others for the mission. During the Intro to Build, focus on what matters to them. Let the pages of the *Build* guide invite the right conversations. Knowing their desires helps you connect their goals to dōTERRA solutions.

- Step 1:** Present in one-on-one or group settings
- Step 2:** Invite your qualified prospects to become business partners
- Step 3:** Get new builders started with the 3 Steps (*Build* pg. 10)



What to Do Next

Provide a Launch Overview for each of your new builders, sharing the proven path for long-term success. Invite them to begin sharing and inviting right away, even prior to their launch month.

Weekly Success Check-ins ensure:

- Steps of success are measured
- They feel connected and supported
- You consistently know how to best support

As you continue to enroll, consider placing some enrollments under committed builders who actively enroll and support their team. Ultimately, supporting them in reaching their goals helps you reach yours.



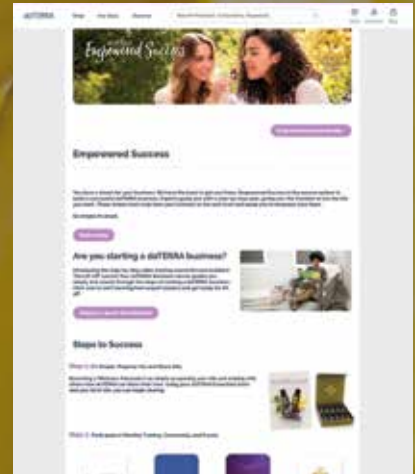
“We use oils, we share oils,
and we teach others to do
the same.”

Justin Harrison
Master Distributor

dōTERRA[®]
pursue what's **pure**[®]

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Learn More:



dōTERRA.com > Empowered
Success

Next Step:



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

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