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# Leverage the Power of Social Media

Who's already  
getting  
nervous?



Pay attention to the overarching concepts.

If you are **elastic** with your **thinking**,  
you can apply this to all social platforms.

Don't get freaked out with the technology.

Google your questions to get unstuck.

**Ask yourself** - If I don't understand it, can I google it?

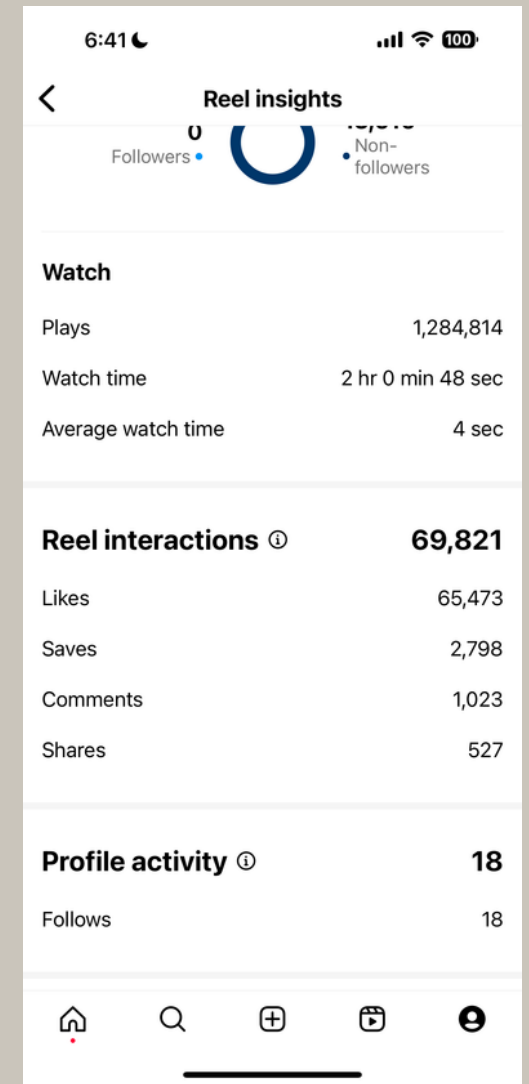
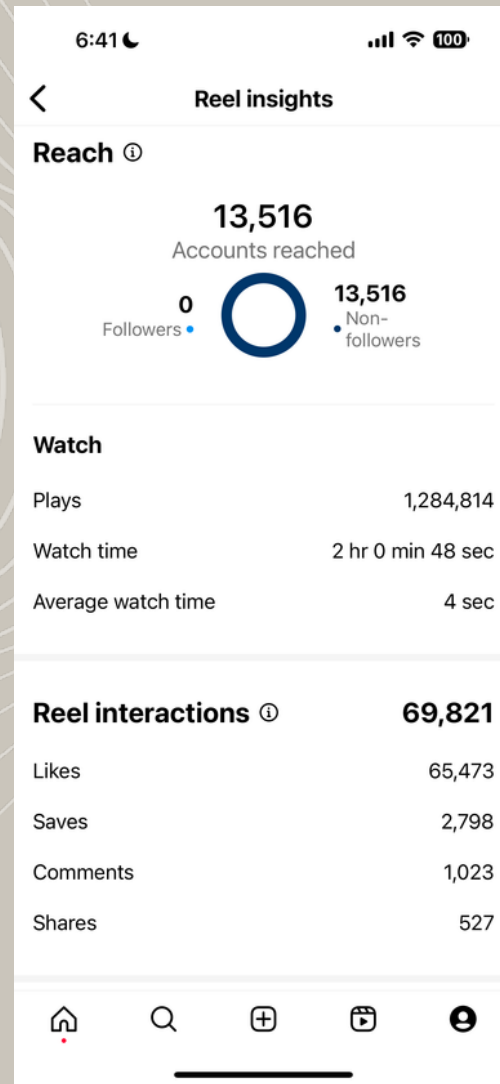
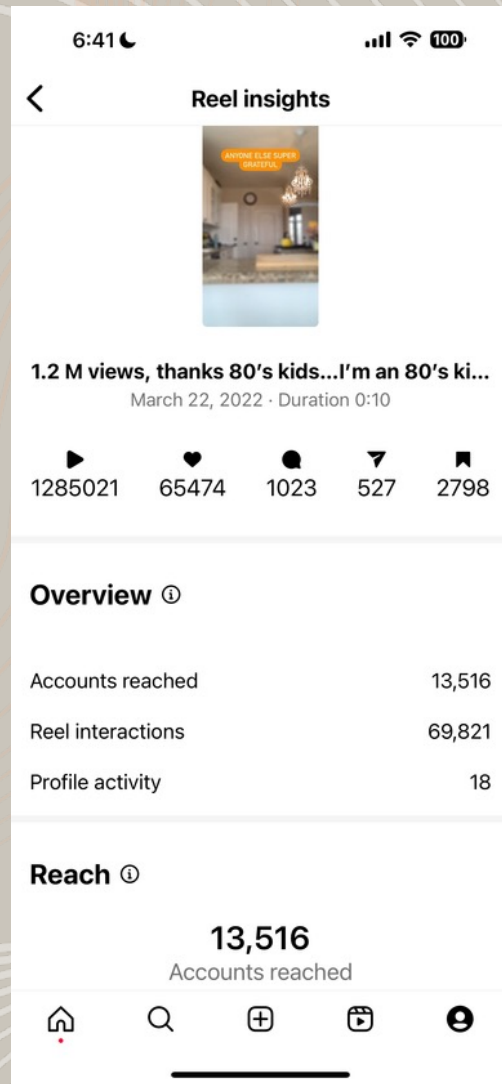
The lifeblood of your business is **conversations**  
and one of the best places to have conversations  
is on Social Media.

When you post content, this is not an IPA.  
IPA = Conversations.

An IPA = Income Producing Activity

Going viral is **not** the goal.





Having unlimited **conversations**  
that you can't keep up with,  
**is the goal.**

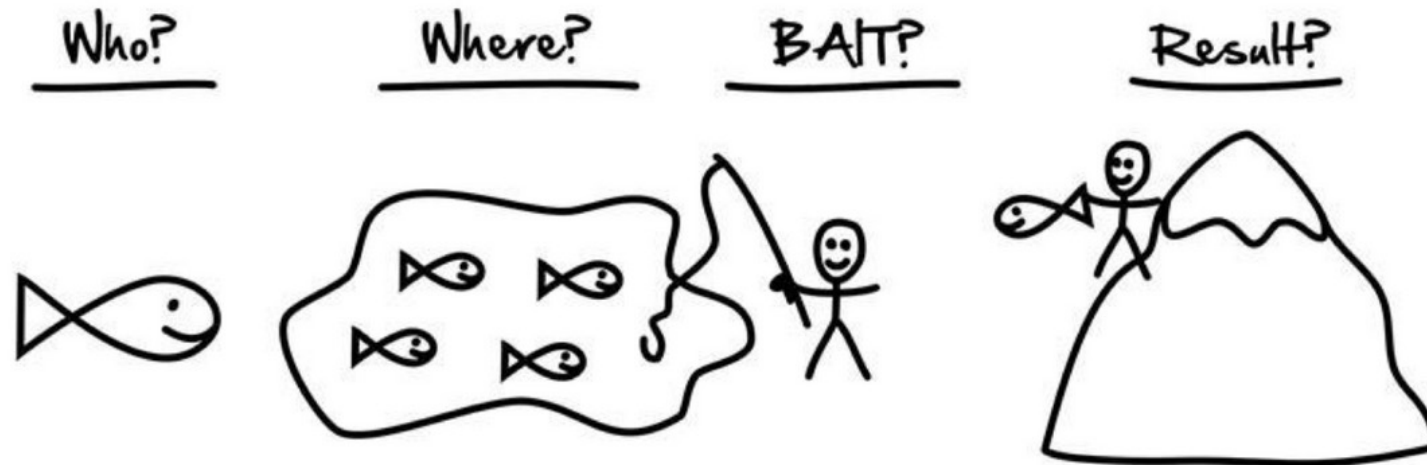
If you are **not** having **conversations** everyday  
We **now** know why you are **not getting paid**.

**The person that talks the most wins.**

# Where to **begin**?

# Define your Ideal Customer

The 4 questions to attract your dream customers



# Who are you looking for?

**Begin to think about, who is your ideal customer:**

- Which negative emotion(s) does your ideal customer have?
- What pain are they trying to solve?

**There is an ideal customer for every product line in dōTERRA:**

- Every product has a different buying message.
- There is a specific emotion this product is built to release.

# Who are you looking for?

- Are they female or male?
- What do they look like? (hair/eye color, height, weight.)
- How old are they?
- Are they single, married, divorced, widowed?
- If they have children, how many and how old?
- What type of education do they have?
- What's their work?
- What's a typical day-in-the-life look like?

# Where are they?

- Where do your dream customers hang out?
- Are they into natural solutions?
- What groups and chats do they hang out in?
- What influencers do they follow?
- What PodCasts do they listen to?
- What emails do they subscribe to?
- What YouTube channels do they watch?



# Your North Star

When you figure out who your Ideal Customer is, you're then able to get specific with the details, stories and experiences that are going to resonate perfectly with them.

## **They will be your content North Star:**

If you're listening closely enough, they'll guide you in creating the most captivating content to support them.

# Hook - Story - Offer

Once you know where your ideal customers are, next you need the right hooks to grab their attention:

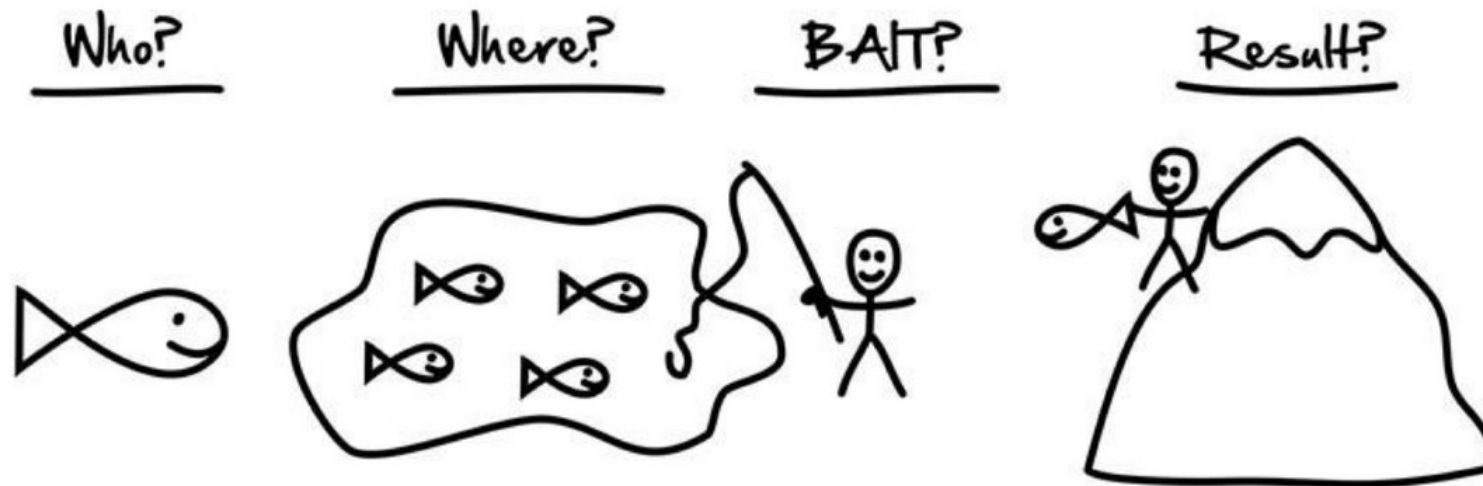
- The **hook** grabs their attention, to tell them the story.
- The **story** builds rapport with them.
- The **offer** is the product that gets them solutions and results.

# Define your Ideal Customer

**Who** is your dream customer?

**Where** are they hanging out?

**What** is the hook you can use to attract them to you?



# Bio - I Help Statement

**Who, What, Why:**

I help this specific person...

Solve this specific problem...

To achieve this specific transformation...

# Prospecting

- Go to places where your people are hanging out.
- Which generally are the places you would hang out.
- Try to entice people to come and visit your space.
- You'll go to their profiles and love on their content.
- Which means commenting meaningfully,
- Not just dropping a heart, an actual comment.
- Then you're gonna go see if they have any stories up.
- Next, you comment on stories.

# Prospecting

- You're gonna take their pole in their stories.
- If they have a Facebook Live, you're going to listen to a bit of it, and make a couple of comments.
- **Why?** Because whenever you give someone positive attention, they want to know who you are, so you don't need to prospect everyone.

# Prospecting

- They will visit your stories, where you are talking about your products.
- You are also sharing testimonials & social proof.
- And they are thinking 'Oh that's interesting'.
- And now they're in your social media ecosystem.

No matter what you're selling, first, build an audience,  
create some influence over your audience  
and **only then** promote what you want to promote.



# Why do we have to go live?

- When they watch your video, they hear your voice.
- It feels like you are having a drink with a friend.
- You are in conversation with your target audience.
- You win trust & respect as you're solving problems.

# Lives save you time

- When you go live, they have access to ask you questions.
- You bypass having to answer single comments.
- You can answer them, and the audience feeds off the content and value.

# Be Authentic

- Be real and go face to camera, show your real authentic self and share your journey.
- People are looking for someone who **gets them** and **helps them** feel normal and ok.

# There's a difference

Between being an expert or an influencer.  
Versus being an **authority** or **influential**.

# No need to be an Expert

You do not need to be an expert, in a lot of ways, positioning yourself as an expert will backfire, in terms of your duplication with your team.

**Pick the one thing that you know a lot of stuff about because of personal experience:**

- Not because you have a degree in it,
- Not because you have a license in it,
- But just because you learnt some things by going through **a lot of stuff** and **overcoming** some things.

# Don't hold back

Some of you are holding yourself back, because you're thinking:

'Who's going to listen to me?'

'I don't have anything to say!'

'I don't know what to talk about!'

'I don't have any expertise!'

'I don't even really know that much about my products!!!'

**Good, you don't need to.**

# P.A.S.S the Value Test

**Promise** - does it deliver on what you say you do?

**Aim** - is it aimed at the right person?

**Solve** - does it solve a problem?

**Show** - how does it show your unique voice?

# Get your contacts off Social

The goal is to get them off Social and into conversations.

Social platforms are not set up for lead conversion.

It's set up for lead generation and it does an incredible job at that.



# Video & Live Blue Print

Step 1: Caption the Video

Step 2: Introduce yourself

Step 3: Share your tips

Step 4: Use a great CTA that leads them to the comments

Step 4: Ask for the Follow

# Caption the Video

**Tell them what you're about to share:**

The 3 delicious foods I started eating that resulted in 13 kg of post-baby weight loss!

# Introduce yourself

Hi if you are new to me, my name is Lisa.

I'm 7 months postpartum and have lost 13 kg of baby weight... and I just like to share how I did that.

# Share the tips

Tip One is ...

Tip Two is ...

Tip Three is ...

# CTA Script

Use a great Call To Action (CTA) that leads them to the comments:

'Hope that was useful. If you'd like the list of foods and supplements I incorporated to help me lose the baby weight, drop **LIST** in the comments and I'll fill you in.'

Use this CTA blueprint in every single video over and over, the only part that changes is the middle.

# Follow Script

'Make sure to click the follow button to stay on this **journey** with me, because I'm going to continue to share great [travel and healing tips.]'

I use the word **journey** very intentionally because I want to create a movement. I don't want people to look at me as impressive. I want them to look at me as one of them.

End every video with this. you will grow faster than you think you can.

# Conclusion

You have **one message** that you're going to create content, for **one person** to **solve** their problem or **amuse** them, **entertain** them, **enlighten** them and that's it...

and you're going to do it over and over and over and over and over and over and over again... till you're tired of hearing your own voice.

Don't be **polished**  
Don't be **perfect**  
just be **YOU!**





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