

## Why Silver Club?

Silver Club is a unique opportunity to ignite your dōTERRA business and grow your team in a concentrated time frame. It allows you to meet new people, form personal relationships, and establish new leaders, while continuing to support and build your existing team. There is a special kind of magic that happens when people feel connected, and that's what Club is all about: ultimately launching you towards success and becoming a founder of the India market!

When you work each month at the level required to graduate, the payoff can be big. Your team, customer base, and relationships will grow because you successfully lit a fire that empowers lasting success.



#### **Make More Money**

72% growth in monthly commissions\*
33% more than non-participant leaders\*



**Organizational Growth** 

40% group volume increase\* Growth in levels that are felt by participants and uplines



#### **Double Sharing Bonus**

Participants\* Earn 77% more than the average leader, or approximately ₹12,138 more per month\*



#### **Make More Money**

Participants average 1.4 rank advancements\* 81% more likely than the average Wellness Advocates\*

#### **How the Club Works**

Silver Club is all about connecting with prospects, teaching classes, and registrations new customers. The program offers both special registration incentives and a monthly bonus, provided collectively by upline Sponsors when participants meet monthly requirements. These benefits allow you to develop new leadership skills and offset the financial investment needed for rapid growth.

#### **Monthly Qualifications**



Requirement: Register 7 new India team members with 100 PV orders in India, with 2 being personal; during each month.



Grow your team

dōTERRA provides **free oils** as a **registration incentive.** 





## Rewards

Silver Club is a fun and rewarding competition that includes a monthly bonus and prizes for the top performing graduates. Winning is based on points earned for registrations, rank advancements, and product sales with LRP orders, as explained in the chart below. Registration points are separate if two or more members are participating from the same team. *Ultimately, the top reward is a Founders Club position as you continue to grow afterwards by keeping up the Silver Club habits!* 

#### **Earning Points Breakdown**

Your standing in this program is based on how many points you earn for doing key business-building activities.

	Participant Points	Conditions
	6	Points earned for personal registrations with 100+ PV in India
Registrations	4	New Team registration with 100+ PV in India
Regist	3	New Team registration with 50–99 PV in India
	1	New Team registration with 1–49 PV in India
ຄົ	8	Points earned for new member's first two months of 100+ PV LRP orders in India
LRP Orders	4	Points earned for new member's first two months of <b>50-99 PV LRP orders in India</b>
_	2	Points earned for new member's first two months of 1-49 PV LRP orders in India
nent	40	New rank of Silver
Rank Advancement	60	New rank of <b>Gold</b>
nk Adv	80	New rank of <b>Platinum</b>
Ra	100	New rank of <b>Diamond</b>

Silver Club is a once in once in a lifetime opportunity!

Massive growth and forever legacy is yours to create. This is a program that has been tried and proved over and over successful. It is full of guidance, community, support, duplication, and accountability. Your business will never look the same after participating!

-Nicole Moultrie, **Presidential Diamond** 

Definition of Team: Anybody using the Silver Club link to register will count towards the team registrations.

## Silver Club How-To



## Create connections with potential registrees

- A connection is any action you take that leads to someone registrations with you or your team with a qualifying order of 100 pv.
- If you've influenced a potential registree about doTERRA products, it counts as a connection!



## Achieve 7 new customer team registrations per month in India

- Each registration needs to be a single 100+ PV order to qualify.
- 2 of the registration must be personal registrations each month.
- All new members must be in participant's organization and in the India market.



#### Register through Club Link

 Ensure qualified registrees get appropriate incentive(s) by registrations them through https://beta-doterra. myvoffice.com/Application/index. cfm?&Country=IND&SilverClub=Y



#### **Hold Wellness Consults**

- Engage each registree in LRP.
- · Conduct within their first 14 days.

Definition of Team: Anybody using the Silver Club link to register will count towards the team registrations.

#### **New Member Perks**

As an added bonus for individuals to make their first purchase at a class—and to help the participant reach monthly requirements—dōTERRA offers special product promotions.



- The product promotions remain the same throughout the season.
- Orders must be processed as a single order. Combined orders do not qualify.
- Participants must register members through this link for registrees to receive the Club incentives: https://beta-doterra. myvoffice.com/Application/index. cfm?&Country=IND&SilverClub=Y
- Additionally, new members who process a 100+ PV LRP order the first two month's following their qualified initial order will receive 25 LRP points. The LRP points will be added around the 15<sup>th</sup> of the month following their LRP order.

#### **Pro Tips:**

Essential oils are experiential!

- Create positive product experiences for invitees before they come to a class.
- · Pass oils around during classes.
- Offer a few drops of incentive oils at every class for attendees to experience.

## Ready to Apply?

#### Qualification Checklist

**During the qualification period:** 

☐ Find 3–4 upline Sponsors.

At least three sponsors are required. Reach out to your uplines and ask for support.

☐ Designate the Gold+ leader who submitted your name as your Mentoring Sponsor.

This person will help strategize, serve as your accountability partner, and support where they can with class preparation and execution.

☐ Qualify as Executive to Silver during the qualification month.

□ Personally register 3 new Wellness Advocates and/or Wholesale Customers during the qualification months.

A minimum 100+ PV registration order is required per registree during this period.

#### **Request Sponsorship**

Consider utilizing the script below when writing to your potential upline Sponsors and requesting support. Be sure to include why you want to do Silver Club and what you hope to accomplish. Make an emotional connection so they experience your heartfelt desire to multiply your paychecks.

Dear [upline name],

I am grateful for the role you \_\_\_ \_\_[e.g., played in introducing me to doTERRA/cheering me on/mentoring me], supporting where I am today. I am ready to take my business to the next level and am reaching out to ask for your support to participate in doTERRA's Silver Club.

I need up to 4 sponsors to participate, each contributing ₹6,250-₹25,000 per month, in an effort to fuel team growth.

My direct upline lineup is and you [use correct order].

Silver Club is a proven tool to accelerate growth, and if I don't meet the requirement of 7 new team members, 2 of which are personal, each month of the Club, you don't pay.

doTERRA handles all the details once you give them the goahead and you get the satisfaction of knowing that you are contributing in this way, as well as directly beneflt from the growth and momentum.

[Share your top 3-5 goals of why you want to do Silver Club.] Simply email india @doterra.com and indicate sponsorship.

Thank you so much for your support!







#### **How To Apply**

Visit the doTERRA India website for more information on application instructions, prizes, tips, and frequently asked questions: https://www.doterra.com/IN/en IN

## **Envision Success**

Spectacular achievement is always preceded by unspectacular preparation.

-Pete Wilkes.



Your months in Silver Club will stretch you to new levels of performance. The best way to set yourself up for success is to be thorough in your preparation. The first step is to begin with the end in mind.

#### **Determine Your Why & Goals**

Before you start the upcoming Silver Club season, think about what motivates you to build your business. Is it to become a Founder, a Diamond, a Presidential Diamond, or to have more time freedom?. This is your "Why". Silver Club requires diligence and hard work to succeed. Your "Why" will carry you through difficult times and help you stay focused on the big picture. Each class, new registration, Wellness Consult, and training brings you closer to accomplishing what you've set out to do.

After determining your "Why," it's time to set some goals. What do you want to achieve during Silver Club?

0	Why are you participating in Silver Club?
2	What rank(s) do you intend to achieve upon completion of Silver Club?
3	What accomplishments do you intend to achieve upon completion for you and your builders?
4	Where do you see yourself and your team six months from now? How will your team culture evolve?
5	What will you do to stay on track when challenges arise?

Consider sharing your "Why" and goals with your upline Sponsors and Mentor.

#### To Explore More About Your Why:

#### **Building Your Future**

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

6

#### **Take Care Of Yourself**

When you take care of yourself, you have more to give to others. Schedule your self-care and commit to it like you would any other important event.

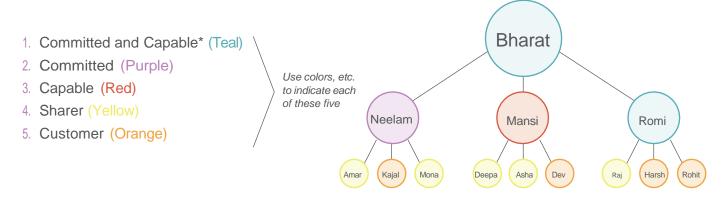
Keep your energy up by using doTERRA products each day. Make yourself a special Silver Club essential oil blend to apply when needing a boost.

Set attainable goals and celebrate your successes each week.

## **Identify Your Key Partners**

Before the season starts, decide where and with whom it's best to focus your time and effort. Use the exercise below to gather information to help you identify your active builders versus where you need to relaunch or recommit an existing builder, recruit a new one—or even replace a leg that is no longer thriving.

**Identify the level of participation** for each person on your first three levels using the following ranking system. If needed, before you do this exercise, learn more about committed and capable builders in *Launch* pages 14-15 and *Lead* page 13. Review the *Business Building Guide* (BBG) pages 81-93 to assist with each step below.



Along with the discoveries you've made through the exercise above, continue working to identify your key partners for Silver Club by answering these questions:

Who do you see yourself growing with? What specific builders/leaders do you want to partner with?

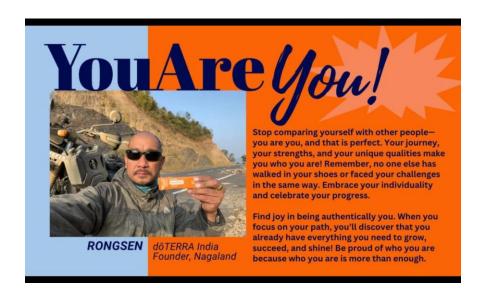
How can you help these key people be motivated and engaged in building their team?

Within these legs, what key people (builders, sharers, and customers) would host classes?

With renewed awareness, make a list of the key individuals you've identified. Schedule conversations. Establish interest, expectations, and commitment. Discuss what you want to accomplish, set quantifiable goals, and start planning now. Schedule weekly Strategy Sessions. Invite each builder to utilize the *Strategy Check-In* and appropriate *Rank Planner*. See the *Business Building Guide* pages 27-28 and 91 for more on Strategy Sessions.

Early on, decide to stay true to your highest priority goals. It may be tempting to partner with stronger legs, where registrations come easy. Silver Club is about advancing **your** success. Choose the **right** strategic partners. **Empower your builders to do their part in sharing doTERRA products as you partner together to achieve your collective and individual goals**. See *Business Building Guide* pages 13-14 and 97 for more on setting goals with your builders.

## **Engage Your Team**



Creating success through Silver Club requires collaboration and is largely dependent on your ability to inspire and rally your sharers, builders, and leaders. Before you begin, make sure your team is on board with you.

The support of your team is vital as they help generate interest, host classes, and invite their communities. Your participation in Silver Club directly benefits their growth, as it allows you to support them and provide incentives for their registrations. Show them how working together will grow all of your businesses.

In addition to your team, your friends and family will be an important part of your Silver Club season. When applicable, help your family understand your purpose and, together, create a plan for success, including a fun way to reward and celebrate reaching your goals.

#### **Plan To Succeed**

Planning is critical. Start now, and everything will go much smoother for everyone involved. You'll want to have the following things in place prior to beginning Silver Club:



- ☐ Update your Names List; rate it to identify top new builder prospects.
- ☐ Schedule at least the first month of classes.
- ☐ Commit hosts (for at least the first month's classes).
- ☐ Commit builders who are strategic to the success of your goals; help them understand your Silver Club goals and expectations and set their own.
- ☐ Commit your family to support you and have an overall program length plan.
- ☐ Schedule regular Strategy Sessions with both your upline Mentoring Sponsor and your downline building partners.

See Business Building Guide pages 15-20 to support these activities.

## **Strategize Success**

Work with your upline Mentor to create a customized strategy for you and your team. Stay accountable throughout your Silver Club season and beyond.

Set up weekly strategy calls and do the following:

- Track weekly PIPES activities and goals (use *Strategy Check-In*).
- Fill out Rank Planner and Power of 3 Planner monthly.
- Review progress toward overall Silver Club goals.
- Outline details for monthly goals.

### 46

## dōTERRA has given me the gift of nature with the power to heal, Lead with Passion and Inspire others to Follow a purpose filled Path transforming the world one drop at a time!

- Richa Ramola, Silver

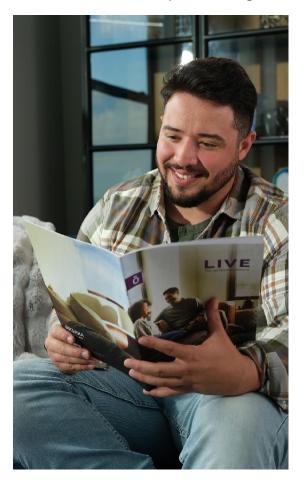
#### 77

#### **More Ways To Grow**

#### **Book Classes**

Your primary way of growing your team during Silver Club is to hold classes. They provide amazing opportunities to meet new people, introduce essential oils, and deepen relationships with your team. With your list of committed partners and hosts, ensure each is empowered using the *Class Planner*. Classes are always more successful when expectations and plans are set ahead of time.

With the monthly Silver Club requirements to achieve the required team and personal registrations, utilize the multiple ways there are to register.



#### Hold One-on-Ones

In addition to classes, choose to hold one-on-ones because all registrations count toward your overall point total! Whether scheduled or impromptu, look for opportunities to registrations new customers. This is a great way to fill in the gaps in your Power of 3 structure and solidify your monthly bonus.

#### Get Your Leaders Involved

In addition to your own classes, make sure your leaders and builders are involved in planning and holding classes. Help your key builders take ownership and initiative during Silver Club so they can build their own leadership skills.

#### Get Out of Town

As circumstances allow, consider using your monthly Silver Club bonus to help pay for travel to committed builders who live outside your area. Plan ahead, stack your schedule, and make the most of your time. Look through your back office for potential connections in targeted locations.

- Hold multiple classes.
- Hold one-on-ones.
- Hold a business training with your builder and any builders in their downline.

Basic Needs of Success:

- Know what to do
- · Have the tools to do it

Use Maximize a Weekend to optimize planning and preparing.

## Stay Prioritized

#### Daily

- Be a product of the product
- Personal/Skills development
- Business-building activities

#### Weekly

- Event planning with hosts
- Strategy Sessions
- Team call

#### Monthly

Silver Club Corporate call

#### **Get Prepared, STAY PREPARED**

Ensure success for yourself and your team. Prepare the things that matter most. Although you may have experienced these steps in the past, choose to fine-tune your planning and skills so you can pass on successful patterns. Pace yourself. Schedule your success so you can take a few steps at a time. Repeat these processes again and again and make them your own

แษง	e processes again and again and n	nake them your own.	
ш	How you р	prepare is as important as the actions	you take.
EPARI	Update/Expand Names List (Business Building Guide pgs. 15-18)  • Use Names List	Review Success Schedule (Business Building Guide pgs. 19-20, Lead pg. 7)	<ul><li>Schedule Classes</li><li>Your own</li><li>With builders/hosts</li></ul>
PR	<ul> <li>Use Memory Jogger or Grow Your Prospects</li> <li>Identify top 45 Success Tracker</li> </ul>	Fill out Success is Schedule	d
	Ensure successful re	egistrations by creating positive experie	ences before inviting.
INVITE	<ul> <li>With Your Builders/Hosts</li> <li>Review Share</li> <li>Fill out Share Your Story (Business Building Guide pg. 36)</li> </ul>	Prepare Samples (Business Building Guide pg. 33) • Bring oils to share • Get dōTERRA samples • Get Healthy Can Be Simple	Share, Follow Up, Invite (Business Building Guide pgs. 37-43) You and your builders: • Share your story and samples • Invite people to learn more
-	The best way to	o teach others to be effective presente	rs is to be one.
RESENT	Presentation Outlines (Business Building Guide pgs. 53, 87-88, and Lead pg. 10)	Intro to Oils Class Script (Business Building Guide pgs. 51, 53-57) • Select handout	Intro to Build Script (Business Building Guide pgs. 87-90, Lead pgs. 10-11)
Д.		<ul><li>Teach</li><li>Train Builders to Be Presenters</li></ul>	
<u>~</u>	Master each type of registration.	Maximize the 14-day new member foll (Launch pg 13)	ow-up to optimize placements.
POWER	Invite to Join (Business Building Guide pgs. 59-62) • Register Successfully	<ul> <li>Invite to Host</li> <li>Book classes from classes (Business Building Guide pg. 59, Train pg. 12)</li> </ul>	Invite to Build (Business Building Guide pgs. 85-88, Train pg. 9, Lead pgs. 10-11)
EMP	Hold Wellness Consults (Launch pgs. 12-13, Business Building Guide pgs. 69-70)	<ul> <li>Intro to Host (Business Building Guide pgs. 49-50)</li> </ul>	Placements (Business Building Guide pgs. 60-63)
H		ems in place for each of these follow-ond doTERRA resources to eliminate un	·
OR	Onboard Customers	☐ Launch Builders	Recognize Builder Success
SUPPORT	(Business Building Guide pg. 71, Train pgs. 14-15)	(Business Building Guide pgs. 89-90)  Strategy Sessions (Business Building Guide pgs. 27-28, 91)	Promote Team and Corp Events (Business Building Guide pgs. 73-74

Strategy Check-In

 Product and business training (*Train* pg. 12, *Lead* pgs. 18-19)

## **Empowered Success**

The Empowered Success training system is the proven way to build a successful doTERRA business, providing a step-by-step process. These simple tools help you progress through each level of success and equip you to empower your team so they can experience success as well.

#### Leverage online training for your new builders:

#### **Share & Invite**

Create meaningful experiences as you and your hosts share oils and invite attendees to learn more.

With this program, you will be able to take your business to whatever level of success you envision.

—David Stirling

#### **Launch Builders**

Ensure every new builder on your team has a proven pathway for success that propels them to reach Elite.







#### **Present & Register**

Hold powerful classes that lead to successful registrations.

#### **Prep for Classes**

Empower each host to share, invite, remind, and hold successful classes.





Success

Cycle





#### Follow up & Retain

Engage new customers in a daily wellness plan and retain them through Loyalty Rewards.

#### **Grow Your Team**

Present the doTERRA business opportunity and commit new builders.



#### **Master to Multiply**

Use additional Empowered Success guides to hone your skills, expand your leadership, and advance in rank.

## **Tips For Success**

Silver Club has the capacity to move the needle of your success in ways you may not yet comprehend, leading to profound influence and recurring income in your doTERRA future. Take this season seriously and make the most of your commitments.

Be a Product of the Product: First and foremost, always choose to live the lifestyle you are promoting. Keep creating experiences that you can draw on and share at just the right moments.

Lead by Example: People follow actions more than words. If you're putting in the work, your builders will see that and be inspired to rise to the occasion.

Make It Habit: Respond to communications within 24 hours and create an environment where people feel like they are supported and cared about.

Communicate with Your Builders: You're all in this together! Schedule regular communications and focus on effective actions. Learn about their strengths and help them aim them at their dreams.

Turn Setbacks into Wins: It's easy to feel discouraged when a class gets canceled or people don't show. Use the allotted time and hold a spontaneous training with your builder. To prevent disappointing results, adequately teach hosts/builders how to sample and invite and consider scheduling one more class with each.

Rank Advancing in doTERRA: This is a process of evolving and becoming a better version of yourself. Take time daily for personal development. Leadership is a grand process of refinement. Engage in business and skills development on a regular basis as well.

Express Gratitude: Always thank your team for the efforts they put in. Gratitude is a powerful way to contagiously lift those around you.

## Ask Yourself and Schedule

Success is not a destination; it's a habit that must be scheduled. Yet sometimes when it comes down to it, even experienced builders may not know exactly how to direct their time. Use these key questions as thought-triggers to better schedule targeted activities.

- Who needs an oil experience?
- Who needs an invite to an Intro to Oils class?
- Who needs a follow-up to register?
- Who needs a Wellness Consult?
- Who is ready to host?
- · Who can I invite to build?
- Who is ready to launch their business?

#### **Use Resources**

Use your Account Manager for Silver Club account issues, program related questions, and your upline mentor for strategies and encouragement.



## **Monthly Class Tracker**

Month:

#### **Classes**

Date	Time	Location	Host	Prep Host	Review Class Planner	Prep Family	Plan Travel	Sample Guests	Volume Goal	Thank Host	Submit Event Details
		1.									
		2.									
		3.									
		4.									
		5.									
		6.									
		7.									
		8.									

#### **Registrations Information**

Registree Name and ID Number	Host Name and ID Number	Enroller Name and ID Number	Registrations PV	Registrations Date	Wellness Consult	LRP Set-Up
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						

## **Class Planner**

<u> </u>	nd presenter, use this handout lows both of you to stay focuse	•	•		essful				
	•								
Date:	Title: Location:								
_									
☐ Invite and Confirm Atte	endees • Invites are best issued a	about 1-2 weeks in adva	nce. Typical rati	o: 15 invites mean 7-10 a	ttendees.				
☐ Prepare Attendees	• Share an oil experience • Give a Healthy Can Be	· ·	<ul> <li>Ensure a positive product experience prior to inviting.</li> <li>Follow the invitation script in the BBG.</li> </ul>						
☐ Prepare Room	Use good lighting and     Put out a few chairs, bring     Eliminate distractions b	ging in more as needed.	<ul> <li>Create a space for the presenter to teach from with a simple product display area.</li> <li>Diffuse uplifting oils (e.g., Citrus Bliss®, Wild Orange)</li> </ul>						
☐ Prepare Refreshments (optional)	<ul> <li>Add Lemon, Wild Oran essential oil to drinking available to your guests an immediate essentia</li> </ul>	water. Make s upon arrival to offer	<ul> <li>Offer oil-infused snacks/treats (for ideas, see dōTERRA's blog).</li> <li>Serve after class, so guests remain.</li> </ul>						
☐ Prepare Story and Introduction									
☐ Set Goals	<ul><li>Number of attendees:</li><li>Number of registrations</li></ul>			er of classes booked:					
2 PRESENTATION · ·									
☐ Builder's Role	Class 1  • Welcome/share story  • Intro/edify presenter  • Share oil experience	Class 2  • Welcome/share s  • Intro/edify preser  • Share oil experienc  • Teach part of class	iter ce	Class 3  • Welcome/share story  • Teach entire class  • Share oil experience	Training flow for up up-and-coming presenters				
Upline Presenter's Role	<ul><li>Edify/support host</li><li>Teach entire class</li><li>Share your story</li></ul>	<ul><li>Edify/support hos</li><li>Teach part of class</li><li>Share your story</li></ul>		<ul><li>Edify/support host</li><li>Share your story</li></ul>	for up				
Gather Teaching Tools Decide who is providing each item	<ul> <li>Class handouts</li> <li>Registration forms</li> <li>Pens</li> <li>Oils to pass around</li> <li>Diffuser</li> <li>Products to display</li> <li>Essential oil reference guides</li> <li>Live, Share, and Build guides</li> </ul>	Optional:  Pre-packaged sar give away  Host gift  Registration incent  Book-a-class incel  Calendar page to l and Wellness Cor	ives ntives pook classes	<ul> <li>Product guides</li> <li>Invites/flyers for next class/event</li> </ul> Share Build					
☐ Involve Team Members	Ideal ratio is one Wellness Advo	cate per three guests to	best support su	ccessful class registrations	SS.				
	guests to bring a friend to you								
Host:	Title:		Presenter:						
Date:									

## **Class Attendee List**

							M	ARK A	S CON	/IPLET	ED		
Host Name:						efore)	efore)						pelr
Host WA #:						Reminder Call (48 hours before)	Reminder Text (2 hours before)		Registration Incentive(s)	Booked a Class	Φ	S	Wellness Consult Scheduled
Location:						Call (48	Text (21	þ	ın Incei		Booking Incentive	Asked for Referrals	
Date:					p	inder	-inder	Registered	istratio	keda	king Ir	ed for	ness (
Name	Email	Phone	New Membe	er#	Invited	Ren	Ren	Rec	Reg	Boo	Boo	Ask	Wel
1.													
2.													
3.													
4.													
5.													
6.													
7.													
8.													
9.													
10.													
11.													
12.													
13.													
14.													
15.													
16.													
17.													
18.													
19.													

#### **Supporting Wellness Advocates to Attend:**

Name:	
Name:	
Nomo	

- Reminder calls/texts drastically increase attendance rates.
- · Keep class size such that you can truly serve each attendee.
- Ideal ratio is 1 Wellness Advocate per 3 guests to best support successful class registrations.

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

—Bailey King, Presidential Diamond

Being a wellness advocate with dōTERRA has taught me a priceless lesson: there is no growth in your comfort zone and no comfort in your growth zone. As I've pushed myself to do hard things and make sacrifices, I've become more capable, confident, resilient, and aware of the needs of people around me. I've been blessed with treasured friendships, unforgettable experiences, and a passion for bringing healing and hope to the world. My cup runneth over!

-Natalie Duerden, Diamond