

dōTERRA®

# Train

to Premier & Silver



# Grow Your Team

**Congratulations on reaching Elite and setting a goal to achieve the next rank!** Now it's time to focus on belief in yourself and in the dōTERRA products and opportunity. Your pipeline will expand as you continue to share, register, and launch new builders. Use this guide to help you prioritize your time, master teaching, and nurture your team.



## + Action

- Share Oils
- Register Customers & Builders  
Achieve 5+ new sales / month
- Launch Builders Who Do the Same

## = Results

- Change Lives
- Grow Yourself
- Create Lasting Income\*



## PREPARE

- Fuel Your Success (pg. 4)
- Become a Trainer (pg. 5)
- Rank & Power of 3 Planners (pg. 6-7)
- Prioritize Your Activities (pg. 8)

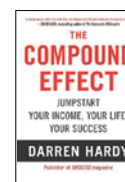
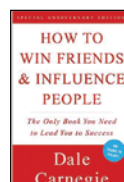
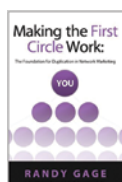
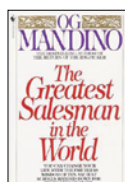
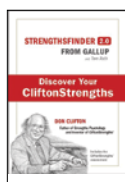
## INVITE

- Invite to Build (pg. 9)

## PRESENT

- Master the Message (pg. 10-11)

### PERSONAL DEVELOPMENT RECOMMENDATIONS



## NEXT STEPS TO SUCCESS



E

### EMPOWER

- Next Presentations (pg. 12)

S

### SUPPORT

- Get Mentored (pg. 13)
- Success Timelines (pg. 14-15)

## Vital Action Steps

- |                          |                        |
|--------------------------|------------------------|
| 1. Personal Development  | 4. Register Customers  |
| 2. Share / Invite        | 5. Lifestyle Overviews |
| 3. Classes / One-on-Ones | 6. Business Overviews  |

See *Launch* guide for more details

*“To be successful you have to have your heart in your business and your business in your heart.”*

—Thomas J. Watson

📄 Items with the download icon are located in the **Empowered Success Tools Library** at [doterra.com](https://doterra.com).

\*Numbers displayed are 2020 annual averages from the USA market. Personal earnings, including first-time rank earnings, may be significantly less. For detailed information, refer to the 2020 Annual Business Builders report and Opportunity and Earnings Disclosure at [doterra.com/US/en/quick-reference](https://doterra.com/US/en/quick-reference). As provided in the company's Sales Compensation Plan, achievement of rank is based on sales criteria to be accomplished in person and also with your sales team. For detailed information, refer to the dōTERRA India Sales Compensation Plan in the company's Policy Manual at [https://www.doterra.com/IN/en\\_IN](https://www.doterra.com/IN/en_IN).

# Fuel Your Success

## UNDERSTAND YOUR WHY

Celebrate! You fell in love with your solutions, cared enough to share, and lives were changed. Your belief in the product gave you the courage to share your experiences and invite others to create their own. You successfully launched your business and are an Elite!

How has dōTERRA changed your life and the lives of others?

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Why keep sharing what you love? What is your passion?

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Why did you start your dōTERRA business? Why does it matter that you keep growing?

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“Hope is the reason people join dōTERRA. Hope for solutions, hope for a better life. But, belief. . . belief is the reason they stay. Belief that dōTERRA is not just a company, but a cause.”

— Justin Harrison

## ACT WITH COMMITMENT

Now is a great time to check in. Do you consider your business a hobby or a profession? Is building lasting income a priority? Do your income goals match your actions?

### EMPLOYEE

Trading time for rupees/paycheck  
Effort-based/short-term rewards  
Activities directed by others  
Build others' dreams

or

### ENTREPRENEUR

Lasting income\*  
Asset-based/long-term rewards  
Direct own activities  
Build own dreams, empower others to build theirs

## CREATE EXPERIENCES

You are in the business of experiential marketing. Create experiences to expose prospects to the possibilities and benefits of your product and opportunity to stir their desire to learn more. Give them reasons to believe. Always obtain a prospect's contact information and follow-up within just a few days.

↓ Utilize **Grow Your Prospects** and **Invite Effectively** to enhance your skills and training.

### How do our products meet needs?

- How do the oils support wellness?
- How do the supplements better lives?
- How does the Loyalty Rewards Program enhance experiences and results?
- Who has health needs that can be served by sharing health information?

### How does our opportunity meet needs?

- How does being in business for oneself empower and liberate?
- How does lasting income affect lifestyle?
- How does the capacity to create a future impact the ability to give back and serve?
- How can you grow as a person as you grow your leadership?

### How can you create experiences?

- Share your story or someone else's (make it brief and relevant)
- Get oils on people. Share a product sample to address a health priority
- Invite to attend a presentation

\*Results vary. For detailed information, refer to the dōTERRA India Sales Compensation Plan in the company's Policy Manual at [https://www.doterra.com/IN/en\\_IN](https://www.doterra.com/IN/en_IN).



# Become a Trainer

“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible.”  
— Dwight D. Eisenhower

## BUILD BELIEF IN THE COMPANY & OPPORTUNITY

Congratulations! You are in the authentic direct selling business. Experts realize, more than ever, that people buy trust, and relationship-selling has become the fastest-growing business model worldwide. Just take a look at your Facebook feed. You are engaged in the most accessible vehicle for entrepreneurship!

### Fall in Love with Your Profession

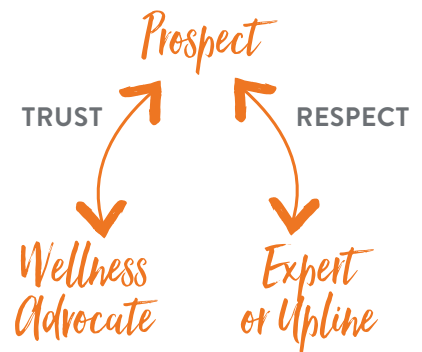
As you register and train your business partners to launch their businesses, you need to have belief to inspire belief. As your certainty grows, you are better able to invite committed action.

- Learn about the history of dōTERRA
- Attend trainings and events
- Connect with your more experienced upline
- Read the *Leadership* magazine and success stories of top leaders in dōTERRA

## EDUCATION IS OUR CULTURE

As a trainer, your focus is three-fold. One, master teaching the introductory presentation, resulting in consistent registrations. Two, teach your builders to do what you've done to become an Elite. Strive to live consciously. Pay attention to what you're already doing right to improve your capacity to teach others to do the same. Third, model the PIPES activities and others will follow your example.

As your builders begin sharing and inviting, they know very little. Your partnership is where the magic happens! They have established trust with their warm market. You are the presenter and serve as an important third-party witness. As the expert solutions provider, you bring credibility to the products and opportunity.



## TRAIN WITH INTEGRITY

This is a relationship business. Measurable outcomes (e.g. team volume, population, personal income earnings) are the direct result of the number of lives we influence. The quality and longevity of those results depends on the experiences of those we register. People follow those they trust.

As an emerging leader in dōTERRA, be mindful that leadership is like parenting; those who come after you duplicate your words and actions. What you choose to say and do impacts and influences the future of both your team and the greater dōTERRA community.

### KEYS TO BUILDING TRUST | I present my message with integrity and grow trust with those I register.

Lead with the mindset of seek to serve, not sell.

#### DO

- Make authentic connections and build relationships of trust
- Discover preferred/effective ways to connect
- Be relatable and find things you have in common
- Ask questions and listen to discover interests and needs
- Look for ways to match your solutions to their needs
- Use your strengths to serve and solve
- Plant seeds that will develop later

#### DON'T

- Spam your contact list
- Use high pressure sales tactics
- Exaggerate the truth
- Over promise and under deliver
- Talk excessively about yourself
- Act pushy or make excuses for your actions

# Rank Planner

PREMIER			SILVER			100 PV - 3 Elite Legs		
<b>BUILDER 1:</b>			<b>BUILDER 2:</b>			<b>BUILDER 3:</b>		
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<b>NEEDED VOLUME</b>	=		<b>NEEDED VOLUME</b>	=		<b>NEEDED VOLUME</b>	=	
Divide needed volume by average class volume (goal is 1000)	÷		Divide needed volume by average class volume (goal is 1000)	÷		Divide needed volume by average class volume (goal is 1000)	÷	
<b>NEEDED CLASSES / ONE-ON-ONES</b>	»		<b>NEEDED CLASSES / ONE-ON-ONES</b>	»		<b>NEEDED CLASSES / ONE-ON-ONES</b>	»	
<b>CLASSES SCHEDULED</b>			<b>CLASSES SCHEDULED</b>			<b>CLASSES SCHEDULED</b>		
1.			1.			1.		
2.			2.			2.		
3.			3.			3.		
4.			4.			4.		
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## ..... Earn Commissions and Bonuses .....

Each bonus is achievable monthly and is paid with commissions between the 15th and 20th of the following month. To ensure you receive your bonus, make sure it shows before midnight on the last day of the month, then continue to monitor until commissions have processed. Use this checklist to help you qualify each month. For more details, see [doterra.com/IN/en\\_IN](http://doterra.com/IN/en_IN).

### POWER OF THREE

- Earn your ₹3,000
- Teach the ₹3,000
- Continue to teach the newly registered members

### RANK

- Meet required volumes
- Ensure correct enrollerships
- Make sure qualifiers hit their ranks

### EMPOWERMENT BONUS

- Achieve Premier, Silver, or Gold rank
- Help a new Wellness Advocate or Preferred Customer achieve a sale of 100 PV or more in a month
- A Gold may qualify for a second share if they achieve an additional sale of 100 PV or more from a new Wellness Advocate or Preferred Customer



# Prioritize Your Activities

Create success by prioritizing important activities. Consider asking yourself: Is this an income-producing activity or a time-waster? Avoid over scheduling by time blocking what matters most. Turn off your cell phone ringer during dedicated activities and leverage the time you have by multi-tasking (e.g. drive lists). Use the following quadrants to guide your planning.

## ESSENTIAL

Commit to the things that matter most. Engage in activities essential to growing a thriving business. Choose to sacrifice what you want less for what you want more.

- Self-care
- Family time and routines
- Plan and prepare
- Be a product of the product
- Invite, present, and register consistently
- Follow-up consistently
- Support builders

## IMPORTANT

Set aside dedicated time for important activities. Live with intention and become more of an expert and professional in your business. A few minutes a day makes all the difference.

- Learn more about the products
- Master PIPES skills
- Personal development
- Create vision, set goals, measure results

## NON-ESSENTIAL

Delegate, trade services, or hire out anything that someone else can do at least 70 percent as well as you. Involve spouse and family support while you build your business and income.

- Dishes
- Cleaning
- Yard work
- Laundry
- Meal prep
- Errands
- Paying bills
- Grocery shopping

## UNIMPORTANT

Trade distractions, time-wasters, and dream-stealers for more essential and important activities. Make sacrifices. Let go of things that matter least for things that matter most.

- TV time
- Social media hangouts
- Trivial activities
- Surfing the internet
- Online gaming

## SCHEDULE YOUR SUCCESS

Plan essential weekly and monthly activities on your own calendar. Set a recurring reminder on your phone to do monthly and weekly planning!

### To plan your scheduled work hours, ask yourself the following questions:

- Who needs a Natural Solutions class?
- Who do I need to follow up with?
- Who needs a Lifestyle Overview?
- Who needs a Business Overview?
- Who needs a Hosting Overview?
- Who needs a Launch Overview?

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING	Plan / Strategize: - Invites to classes - Schedule Lifestyle Overviews	1:1 w/ Jeff	- Follow up with Registrations from class - Lifestyle Overviews			Cont. Ed. or Natural Solutions Class	
DAY	Success Check in: - Get mentored with upline			1:1 w/ Michelle			
EVE	Team Call	Natural Solutions Class			Business Overview Dinner date		



# Invite to Build

## SHARE THE OPPORTUNITY

Whether by sampling or inviting in a scheduled class or one-on-one, or even during casual conversation, find authentic ways to plant seeds about the business opportunity by “dripping” ideas and then asking questions such as:

- Are you open to new business and income opportunities?
- Are you open to learning about ways to create another stream of income?

Once they affirm interest, invite your prospect to learn more at a presentation. In earlier stages of rank and income advancement, and because sometimes it’s a little harder to be a “prophet in your own land,” add credibility by partnering with your upline. You can do this using a 3-way strategy.



## BUILD CREDIBILITY

The 3-way strategy utilizes your upline or other resource as an expert to help your prospect gain respect, confidence, and trust in you, your team, and the company. Together you present an introduction to the dōTERRA business opportunity using the *Build* guide. Whether during a scheduled one-on-one, after a class, on a Zoom or video call, webinar, or even a phone call, it can be reassuring to both a prospect and you to have a more experienced upline introduce the Business Overview.

During these 3-way business presentations, commit to learn how to ask discovery questions, identify needs, determine pain points (what they want or need to resolve), and offer solutions. Then you, in turn, do this for your up-and-coming builders as they recruit their own business partners.

“Network marketing gives people the opportunity, with very low risk and very low financial commitment, to build their own income-generating asset and acquire great wealth.”

– Robert Kiyosaki

## PREPARE

If needed, send materials, links, instructions, etc. to your prospect and/or upline prior to presentation. Relay any knowledge you have of your prospect’s needs and goals prior to the presentation to assist your upline in preparation for an effective conversation.

↓ Use **Discover dōTERRA** to gain a greater understanding of why people partner with dōTERRA.

Tip

Have your prospect view a short video that introduces them to dōTERRA: the company, product quality (e.g. CPTG®), Co-Impact Sourcing™, dōTERRA Healing Hands™, and other unique aspects of our culture, mission, history, and track record at doterra.com.

Understand how *Build* introduces a series of decisions known as the Four Doors. Prospects are invited to choose to:

### 1 BUILD A PIPELINE



pg. 2

### 2 PARTNER WITH dōTERRA



pg. 3

### 3 COMMIT TO BUILD



pg. 9

### 4 GET STARTED



pg. 10

# Master the Message

As you begin to train others how to share essential oils, your own mastering of the Natural Solutions presentation is key to success. Teach from your heart with the purpose of bringing hope and wellness to others. You are introducing precious “gifts of the earth” and the most important outcome is hope, which is priceless.

Use this outline to guide your efforts and give yourself permission to make the presentation your own.

## SET FOR SUCCESS

- Prepare your presentation
- Dress appropriately
- Be punctual and professional
- Display every product in the Natural Solutions Kit
- Have a diffuser going
- Bring oils to share
- Keep it simple
- Keep stories brief, relevant, and relatable

## NATURAL SOLUTIONS CLASS: 40-50 MIN

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

## INTRODUCE

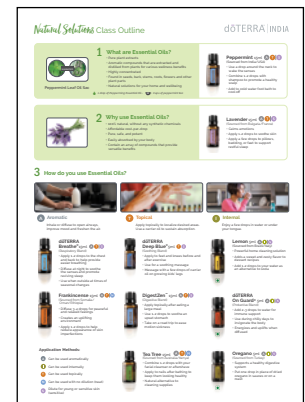
**Goal:** Connect with attendees and express an intention to serve them

- 5 min**
  - ✓ Host welcomes guests, shares why they invited them, introduces and edifies you as the presenter
  - ✓ You edify host and state intention to discuss three things:
    - What are essential oils?
    - How do you use them?
    - How do you get them in your home?

## EDUCATE

**Goal:** Introduce essential oils and application methods

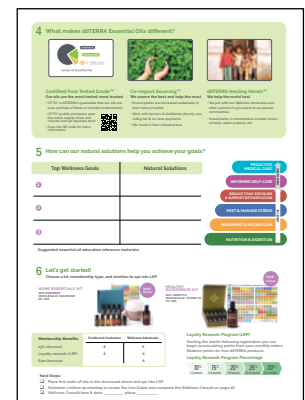
- 10 min**
  - ✓ Ask "Do you need safe, effective, affordable health solutions?"
  - ✓ Discuss: What are essential oils?
    - Modern vs. Natural Approach (pg. 1 - discuss briefly)
    - Safe, Effective, Pure
    - CPTG
  - ✓ Discuss: How do you use them?
    - Aromatic, Topical, Internal (demonstrate method then pass corresponding oil)



## SHARE

**Goal:** Create essential oil experiences and share solutions

- 15-25 min**
  - ✓ Ask "What do you want more of? Less of?" Invite attendees to share priorities (pg. 2)
  - ✓ Talk about products that relate to their concerns (pg. 2); invite testimonials
  - ✓ Pass around oils as they are discussed; don't feel like you have to talk about every product



## CONCLUDE

**Goal:** Register attendees with a kit and invite to change lives

- 10 min**
  - ✓ How do you get them in your home?
    - Review membership options (pg. 2)
    - Invite to register and enjoy the benefits of the dōTERRA wellness lifestyle
    - Invite to change lives
  - ✓ Serve refreshments and answer questions

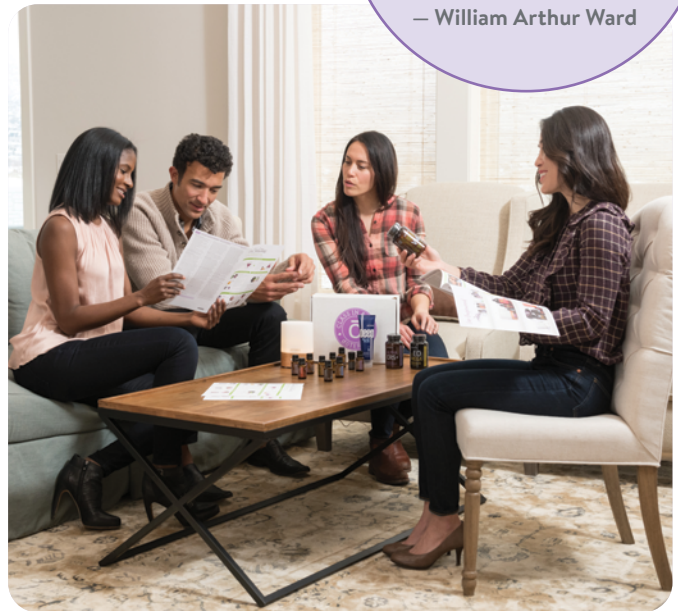
## Tips

- **Be warm and engaging.** Smile and connect with attendees.
- **Use your body language.** More than 75 percent of communication is nonverbal. Make eye contact. Use open 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. Don't be the expert. Let the handout and other resources be the expert. If it's simple, it duplicates.
- **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.** Ask if they are open to the next step of oils in their home. Use incentives to create urgency.
- **Be concise.** Keep your presentation under an hour to hold interest. Leave time to answer questions and register attendees.

📌 For more training on how to present and close successfully, find additional resources in the Empowered Success Tools Library.

*“The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.”*

— William Arthur Ward



## WHAT IF...

### I feel unqualified to teach:

- You aren't the expert and you don't need to be
- Let the handout and/or the DVD 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

### Concerns over internal use:

- dōTERRA labels for internal use according to FSSAI regulations
- CPTG purity is important for safe internal consumption
- Invite guests to do what they feel is best for them

### Low attendance or no shows:

- Trust that whoever came is perfect
- Enjoy the opportunity to nurture the few who came
- Review the inviting process and how it can be more effective in the future
- If no one came, use this valuable time to support refining the inviting processes and other training

### Someone brings up buying on E-commerce websites:

- Safest way to obtain CPTG oils is to get them right from the source where there is a guarantee of no adulteration
- The benefits of a membership outweigh any small discount online (get up to 30 percent of purchases in free product points)

### 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 value of wholesale membership and kit
- Next time, prepare host to understand the value of registering and the intention of the class with a Hosting Overview

### Someone asks if this is an MLM:

- dōTERRA has an option to earn income
- 85 percent of members are loyal customers who simply love the products
- 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 support others in sharing

# Next Presentations

Growing your team isn't just about who you know, it's about who your network knows. One of the simplest ways to tap into this valuable resource is to invite class attendees or new members to host a class of their own.

## BOOK CLASSES FROM CLASSES

1. At the end of the presentation, give your host a gift and thank them for hosting.
2. Say something such as: *"If you're like me, during our time together tonight you likely couldn't help but think of those you love and how they, too, could benefit from these amazing natural solutions."*
3. Invite attendees to schedule their own class and offer an incentive for those who book at that event.
4. Tell them they too can earn the hosting gift when a minimum number of guests attend their event.
5. Show the hostess gift. Send around your (or your new builder's) calendar or schedule with those who express interest after the class.
6. Give each future host a *Share* guide and schedule a Hosting Overview.



📄 Use the **Class Planner** to prepare hosts.

## Tips

- You (or your new builder if ready) bring your calendar and circle a few dates available to teach
- Have booking gifts on hand (e.g. Peppermint 5ml)
- Use LRP points to purchase inexpensive gifts
- Let your passion shine and inspire

## MASTERING DUPLICATION

Train your new builders to hold powerful presentations by modeling how it's done.

- Allow them to progressively take on more responsibility in each successive class until they feel ready to present on their own.

## CREATE MOMENTUM WITH EVENTS

- In addition to classes, there are many ways to expose your customers and builders to exceptional education. Leverage upline, crossline, and corporate leaders who have gone before and have greater experiences as powerful social proof that the products, opportunity, and mission of dōTERRA work. These same individuals are most often those who offer, run, and speak at events. Your part is to promote and let these events grow your team. When promoting, use **relaxed intensity**. Be excited and passionate, and be normal.

### Remember, Events:

- Seed belief for attendees
- Answer "What's in this for me?"
- Encourage dedication to living and sharing the dōTERRA products and lifestyle

### Create Urgency With:

- Seasonally related topics
- Limited time offers
- Limited seating
- Special guest presenters
- Door prizes and special incentives





# Success Timelines

## ONBOARD CUSTOMERS

Customers make up the majority of every team's volume. Consistently connect and create happy customers to result in increased volume and rank. Keep engagement high and teach how dōTERRA products support reaching wellness goals and living an empowered life.

This is a person-to-person business. The relationship your customers have with dōTERRA and the Loyalty Rewards Program is fostered by their relationship with you! Take care to authentically connect with your customers and empower them to meet their needs with Lifestyle Overviews, continuing education, and events. **Model and establish a culture dedicated to effective follow-up.**



### REGISTER

#### While waiting for their first order to arrive:

- Welcome
  - Share excitement
- Schedule Lifestyle Overview



#### 3-10 days after product has arrived:

- Conduct a Lifestyle Overview to support health goals and integrate dōTERRA into their lifestyle (*Refer to Launch for how to conduct a Lifestyle Overview*)
- Support in opting-in to Loyalty Rewards Program
- Connect to resources
- Invite to share and build



## LAUNCH BUILDERS

This timeline outlines the ideal steps for new builders to launch effectively and is key to duplication and long-term success. As a new builder demonstrates commitment by hosting their first presentation(s), establish greater awareness and healthy expectations necessary to continue to launch to Elite. Remember, builders are customers too! Make sure each has experienced the Natural Solutions presentation and a Lifestyle Overview. **Sustain a progressive builder culture by utilizing the Train by Rank guides and Empowered Success training.**



### COMMIT

#### PRE-LAUNCH (1-2 Weeks Before)

Hosting Overview  
and Book Presentations  
with upline



Share, Invite,  
Remind



Host & Register  
with upline presenter



**Retention Rate:**

dōTERRA has an average retention rate of 65 percent! Track your average team retention rate in your back office. Choose:

Wellness Advocate Services > Genealogy > Summary Genealogy

Enter the Wellness Advocate ID (yours or someone on your team) and the number of levels you want to check. Make tracking a habit. Set goals and create strategy with each of your qualifying legs to increase retention rate.



— Mahatma Gandhi

**CONNECT CONSISTENTLY**

**Every month:**

- Communicate monthly specials and promotions
- Share tips
- Promote continuing education opportunities

**Every 60–90 days:**

- Offer additional Lifestyle Overviews
- Check in and support in reaching health goals

**If no sales are made in 60 days:**

- Make customer support calls



**HEALTHY CUSTOMER COMMUNITY**



**LAUNCH MONTH**

**Follow-up**  
with upline



**Launch Overview**  
with upline



**Continue to Engage in**  
**PIPES Activities**



**Achieve Elite!**



**INTRODUCE TRAIN GUIDE**

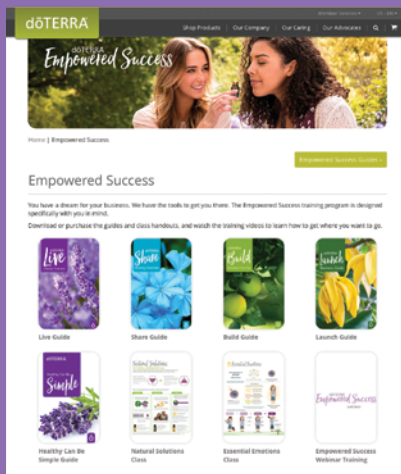
with upline



You *can* do this  
business *part-time*,  
you can do this business  
*full-time*, but you  
cannot do this business  
*sometimes*.

-Justin Harrison, Master Distributor

Learn More:



[doterra.com/IN/en\\_IN](https://doterra.com/IN/en_IN) > Resources > Empowered Success

Next Step:



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