



Launch to Premier Club

Welcome to India's first ever 'Launch to Premier Club'! This program is designed for anyone in India who has reached the rank of Director, Executive, or Elite. This will teach you the most important habits that will serve as the foundation of your business and build momentum as you launch yourself to new ranks! The Launch to Premier Club Program is an opportunity for Wellness Advocates to grow their business and achieve the rank of premier. The end goal of this program is to develop you and your teams to be ready for higher ranks and opportunities with the end goal of reaching Founders Club. It was created to help you strengthen your existing team and establish new leaders and teams, as well as increase your organizational volume and monthly bonus. This Launch to Premier Club will change your business and change your life! This program reinforces the most important habits that will serve as your foundation to build new ranks, develop new leaders and grow your income!

Please read through the document to see all details and answer your questions

Key Benefits and Objectives for You

- Enhance key leadership skills to achieve & maintain higher ranks.
- Grow towards a FOUNDERS Club Position
- Receive enhanced support from staff and your upline mentor.
- **Access cash prizes and incentives, including an exclusive co-impact sourcing experience trip!
 - *Must achieve the new rank of Premier during the club to get any additional awards or trips.***

Key Benefits for Your Team

- Energize your team to help more people.
- Receive free product for new registrations.
- Help your team grow with product education and good business practices.
- Higher earnings for all
- Help them to grow towards a founder's club position.

How You Qualify¹

- Achieve your highest rank of Director, Executive, or Elite in July 2024
- Personally enroll/register 2 new members in India with 100+ PV orders in July 2024.
- Find an upline mentor, who will be your guide connecting with you at least once a week during the program.
- Apply using a google link we will send during the August application month.
- Current premiers that have not hit premier in 2024 can apply on an exception basis.

Launch to Premier Club – Schedule

July	August	Sept.	October	Nov.	Dec.
Qualify	Apply/ prep	Launch to Premier Club Season			

Graduation Requirements for Participants to move from one month to another

- Each Month:
 - 2+ personal registrations within India with orders of 100 PV or more
 - 5+ team enrollments in India with orders of 100 PV or more (team = you or those you hold enrollment of)
 - Account holder’s personal minimum 100 PV LRP order should be completed by the 15th of each month.
- Each Week: Hold at least **1 oil class, and one-on-one meeting** and send verification of the class and one-on-one (picture) to corporate on email to launchtopremier@doterra.com.

July – Qualification Month

- Achieve your highest rank as Director-Elite in July 24.
- Register 2 new members with 100+ PV orders.
- Find an upline mentor, who will check in with you at least once a week during the club.

August – Application & Preparation month:

- Short letter of recommendation from your mentoring sponsor which you can attach to the application.
- Select mentoring sponsor & have them confirm support to corporate and attend weekly meetings.
- Applications will be available during August via a google survey.

Best Practices after club kickoff Sept-Dec:

To prepare successful classes in Launch to Premier Club, you will need to be working with your upline and downline teams prior to the program starting. Planning, inviting, and following up (PIPES which is all part of the Empowered Success program) are the secrets to getting people to attend your classes and meeting the registration requirements. Here are the activities you will need to

complete in the preparation month to be able to have a successful graduation at the end of Launch to Premier Club:

- Prepare and plan your events month-by-month (set the dates of your classes and then work with your leaders to fill your schedule on those days).
- Prepare your teams for scheduled classes in their areas each week. Classes can be held at home, one-on-ones, online, etc. The important thing is that you're having meetings and getting in the habit of teaching and educating about the products.
- Prepare your household – set up childcare, get your family onboard.
- If you have any questions about the Program, please contact the Support Team via india@doterra.com.
- Remember the ultimate goal of this program is to help you become solid premier. This rank is key for founders club, and is also the first rank where you need to really pay attention to the structure of your team, and get rewarded for doing so with the empowerment bonus.
 - **“If you fail to plan, you plan to fail,” -Benjamin Franklin ***

Qualified Classes:

- Classes/events can be held anywhere in India, at home, individually, in groups, online, etc.
- Take a picture of the class and send it to corporate.

Qualified Registrations:

For new registrations to qualify for free products and qualification requirements, the following requirements need to be met:

- Registration order must be at least 100-200 PV on the same order, multiple orders adding up to 100 PV+ will not count.
- The club participant must personally present, or participate in the presentation, where the new customer is registered. This will ensure you're teaching your team good habits on how to hold classes and close sales.
- The new enrollee must be enrolled by the participant of Launch to Premier Club, or one of the participants enrollee's (first level team enrollments) to qualify for the free oils.
- New members who enroll directly with participants or on their team with order sizes outlined below receive the following items, **free!**

Order Size	September	October	November	December
100 PV+	Fennel 15ml	SuperMint 15ml	Lemon Eucalyptus 15ml	Citrus Bliss 15mL
200 PV+	Ginger 15ml	Basil 15ml	Roman Chamomile 5ml	Adaptiv 15mL

¹ Premiers on an exception basis may also participate and can attend the sourcing trip upon graduation but are not eligible for top prizes. Participating members must reside in India but can be international builders if they meet all other criteria of enrolling within the India market.

Exclusive Monthly Product Prizes

- Those who go above and beyond the graduation requirements receive exclusive prizes not currently available in India each month by meeting the following requirements:
 - 3+ personal registrations of 100+ PV, with at least 7 team registrations.
 - 10+ classes + one on one's total per month.
- Emotional aromatherapy oils! Prizes will be awarded monthly from Sept-Dec



September –
Motivate and Cheer 10 mL touches



October –
Passion and Forgive 10 mL touches



November –
Console and Peace 10 mL touches



December –
Surprise US convention product from Sept. 2024

Mentor Guidelines

- A mentor is someone who partners with dōTERRA and the participant to help them be successful in this program.
- You must be a Premier or above leader qualified since January 2024 to mentor.
- Each participant is required to have one mentor to participate but can have more.
- Mentors play a key role in the leadership duplication cycle. Mentors take responsibility for teaching leadership skills, helping develop action plans, and guiding the participant to be successful. This support could include scheduled accountability calls, support with class preparations, class follow-up, attending/teaching classes, when possible, help with scheduling and time blocking, and any other necessary support to ensure the participant's success in the program.
- *Benefits of Mentoring:*
 - Grow your volume. Build a stronger team, and rank, solidify Power of 3.
 - If the participant becomes a premier during this program or until December you will get 100 product points.
 - Must be a qualified Premier or above WA since January 2024
 - An upline mentoring sponsor should be willing to educate, encourage and motivate their participants in this program.
- Applying mentors will receive notification from the corporate team that they have been selected to be a mentor after the participant's application has been approved.

Staff Support

- Designated staff will hold weekly follow ups, to strategize, and set goals and teach about the business.
- Weekly calls for participants and mentors to stay on track and continual education based on empowered success BBG.

End of Season Prizes

Graduation prizes – exclusive sourcing trip! All participants who meet the basic club graduation requirements, and hit the rank of Premier once during this program will qualify to attend the next co-impact sourcing trip in India. Details of the trip will be announced later. We are currently looking at different co-impact sourcing locations within India.**

Top Performers – Prizes by Category!**

Top 3 New Premiers with the highest new volume (Based on newest volume enrolled by you and your enrollees) – must achieve the new rank of Premier during the club and obtain the largest organizational volume. Based on a minimum criteria of 5,000 new volume within the program, i.e. September-December.**

1. INR 25,000
2. INR 10,000
3. INR 5,000

Top 3 New Premiers with the most registrations (Personal and Team) Must have a minimum of 25 to qualify. Participants with the newest registrations of 100 PV+ during the club.**

1. INR 25,000
2. INR 10,000
3. INR 5,000

Top 3 New Premiers with the most consistent Power of 3 – participants who achieved the most levels of Power of 3 during the club. Priority will be given to level 3, then level 2 then level 1 power of three bonus earners based on consistency of the team**

1. INR 25,000
2. INR 10,000
3. INR 5,000

Top 3 Rank Advancement of New Elites who hit during the program with the newest volume (Based on newest volume enrolled by you and your enrollees) – must achieve the new rank of Elite during the club and obtain the largest organizational volume. Based on a minimum criteria of 3,000 new volume within the program, i.e. September-December.**

1. INR 15,000
2. INR 7,500
3. INR 2,500

Launch to Premier Club

Contact Information: Email us at india@doterra.com or launchtopremier@doterra.com for Premier+ accounts email indialeadership@doterra.com.