



# BUILD

A dōTERRA Business



# Are you ready to build your dreams?

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**There was a woman who hauled buckets of water for a living.** Every day, she hauled water from the nearest source to her distant village. If she needed more money, she'd simply work longer hours and haul more buckets.

**After many years, she grew weary of hauling buckets.** Then inspiration came. If she used her spare time to build a pipeline, she could eventually create a new kind of financial opportunity and be free from hauling buckets. She labored diligently for a few years to build her pipeline.

**The day she turned on the spigot, everything changed.** She successfully created a continuous supply of water, improved the villagers' lifestyles, and met her own financial goals.

**Today, this woman is building her dreams.**

## Where Are You?

### Hauling Buckets

- Trading hours for dollars.
- Fighting limits on advancement and earnings.
- Scrambling for free time.
- Building others' dreams.

## Or

### Building a Pipeline

- Earning commissions with team effort.
- Getting additional income.
- Choosing your schedule.
- Building your dreams.

*Results vary based on time, effort, and skill. Expenses may be incurred. See the dōTERRA Opportunity and Earnings Disclosure Summary at [doterra.com/disclosure](https://doterra.com/disclosure).*





## The Value of Creating Cash Flow

The dilemma many people face is spending their lives trading hours for dollars and making little progress toward their long-term financial goals. The solution is to build a business that provides a cash flow. With dōTERRA, you can build a business that offers more control over your time, energy, and income.

“The networking model, in conjunction with a high-quality product or service, presents an unparalleled opportunity for people to thrive.”



**Bob Burg**

*Wall Street Journal and Businessweek Bestseller*

### What would make the biggest impact in your life?

- Create more time to pursue passions.
- Find fulfillment in building your own business.
- Develop talents and grow interests.
- Increase financial flexibility.
- Spend more time with loved ones.
- Find opportunities to earn trips.
- Fight burnout.
- Earn additional income.

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# Why Partner with dōTERRA?

## The Product

### Most Tested, Most Trusted

Since its founding in 2008, dōTERRA has been solely focused on providing the highest-quality essential oils to the world. The industry-defining CPTG Certified Pure Tested Grade® quality standard ensures peace of mind with the purest essential oils on the market.

- Unrivaled natural products that address modern wellness challenges
- No fillers or adulterations, proven by rigorous in-house and third-party testing



Find out more about the dōTERRA quality standard.

## The Company

### Established, Expanding

According to Verify Markets, dōTERRA is the largest essential oil company in the world—a \$2 billion company in just 14 years.

- Millions of customers and Wellness Advocates in more than 28 markets
- Essential oils sourced in over 45 countries and sold in 110 countries
- Innovative executives with over 150 years of combined industry experience




Learn more about the company executives, their expertise, and the origin of dōTERRA.





## The Impact Ethically Sourced, Earnestly Serving

dōTERRA strives to always pay growers fairly and preserve agricultural knowledge through Cō-Impact Sourcing® initiatives. Purchasing dōTERRA® products has the potential to improve lives and communities globally.



**At the Source**  
Cō-Impact Sourcing Oil Priorities

**Traceability:**  
Know the people and processes



**Environmental Stewardship Goals**

- Sustain
- Comply
- Preserve
- Reduce
- Train



**Social Impact Goals**

- Job Creation/Support
- Fair and On-Time Payments
- Fair Labor Conditions
- Capacity-Building
- Community Development



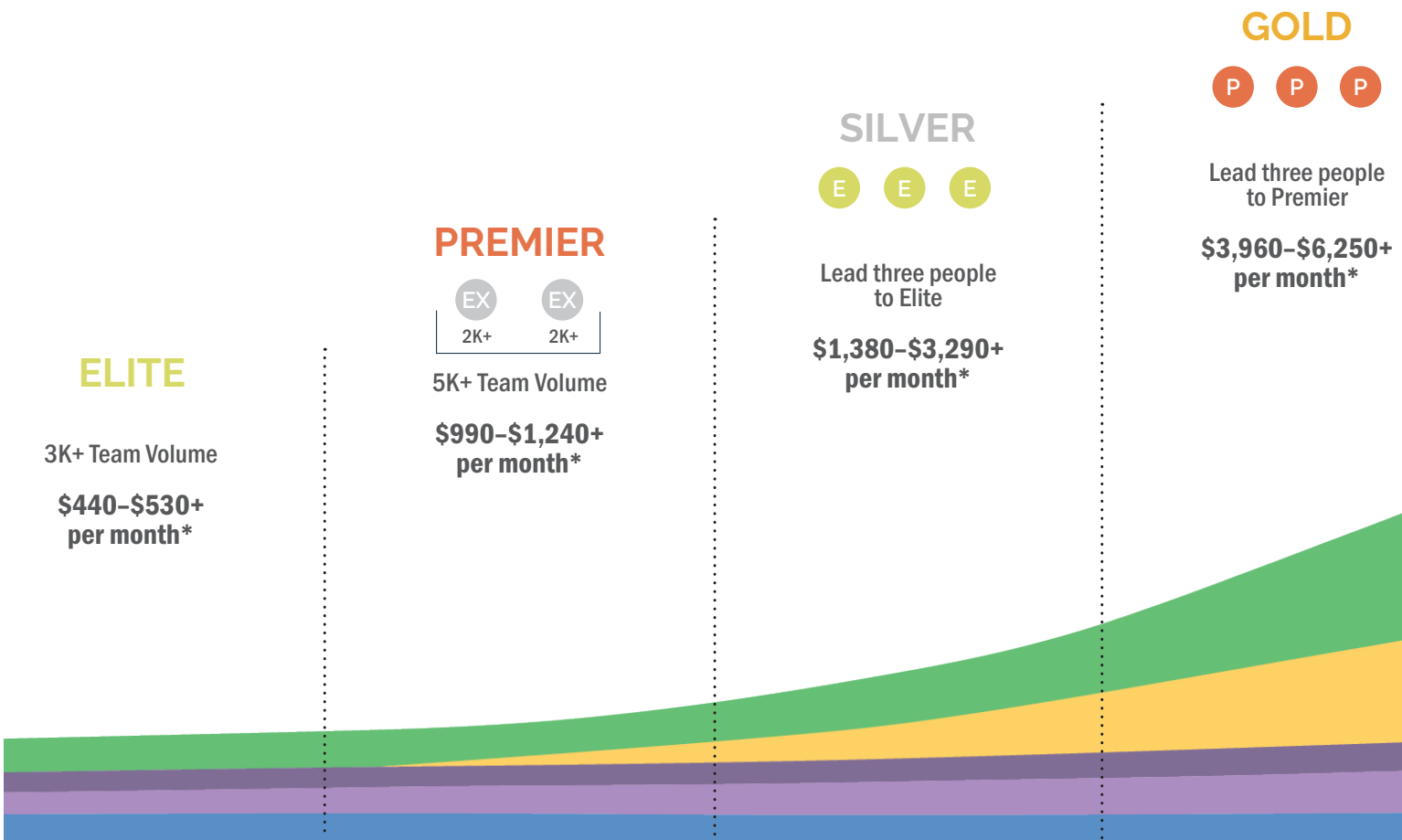
dōTERRA Annual Impact Report

**59%** stellar customer retention!

<sup>†</sup>US customers who continued to order three months after joining dōTERRA



# Discover the Possibilities



### FAST START

Paid weekly on new enrollee volume for their first 60 days.

- YOUR ENROLLER'S ENROLLER: 5%
- YOUR ENROLLER: 10%
- YOU: 20%
- NEW MEMBER ORDER: (represented by an upward arrow)

### POWER OF 3 BONUS & BOOST

Paid monthly based on sales structure.

POWER OF 3 BONUS + BOOST EARNING POTENTIAL				
POWER OF 3 BONUS	400+ PGV	800+ PGV	1,200+ PGV	EARN UP TO
LEVEL 1 (\$50)	\$50			\$100
LEVEL 2 (\$250)	\$50	\$250		\$500
LEVEL 3 (\$1,250)	\$50	\$250	\$500	\$1,750

### POOLS

Paid monthly to reward leadership: 8% of company volume divided among leadership ranks.

- 1.50% Premier, Silver, and Gold
- 2% Silver, Gold, and Platinum
- 1.50% Platinum+ ranks
- 1% Diamonds
- 1% Blue Diamonds
- 1% Presidential Diamonds



## PLATINUM



Lead three people to Silver

**\$6,640–\$11,260+**  
per month\*

## DIAMOND



Lead four people to Silver

**\$8,100–\$17,690+**  
per month\*

## PRESIDENTIAL DIAMOND



Lead six people to Platinum

## BLUE DIAMOND



Lead five people to Gold

The possibilities don't stop at Diamond rank. A small percentage of Wellness Advocates progress to Blue Diamond and Presidential Diamond, earning significantly more as they continue to grow their businesses.

## UNILEVEL

**Paid monthly** on your volume outside the Fast Start bonus window (a member's first 60 days). **The following is an illustration of a possible organization.**

Get paid seven levels deep with a higher percentage on larger lower levels. Dynamically compresses up past members not qualified by rank.

**Level 1:** Earn up to \$100 in Power of 3 from level 1 volume

Level 2	3%	9	\$40
Level 3	5%	27	\$243
Level 4	5%	81	\$850
Level 5	6%	243	\$3,037
Level 6	6%	729	\$9,598
Level 7	7%	2187	\$32,562

Levels in your organization

Percentage paid on monthly volume

Number of people

Income based on 150 PV orders

\*Results vary based on time, effort, and skill. See the dōTERRA Opportunity and Earnings Disclosure Summary at [doterra.com/disclosure](https://doterra.com/disclosure). Most Wellness Advocates (WAs) join to purchase product at a discount and not to earn compensation. The average monthly compensation paid to all active US WAs during the last quarter of 2024 was \$69. An active WA is one who made a purchase, enrolled another account, or received compensation, and includes WAs who received no compensation. The average monthly compensation paid to US WAs who received compensation in 2024 was \$143. The income ranges for each rank are projections based on the Compensation Plan Elevated and the median compensation of WAs with at least 400 PGV and the required TGV for maximum Unilevel commissions at each rank in 2024. The percentage of all US WAs who reached the following ranks in 2024 is Elite: 4%, Premier: 1%, Silver: 0.6%, Gold: 0.2%, Platinum: 0.1%, Diamond: 0.1%, Blue Diamond: <0.1%, and Presidential Diamond: <0.1%. Ranks below Elite are not displayed. Compensation information does not include expenses, which may be incurred. See full compensation plan for details.



# Partner with dōTERRA

and get where you want to be.

## How much time will you commit?

### ESTIMATED TIME NEEDED

### RANK GOALS



*Personally enroll a few customers monthly.*



**Executive**  
in 1-2 months



**Elite**  
in 2-3 months



**Premier**  
in 6+ months



*Enroll at least four customers and one builder monthly.*



**Premier**  
in 6+ months



**Gold**  
in 1-2 years



*Enroll at least eight customers and two builders monthly.*



**Gold**  
in 1-2 years



**Diamond**  
in 1-4 years

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“Believe that you can and you’re halfway there.”

**Theodore Roosevelt**  
*26th President of the United States of America*



# Success Is Simple

Focus your actions to create lasting results.

With dōTERRA, you have the opportunity to create and live the life you desire by changing the lives of others. As you build a financial pipeline, you increase the possibilities to live and give more.

Engage in these pipeline-building activities to grow your business. The more you put into your pipeline, the more you'll get out. For greater results, turn up the flow!

## PIPES

### Prepare >

Use your products and prepare your Names List.

### Invite >

Invite people to sample and learn more.

### Present >

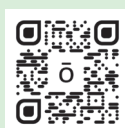
Present the dōTERRA wellness message and financial opportunity.

### Enroll >

Enroll new customers and builders.

### Support

Support your customers and builders, encouraging their success.



The *Business Building Guide* contains step-by-step information about how to launch and sustain a successful business with PIPES.



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# Your Next Steps

Build your business with confidence and clarity.

dōTERRA provides training and proven principles to help you grow your business and bless the lives of others.

## Complete the following steps:



Sign up as a  
Wellness Advocate.



Hold a launch  
strategy session with  
your upline mentor.



Start making your  
Names List.



Welcome  
to the Empowered  
Success Series

These monthly webinars bring you the latest success tips and advice from top business leaders. These webinars are only available live, so mark your calendar! Scan the QR code to register for the next event.





“dōTERRA is more than just a company.  
We are a movement—a force of  
nature—driving positive change in  
the health and wellness of millions.”

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**Drew Wolfert** | dōTERRA Chief Financial Officer

**dōTERRA**<sup>®</sup>  
pursue what's **pure**<sup>®</sup>

