



# BUILD

A dōTERRA® Business



# Are You Ready to build your dreams?

**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 an unlimited supply of water, improved her villagers' lifestyles, and secured her own financial future.

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

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

## 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.
- Potential additional income.
- Choose your schedule.
- Building your dreams.

## The Value of Creating Cash Flow

The dilemma many people face is spending their lives trading hours for dollars, 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 can lead to 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 on your life?

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

# Why Partner with dōTERRA?

Impressive 65% customer retention! That means, 65% of customers ordered again after initial enrollment.

65%

## The Product

### Most Tested, Most Trusted

dōTERRA was founded in 2008 with the mission to bring the highest-quality essential oils to the world. The essential oil industry didn't have standards to ensure purity, so dōTERRA created its own. Enjoy peace of mind with our CPTG Certified Pure Tested Grade® quality and purity standard that ensures you receive the purest essential oils on the planet.

- Exclusive and unrivaled products
- No fillers or adulterations
- Rigorous in-house and third-party testing
- Natural product lines address a variety of wellness challenges



Learn more about the dōTERRA quality standard

## The Company

### Proven and Expanding

dōTERRA is the largest essential oil company in the world, according to Verify Markets. We've become a \$2 billion company in just 14 years.

- Part of the \$4.2 trillion wellness market
- Millions of customers and Wellness Advocates
- More than 28 international markets
- Sales in 110 countries
- Essential oils sourced in more than 45 countries
- Executive team of innovators, who have over 150 years of combined industry experience



Learn more about the Founding Executives, their expertise, and the genesis of dōTERRA

## The Impact

### Source Ethically, Serve Earnestly

#### dōTERRA<sup>®</sup> ab Cō-Impact Sourcing<sup>®</sup>

dōTERRA pays growers fairly and preserves agricultural knowledge through Cō-Impact Sourcing initiatives. Each purchase improves the lives of growers and their communities in developing nations worldwide.

DISH SOAP

Concentrated, cleansing dish soap formulated with CPTG<sup>®</sup> essential oils.  
16 fl oz / 473 mL capacity

#### dōTERRA is driven by:

- Generating Jobs**
- Fair On-Time Payments**
- Environmental Stewardship**
- Sustaining Longterm Partnerships**



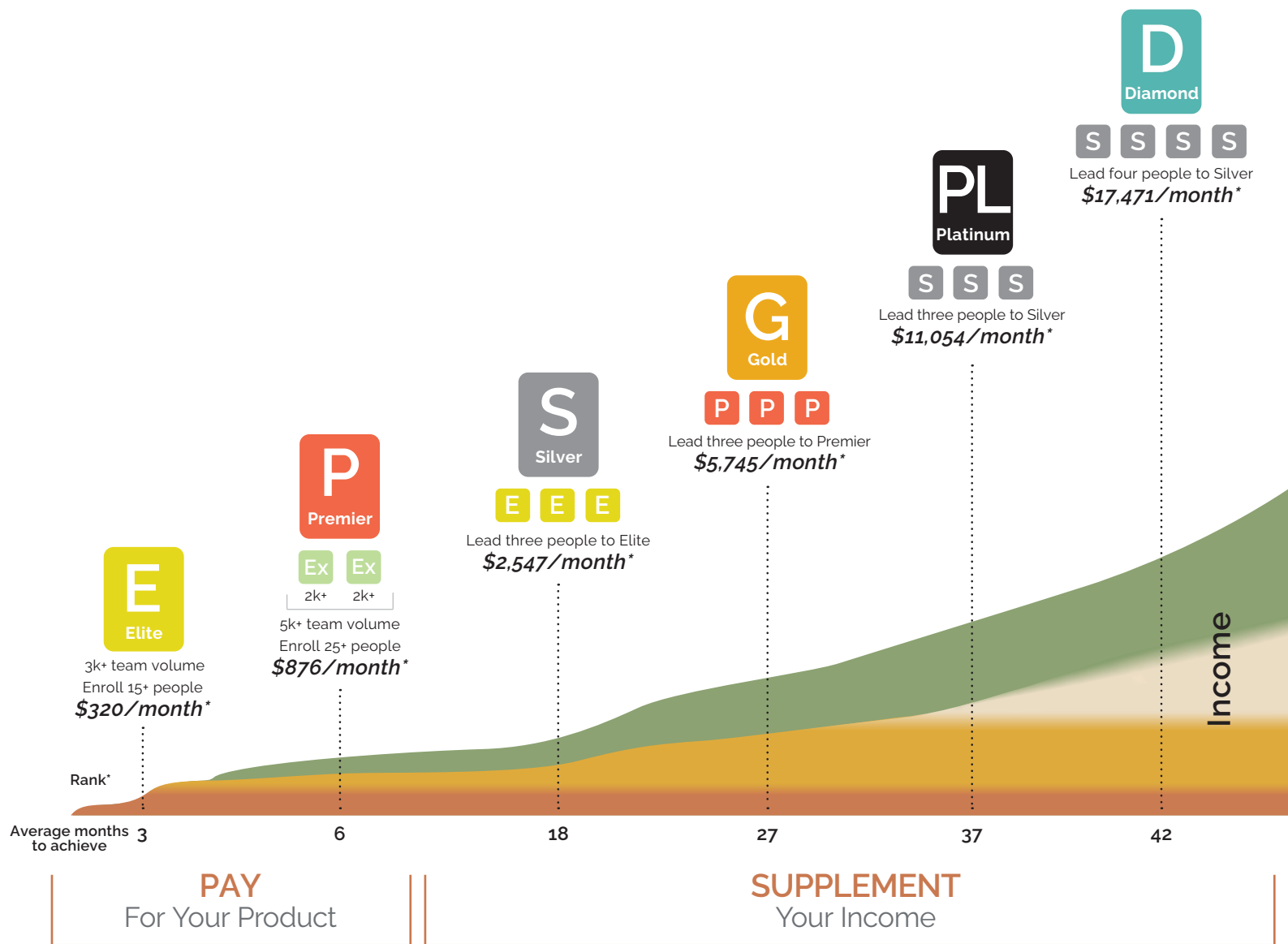
Learn about the dōTERRA goal to improve the lives of 10 million by 2030

#### dōTERRA Healing Hands<sup>®</sup>

dōTERRA Healing Hands Foundation<sup>®</sup> empowers people worldwide to be healthy, safe, and self-reliant. Support a cause you're passionate about through the following initiatives:

- Hope Action Plan**
- The Match Program**
- Sourcing Community Development**
- Review the Donation and Solicitation Disclosure**

# Discover the Possibilities



### COMPENSATION PLAN†

#### LEADERSHIP BONUS

Paid monthly to reward leadership: 7.25 percent of global volume divided among leadership ranks.

1.25% Premier, Silver, and Gold	2% Silver, Gold, and Platinum	1% Diamond, Blue, and Presidential
1% Diamonds	1% Blue Diamonds	1% Presidential Diamonds

#### UNILEVEL BONUS

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

Get paid seven levels deep with higher percentage on larger lower levels. Dynamically compresses up past non-qualifying members.

Level	Percentage paid on monthly volume	Number of people	Income based on 150 PV orders	Notes
Level 1	2%	3	\$9	
Level 2	3%	9	\$49	
Level 3	5%	27	\$252	
Level 4	5%	81	\$859	
Level 5	6%	243	\$3,046	Elites are paid to this level
Level 6	6%	729	\$9,607	Premiers are paid to this level
Level 7	7%	2187	\$32,571	Silvers and above are paid to this level

Levels in your organization | Percentage paid on monthly volume | Number of people | Income based on 150 PV orders | †Results not typical.

#### POWER OF THREE TEAM SALES BONUS

Paid monthly based on sales structure. Each team needs 600 TV to receive this sponsor bonus.


#### FAST START BONUS

Paid weekly on new enrollee volume for their first 60 days. Each enroller must maintain 100 PV in their RP template and place a 100 PV monthly rewards order.

Enrollment LEVEL 1	Enrollment LEVEL 2	Enrollment LEVEL 3
20%	10%	5%



\*Results vary based on time, effort, and skill. See the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure. Most Wellness Advocates (WAs) join dōTERRA to receive a product discount and don't participate in the business. The average monthly sales bonus paid to U.S. Active WAs (USAWAs) who earned a bonus in 2023 was \$140. The average monthly sales bonus paid to all USAWAs during October to December 2023 was \$80. The monthly sales bonuses displayed for each rank are averages for USAWAs who reached those ranks in 2023, and may be significantly less for first-time rank earners. The percentages of USAWAs who reached the following ranks in 2023 are Elite: 4%, Premier: 1%, Silver: 0.6%, Gold: 0.2%, Platinum: 0.1%, and Diamond: 0.1%. Ranks below Elite and above Diamond are not displayed. A USAWA is a WA who made a purchase, enrolled another account, or received a sales bonus. Expenses may be incurred, and average monthly sales bonus numbers do not include expenses.



# Partner with dōTERRA

and get where you want to be.

## How much time can you commit?

### ESTIMATED TIME NEEDED

### RANK GOALS



Personally enroll a few customers a month.

**E** Executive in 1-2 months  
**E** Elite in 2-3 months  
**P** Premier in 6+ months



Enroll at least four customers and one builder monthly.

**P** Premier in 6+ months  
**G** Gold in 1-2 years



Enroll at least eight customers and two builders monthly.

**G** Gold in 1-2 years  
**D** Diamond in 1-4 years

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

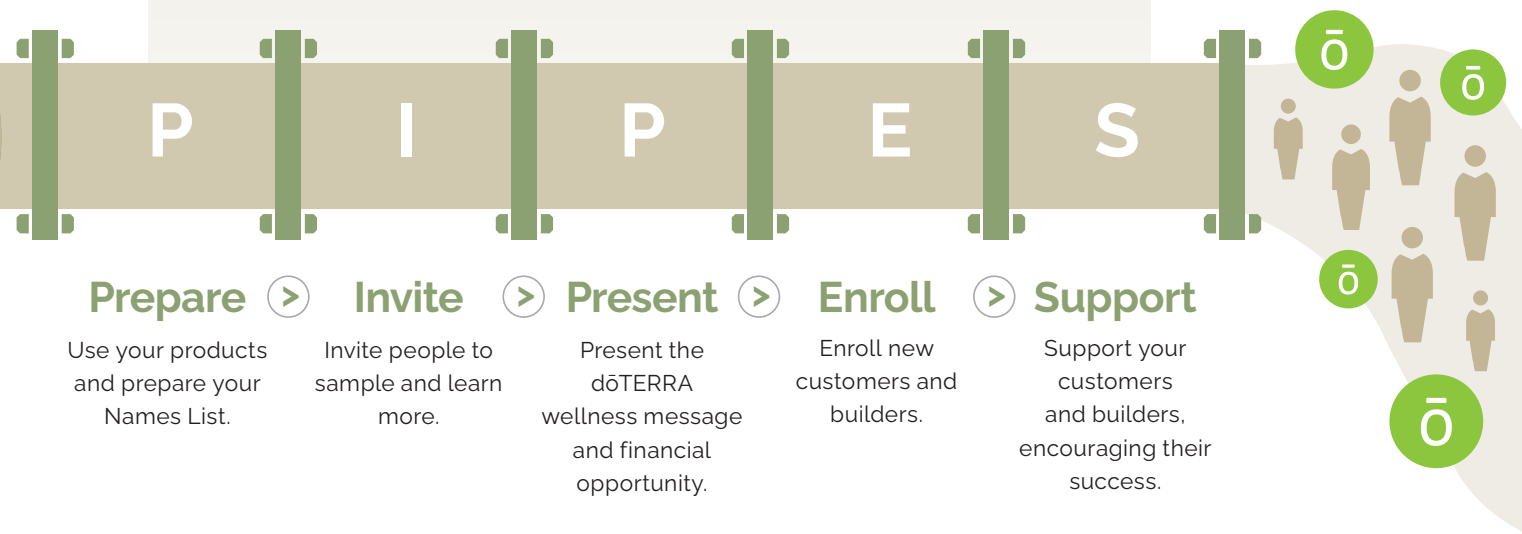
**Theodore Roosevelt**  
 26th President of the United States of America

# 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 (PIPES) to grow your business. The more you put into your pipeline, the more you'll get out. For greater results, *turn up the flow!*



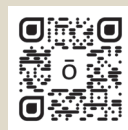
Use your products and prepare your Names List.

Invite people to sample and learn more.

Present the dōTERRA wellness message and financial opportunity.

Enroll new customers and builders.

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.



# Your Next Steps

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: → 
- Start making your Names List: → 
- Schedule launch strategy session with your upline mentor.

## Business Support and Resources

**Business Tools and Resources:**



**Business Building Certification Course:**



**Build Your Business with dōTERRA Podcast:**



Together, we are rapidly sharing  
hope and wellness through  
dōTERRA's worldwide movement.

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dōTERRA®  
pursue what's pure®

