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# 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 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 power of belief is a force to be reckoned with. Others will boldly follow when we have clarity on what we seek to accomplish.**”

**Emily Wright**

*dōTERRA Founding Executive*

### 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

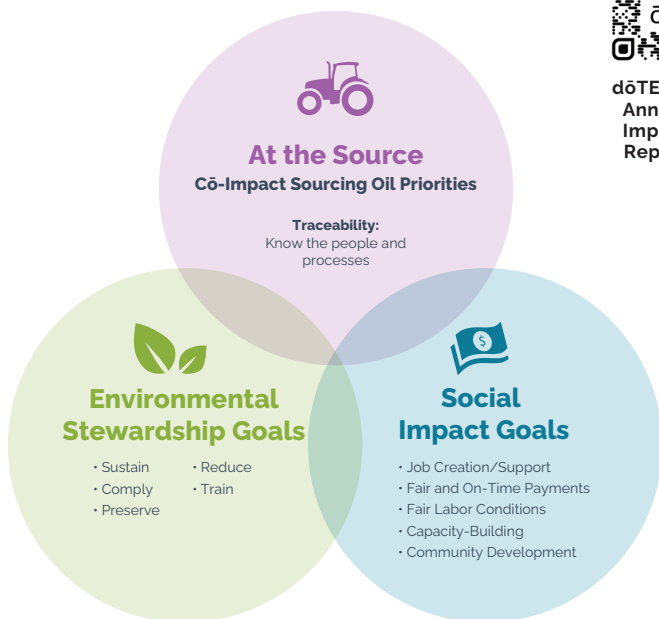


Learn more about the company executives, their expertise, and the origin of dōTERRA.

# The Impact

## Ethically Sourced, Earnestly Serving

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



**dōTERRA**  
**Annual**  
**Impact**  
**Report**

over **55%** stellar customer retention!<sup>†</sup>

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

# Discover the Possibilities

## ELITE

3K+ Team Volume  
\$265-\$813+  
per month\*

## PREMIER

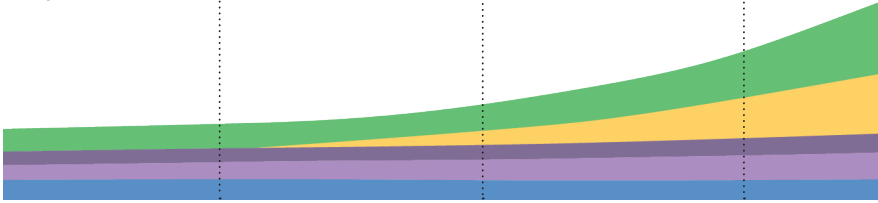
EX EX  
2K+ 2K+  
5K+ Team Volume  
\$854-\$1405+  
per month\*

## SILVER

E E E

Lead three people  
to Elite  
\$2,181-\$3,510+  
per month\*

GO  
P P  
Lead three  
to Pre  
\$3,787-\$  
per mo



### FAST START

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

YOUR ENROLLER'S ENROLLER  
5%

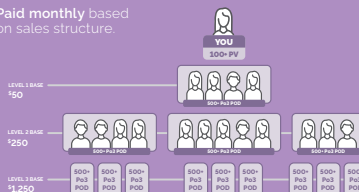
YOUR ENROLLER  
10%

YOU  
20%

NEW MEMBER ORDER

### 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 lead of company volume divided leadership ranks.

1.50%  
Premier, Silver, and Gold

2%  
Silver, Gold, and Platinum

1%  
Diamonds

1%  
Blue Diamonds

\*Results vary based on time, effort, and skill. See the dōTERRA Opportunity and Earnings Disclosure Summary at doterra.com. Active WA is one who made a purchase, enrolled another account, or received compensation, and includes WAs who received \$72. The average monthly compensation paid to US WAs who received compensation in January through November 2025 at the end of each range is the median and the upper end is the 80th percentile. The percentage of all active US WAs who reached Diamond: 0.1%, Blue Diamond: <0.1%, and Presidential Diamond: <0.1%. Ranks below Elite are not displayed. Compensation is

LD  
e people  
emier  
\$6,309+  
month\*

## PLATINUM



Lead three people  
to Silver

\$6,891-\$11,213+  
per month\*

## DIAMOND



Lead four people  
to Silver

\$10,485-\$16,607+  
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.

ership: 8%  
d among

1.50%  
Platinum  
ranks

1%  
Presidential  
Diamonds

## 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

m/disclosure. Most Wellness Advocates (WAs) join to purchase product at a discount and not to earn compensation. An  
ved no compensation. The average monthly compensation paid to all active US WAs during the third quarter of 2025 was  
was \$156. The income ranges for each rank are based on compensation paid in June through November 2025. The lower  
d the following ranks in January through November 2025 is Elite: 4%, Premier: 0.9%, Silver: 0.6%, Gold: 0.2%, Platinum: 0.1%.  
nformation 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

3–10 hours  
per week



*Personally enroll a few customers monthly.*



**Executive**  
in 1–2 months



**Elite**  
in 2–3 months



**Premier**  
in 6+ months

10–30 hours  
per week



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



**Premier**  
in 6+ months



**Gold**  
in 1–2 years

25–50 hours  
per week



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



**Gold**  
in 1–2 years



**Diamond**  
in 1–4 years

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“We have the best leaders and customers in the world at dōTERRA. I feel lucky to work so closely with them!”

**Shannon Bible**  
*Chief Experience Officer, EVP North 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!



## 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>

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