

dōTERRA®

Diamond

Club



Diamond Clubs

WHY DIAMOND CLUB?

Diamond Club is a unique opportunity to ignite your dōTERRA business and grow your team in a concentrated time frame. It allows you to meet new people, form personal relationships, and establish new leaders, while continuing to support and build your existing team. There is a special kind of magic that happens when people feel connected, and that's what Diamond Club is all about: providing opportunities to build a strong team and community, as well as reach advancement goals.

When you work each month at the level required to graduate from Diamond Club, the payoff can be big. Your team, customer base, and relationships will grow because you successfully lit a fire that empowers lasting success.



Make More Money

72% growth in monthly commissions*
33% more than non-participant leaders*



Organizational Growth

40% group volume increase*
Growth in levels that are felt by participants and uplines

2x's

Double Fast Start

Diamond Club participants*
Earn 77% more than the average leader, or approximately \$143 more per month*



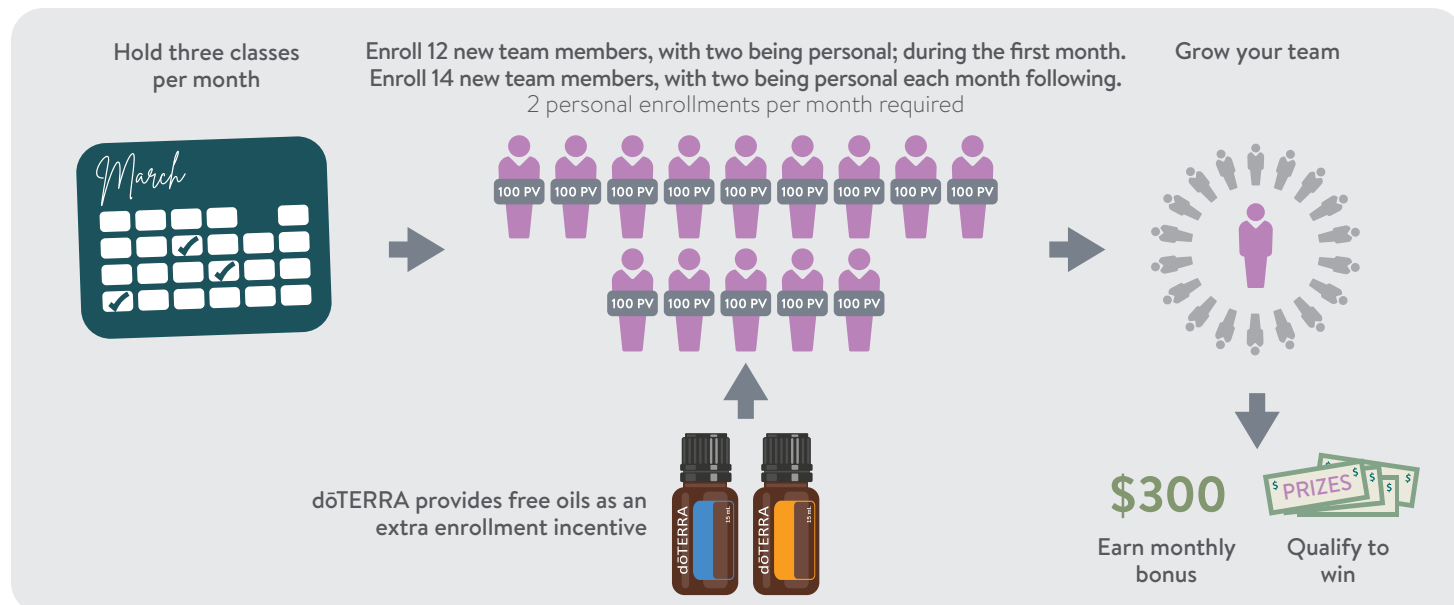
Make More Money

Participants average 1.4 rank advancements*
81% more likely than the average Wellness Advocates*

HOW DIAMOND CLUB WORKS

Diamond Club is all about connecting with prospects, teaching classes, and enrolling new customers. The program offers both special enrollment incentives and a monthly bonus, provided collectively by upline Sponsors when participants meet monthly requirements. These benefits allow you to develop new leadership skills and offset the financial investment needed for rapid growth.

MONTHLY QUALIFICATIONS



*Results vary. First time earnings are typically less. See Opportunity and Earnings Disclosure at doterra.com for full details.

Diamond Clubs Rewards


Diamond Club is a fun and rewarding competition that includes a monthly bonus and prizes for the top performing graduates. Winning is based on points earned for enrollments, rank advancements, and product sales with LRP orders, as explained in the chart below.

\$300

MONTHLY CASH BONUS

Those who meet monthly requirements receive a bonus to use for event costs, rental cars, materials, etc.

No additional reimbursements are available.




CASH PRIZES

1 Grand Prize: \$12,500

1 spot: \$10,000
2 spots: \$7,500
3 spots: \$5,000
4 spots: \$2,500
5 spots: \$1,500
6 spots: \$750

Based on points earned for standings. Prizes are subject to change based on number of participants.



SOURCING TRIP

Qualified graduates have the opportunity to join dōTERRA on an exclusive Diamond Club Sourcing Trip.

*Graduates may select to buy-in one additional spot.
**Graduates are responsible for travel costs for self and additional guest.

EARNING POINTS

Your standing in Diamond Club is based on how many points you earn for doing key business-building activities. You can check your standing in your personal Diamond Club account portal.

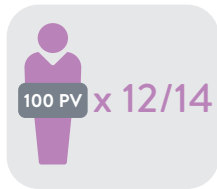
	PARTICIPANT POINTS	CONDITIONS
ENROLLMENTS	6	Points earned for personal enrollments
	4	200+ PV new team member's first order
	3	100-199 PV new team member's first order
	2	50-99 PV new team member's first order.
	1	1-49 PV new team member's first order.
LRP ORDERS	1	1-49 PV new crossline team member's first order (outside your team)
	8	Points earned for new member's first two months of 100+ PV LRP orders . Note: No points for crossline LRP's
	4	Points earned for new member's first two months of 50+ PV LRP orders . Note: No points for crossline LRP's
RANK ADVANCEMENT	2	Points earned for new member's first two months of 1-49 PV LRP orders . Note: No points for crossline LRP's
	100	New rank of Blue Diamond
	80	New rank of Diamond
	60	New rank of Platinum
	40	New rank of Gold

Diamond Club How-To



Hold a minimum of three classes each month

- No travel required.
- Classes can be online or in-person



Achieve 14 new customer team enrollments per month (12 in the first month)

- Each enrollment needs to be a single 100+ PV order to qualify.
- 2 of the enrollments must be personal enrollments each month.
- One-on-one customer enrollments qualify toward your required enrollments.
- All new members must be in participant's organization and in USA/CAN.



Keep a list of all class attendees

- Enter enrollments within five days after the class they attended.



Enter enrollments

- Ensure qualified enrollees get appropriate incentive(s) by using the promo code.



Hold Wellness Consults

- Engage each enrollee in LRP.
- Conduct within their first 14 days.

NEW MEMBER PERKS

As an added bonus for individuals to make their first purchase at a Diamond Club class—and to help the participant reach monthly requirements—dōTERRA offers special product promotions.

100-199 PV FIRST ORDER 200+ PV FIRST ORDER



- The product promotions remain the same throughout the season.
- Orders must be processed as a single order. Combined orders do not qualify.
- Each participant is issued a unique promo code to distribute to enrollees in order to receive incentives.
- Additionally, new members who process a 100+ PV LRP order the first two month's following their qualified initial order will receive 25 LRP points. The LRP points will be added around the 15th of the month following their LRP order.

PRO TIPS:

Essential oils are experiential!

- Create positive product experiences for invitees before they come to a class.
- Pass oils around during classes.
- Offer a few drops of incentive oils at every class for attendees to experience.

Ready to Apply?

QUALIFICATION CHECKLIST

During the qualification period:

- Find 3-4 upline Sponsors.**
At least three sponsors are required. Reach out to your uplines and ask for support.
- Designate the Gold+ leader who submitted your name as your Mentoring Sponsor.**
This person will help strategize, serve as your accountability partner, and support where they can with class preparation and execution.
- Qualify as a Gold or Platinum during the qualification month.**
- Personally enroll 3 new Wellness Advocates and/or Wholesale Customers during the qualification month.**
A minimum 100+ PV enrollment order is required per enrollee.

REQUEST SPONSORSHIP

Consider utilizing the script below when writing to your potential upline financial Sponsors and requesting support. Be sure to include why you want to do Diamond Club and what you hope to accomplish. Make an emotional connection so they experience your heartfelt desire to multiply your paychecks.

Dear [upline name],

I am grateful for the role you _____ [e.g., played in introducing me to dōTERRA/cheering me on/mentoring me], supporting where I am today. I am ready to take my business to the next level and am reaching out to ask for your support to participate in dōTERRA's Diamond Club.

I need 3-4 sponsors to participate, each contributing \$37.50-\$50 per month, in an effort to fuel team growth.

My direct upline lineup is _____, _____, _____, and you [use correct order].

Diamond Club is a proven tool to accelerate growth, and if I don't meet the requirement of 12 team customer enrollments the first month and 14 enrollments the next three months, you don't pay.

dōTERRA handles all the details once you give them the go-ahead and you get the satisfaction of knowing that you are contributing in this way, as well as directly benefit from the growth and momentum.

[Share your top 3-5 goals of why you want to do Diamond Club.]

Simply click here [add the link] and indicate sponsorship.

Thank you so much for your support!

HOW TO APPLY

Visit the Diamond Club website for more information on application instructions, prizes, tips, and frequently asked questions: <https://www.doterra.com/US/en/diamond-club>

“The momentum and culture that Diamond Club created on our team continues to have a ripple effect. It is a season that carries your business to new levels.”
—Dana Moore

Envision Success

Your months in Diamond Club will stretch you to new levels of performance. The best way to set yourself up for success is to be thorough in your preparation. The first step is to begin with the end in mind.

“Spectacular achievement is always preceded by unspectacular preparation.”
—Robert Schuller”

DETERMINE YOUR WHY & GOALS

Before you start the upcoming Diamond Club season, think about what motivates you to build your business. This is your “Why”. Diamond Club requires diligence and hard work to succeed. Your “Why” will carry you through difficult times and help you stay focused on the big picture. Each class, new enrollment, Wellness Consult, and training brings you closer to accomplishing what you’ve set out to do.

After determining your “Why,” it’s time to set some goals. What do you want to achieve during Diamond Club?

1 Why are you participating in Diamond Club?

2 What rank(s) do you intend to achieve upon completion of Diamond Club?

3 What accomplishments do you intend to achieve upon completion for you and your builders?

4 Where do you see yourself and your team six months from now? How will your team culture evolve?

5 What will you do to stay on track when challenges arise?

Consider sharing your “Why” and goals with your upline Sponsors and Mentor.

TO EXPLORE MORE ABOUT YOUR WHY:

📄 [Empowered Success > Sales Guide, pages 2-3](#)

BUILDING YOUR FUTURE

Capitalize on your momentum! When the Diamond Club season is over, continue finding new customers and builders, holding classes, and building your team. You are leading a movement that will bless countless lives.

TAKE CARE OF YOURSELF

When you take care of yourself, you have more to give to others. Schedule your self-care and commit to it like you would any other important event.

Keep your energy up by taking dōTERRA Lifelong Vitality Pack® each day. Make yourself a special Diamond Club essential oil blend to apply when needing a boost.

Set attainable goals and celebrate your successes each week.



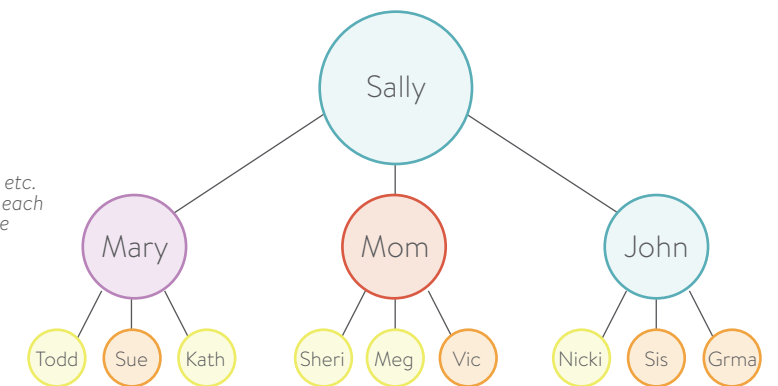
Identify Your Key Partners

Before the season starts, decide where and with whom it’s best to focus your time and effort. Use the exercise below to gather information to help you identify your active builders versus where you need to relaunch or recommit an existing builder, recruit a new one—or even replace a leg that is no longer thriving.

Identify the level of participation for each person on your first three levels using the following ranking system. If needed, before you do this exercise, learn more about committed and capable builders in *Launch* pages 14-15 and *Lead* page 13. Review the *Business Building Guide* (BBG) pages 81-93 to assist with each step below.

1. Committed and Capable* (Teal)
2. Committed (Purple)
3. Capable (Red)
4. Sharer (Yellow)
5. Customer (Orange)

Use colors, etc. to indicate each of these five



Along with the discoveries you’ve made through the exercise above, continue working to identify your key partners for Diamond Club by answering these questions:

1 Who do you see yourself growing with? What specific builders/leaders do you want to partner with?

2 How can you help these key people be motivated and engaged in building their team?

3 Within these legs, what key people (builders, sharers, and customers) would host classes?

With renewed awareness, make a list of the key individuals you’ve identified. Schedule conversations. Establish interest, expectations, and commitment. Discuss what you want to accomplish, set quantifiable goals, and start planning now. Schedule weekly Strategy Sessions. Invite each builder to utilize the **Strategy Check-In** and appropriate **Rank Planner**. See the *Business Building Guide* pages 27-28 and 93 for more on Strategy Sessions.

Early on, decide to stay true to your highest priority goals. It may be tempting to partner with stronger legs, where enrollments come easy. Diamond Club is about advancing **your** success. Choose the **right** strategic partners. **Empower your builders to do their part in sharing dōTERRA products as you partner together to achieve your collective and individual goals.** See *Business Building Guide* pages 13-14 and 97 for more on setting goals with your builders.

📄 [Available in Empowered Success > Tools Library at doterra.com](#)

Engage Your Team



Creating success through Diamond Club requires collaboration and is largely dependent on your ability to inspire and rally your sharers, builders, and leaders. Before you begin, make sure your team is on board with you.

The support of your team is vital as they help generate interest, host classes, and invite their communities. Your participation in Diamond Club directly benefits their growth, as it allows you to support them and provide incentives for their enrollments. Show them how working together will grow all of your businesses.

In addition to your team, your friends and family will be an important part of your Diamond Club season. When applicable, help your family understand your purpose and, together, create a plan for success, including a fun way to reward and celebrate reaching your goals.

PLAN TO SUCCEED

Planning is critical. Start now, and everything will go much smoother for everyone involved. You'll want to have the following things in place prior to beginning Diamond Club:

- Update your Names List; rate it to identify top new builder prospects.
- Schedule at least the first month of classes.
- Commit hosts (for at least the first month's classes).
- Commit builders who are strategic to the success of your goals; help them understand your Diamond Club goals and expectations, and set their own.
- Commit your family to support you and have an overall program length plan.
- Schedule regular Strategy Sessions with both your upline Mentoring Sponsor and your downline building partners.

See *Business Building Guide* pages 15-20 to support these these activities.



“ Many people within my organization have utilized the momentum of Diamond Club to propel their business forward. —Jessica Moultrie ”

Strategize Success

Work with your upline Mentor to create a customized strategy for you and your team. Stay accountable throughout your Diamond Club season and beyond.

Set up weekly strategy calls and do the following:

- Track weekly PIPES activities and goals (use [Strategy Check-In](#)).
- Fill out [Rank Planner](#) and [Power of 3 Planner](#) monthly.
- Review progress toward overall Diamond Club goals.
- Outline details for monthly goals.

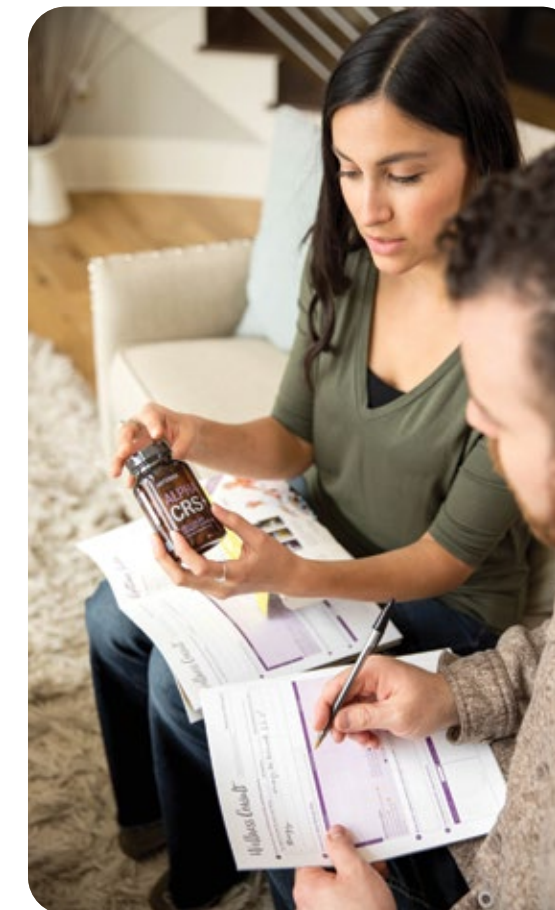
MORE WAYS TO GROW

Book Classes

Your primary way of growing your team during Diamond Club is to hold classes. They provide amazing opportunities to meet new people, introduce essential oils, and deepen relationships with your team. With your list of committed partners and hosts, ensure each is empowered using the [Class Planner](#). Classes are always more successful when expectations and plans are set ahead of time.

With the monthly Diamond Club requirements to achieve the required team and personal enrollments, utilize the multiple ways there are to enroll.

“ Diamond Club helped me to motivate my long-distance builders because it allowed me to connect with them face-to-face. —Raphael Gagnon ”



Hold One-on-Ones

In addition to classes, choose to hold one-on-ones because all enrollments count toward your overall point total! Whether scheduled or impromptu, look for opportunities to enroll new customers. This is a great way to fill in the gaps in your Power of 3 structure and solidify your monthly bonus.

Get Your Leaders Involved

In addition to your own classes, make sure your leaders and builders are involved in planning and holding classes. Help your key builders take ownership and initiative during Diamond Club so they can build their own leadership skills.

Get Out of Town

As circumstances allow, consider using your monthly Diamond Club bonus to help pay for travel to committed builders who live outside your area. Plan ahead, stack your schedule, and make the most of your time. Look through your back office for potential connections in targeted locations.

- Hold multiple classes.
- Hold one-on-ones.
- Hold a business training with your builder and any builders in their downline.

STAY PRIORITIZED

Daily

- Be a product of the product
- Personal/Skills development
- Business-building activities

Weekly

- Event planning with hosts
- Strategy Sessions
- Team call

Monthly

- Diamond Club call

Basic Needs of Success:

- Know what to do
- Have the tools to do it

Use [Maximize a Weekend](#) to optimize planning and preparing.

GET PREPARED, STAY PREPARED

Ensure success for yourself and your team. Prepare the things that matter most. Although you may have experienced these steps in the past, choose to fine-tune your planning and skills so you can pass on successful patterns. Pace yourself. Schedule your success so you can take a few steps at a time. Repeat these processes again and again and make them your own.

How you prepare is as important as the actions you take.

- Update/Expand Names List**
(Business Building Guide pgs. 15-18)
 - Use **Names List**
 - Use **Memory Jogger** or **Grow Your Prospects**
 - Identify top 45 **Success Tracker**
- Review *Success Schedule***
(Business Building Guide pgs. 19-20, Lead pg. 7)
- Schedule Classes**
 - Your own
 - With builders/hosts
- Fill out *Success is Scheduled***

Ensure successful enrollments by creating positive experiences before inviting.

- With Your Builders/Hosts**
 - Review **Share**
 - Fill out **Share Your Story**
(Business Building Guide pg. 36)
- Prepare Samples**
(Business Building Guide pg. 33)
 - Bring oils to share
 - Get dōTERRA samples
 - Get **Healthy Can Be Simple**
- Share, Follow Up, Invite**
(Business Building Guide pgs. 37-43)
You and your builders:
 - Share your story and samples
 - Invite people to learn more

The best way to teach others to be effective presenters is to be one.

- Presentation Outlines**
(Business Building Guide pgs. 53, 87-88, and Lead pg. 10)
- Intro to Oils Class Script**
(Business Building Guide pgs. 51, 54-62)
 - Select handout
- Intro to Build Script**
(Business Building Guide pgs. 87-90, Lead pgs. 10-11)
- Teach**
 - **Train Builders to Be Presenters**

Master each type of enrollment. Maximize the 14-day new member follow-up to optimize placements. (Launch pg 13)

- Invite to Join**
(Business Building Guide pgs. 59-62)
 - Enroll Successfully
- Invite to Host**
 - Book classes from classes
(Business Building Guide pg. 61, Train pg. 12)
 - **Intro to Host**
(Business Building Guide pgs. 49-50, 84)
- Invite to Build**
(Business Building Guide pgs. 87-90, Train pg. 9, Lead pgs. 10-11)
- Hold Wellness Consults**
(Launch pgs. 12-13, Business Building Guide pg. 71)
- Placements**
(Business Building Guide pgs. 63-66)

Have systems in place for each of these follow-up actions. Use existing upline and dōTERRA resources to eliminate unnecessary extra work.

- Onboard Customers**
(Business Building Guide pgs. 69-72, Train pgs. 14-15)
- Launch Builders**
(Business Building Guide pgs. 91-92)
- Recognize Builder Success**
- Strategy Sessions**
(Business Building Guide pgs. 27-28, 93)
 - **Strategy Check-In**
- Promote Team and Corp Events**
(Business Building Guide pgs. 73-74)
 - Product and business training
(Train pg. 12, Lead pgs. 18-19)

PREPARE

INVITE

PRESENT

ENROLL

SUPPORT

Empowered Success

The Empowered Success training system is the proven way to build a successful dōTERRA business, providing a step-by-step process. These simple tools help you progress through each level of success and equip you to empower your team so they can experience success as well.

Leverage online training for your new builders:



“With this program, you will be able to take your business to whatever level of success you envision.”
—David Stirling

“Empowered Success was instrumental during my Diamond Club season. It helped me focus on proven action steps so I could keep one foot in front of the other. Every day we knew exactly what needed to be done. It’s a simplified plan for the win!”
—Claudio Saputo, Diamond Club Winner, Fall 2018

Master to Multiply
Use additional Empowered Success guides to hone your skills, expand your leadership, and advance in rank.

Tips for Success

Diamond Club has the capacity to move the needle of your success in ways you may not yet comprehend, leading to profound influence and recurring income in your dōTERRA future. Take this season seriously and make the most of your commitments.

Be a Product of the Product: First and foremost, always choose to live the lifestyle you are promoting. Keep creating experiences that you can draw on and share at just the right moments.

Lead by Example: People follow actions more than words. If you're putting in the work, your builders will see that and be inspired to rise to the occasion.

Make It Habit: Respond to communications within 24 hours and create an environment where people feel like they are supported and cared about.

Communicate with Your Builders: You're all in this together! Schedule regular communications and focus on effective actions. Learn about their strengths and help them aim them at their dreams.

Turn Setbacks into Wins: It's easy to feel discouraged when a class gets canceled or people don't show. Use the allotted time and hold a spontaneous training with your builder. To prevent disappointing results, adequately teach hosts/builders how to sample and invite and consider scheduling one more class with each.

Rank Advancing in dōTERRA: This is a process of evolving and becoming a better version of yourself. Take time daily for personal development. Leadership is a grand process of refinement. Engage in business and skills development on a regular basis as well.

Express Gratitude: Always thank your team for the efforts they put in. Gratitude is a powerful way to contagiously lift those around you.



ASK YOURSELF AND SCHEDULE

Success is not a destination; it's a habit that must be scheduled. Yet sometimes when it comes down to it, even experienced builders may not know exactly how to direct their time. Use these key questions as thought-triggers to better schedule targeted activities.

- Who needs an oil experience?
- Who needs an invite to an Intro to Oils class?
- Who needs a follow-up to enroll?
- Who needs a Wellness Consult?
- Who is ready to host?
- Who can I invite to build?
- Who is ready to launch their business?

USE RESOURCES

Use your Diamond Club Project Manager for Diamond Club account issues, Diamond Club related questions, and your upline mentor for strategies and encouragement.

Monthly Class Tracker

Month: _____

CLASSES

Date	Time	Location	Host	Prep Host	Review Class Planner	Prep Family	Plan Travel	Sample Guests	Volume Goal	Thank Host	Submit Event Details
		1.									
		2.									
		3.									
		4.									
		5.									
		6.									
		7.									
		8.									

ENROLLMENT INFORMATION

Enrollee Name and ID Number	Host Name and ID Number	Enroller Name and ID Number	Enrollment PV	Enrollment Date	Wellness Consult	LRP Set-Up
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						


Class Planner

As the hosting builder and presenter, use this handout together to divide responsibilities and prepare for a successful class. Great planning allows both of you to stay focused on your guests and come away changing their lives.


Host: _____ Title: _____ Presenter: _____

Date: _____ Location: _____

1 PREPARATION

- Invite and Confirm Attendees** • Invites are best issued about 1-2 weeks in advance. Typical ratio: 15 invites means 7-10 attendees.
- Prepare Attendees** 
 - Share an oil experience if possible.
 - Give a *Healthy Can Be Simple* booklet.
 - Ensure a positive product experience prior to inviting.
 - Follow the invitation script in the *BBG*.
- Prepare Room**
 - Use good lighting and well-ventilated area.
 - Put out a few chairs, bringing in more as needed.
 - Eliminate distractions beforehand.
 - Create a space for the presenter to teach from with a simple product display area.
 - Diffuse uplifting oils (e.g., Citrus Bliss®, Wild Orange).
- Prepare Refreshments (optional)**
 - Add Lemon, Wild Orange, or Tangerine essential oil to drinking water. Make available to your guests upon arrival to offer an immediate essential oil experience.
 - Offer oil-infused snacks/treats (for ideas, see dōTERRA's blog).
 - Serve after class, so guests remain.
- Prepare Story and Introduction**
 - Be sure the host has taken the time to prepare both their dōTERRA story and an introduction of the guest presenter (*BBG* pgs 36, 53-54).
- Set Goals**
 - Number of attendees: _____
 - Number of classes booked: _____
 - Number of enrollments: _____
 - New builder(s) found: _____

2 PRESENTATION

- | | | | | |
|--|--|---|---|--|
| <input type="checkbox"/> Builder's Role | Class 1
• Welcome/share story
• Intro/edify presenter
• Share oil experience | Class 2
• Welcome/share story
• Intro/edify presenter
• Share oil experience
• Teach part of class | Class 3
• Welcome/share story
• Teach entire class
• Share oil experience |] Training flow for up-and-coming presenters |
| <input type="checkbox"/> Upline Presenter's Role | • Edify/support host
• Teach entire class
• Share your story | • Edify/support host
• Teach part of class
• Share your story | • Edify/support host
• Share your story | |
| <input type="checkbox"/> Gather Teaching Tools
Decide who is providing each item | • Class handouts
• Enrollment forms
• Pens
• Oils to pass around
• Diffuser
• Products to display
• Essential oil reference guides
• <i>Live, Share, and Build</i> guides | Optional:
• Pre-packaged samples to give away
• Host gift
• Enrollment incentives
• Book-a-class incentives
• Calendar page to book classes and Wellness Consults | • Product guides
• Invites/flyers for next class/event | |
- 
- Involve Team Members** • Ideal ratio is one Wellness Advocate per three guests to best support successful class enrollments.

3 NEXT CLASS Invite guests to bring a friend to your next class

Host: _____ Title: _____ Presenter: _____

Date: _____ Location: _____

Class ATTENDEE LIST

Host Name: _____

Host WA #: _____

Location: _____

Date: _____

NAME	EMAIL	PHONE	NEW MEMBER #	MARK AS COMPLETED									
				Invited	Reminder Call (48 hours before)	Reminder Text (2 hours before)	Enrolled	Enrollment Incentive(s)	Booked a Class	Booking Incentive	Asked for Referrals	Wellness Consult Scheduled	
1.													
2.													
3.													
4.													
5.													
6.													
7.													
8.													
9.													
10.													
11.													
12.													
13.													
14.													
15.													
16.													
17.													
18.													
19.													

Supporting Wellness Advocates to Attend:

Name: _____

Name: _____

Name: _____

Tips:

- Reminder calls/texts drastically increase attendance rates.
- Keep class size such that you can truly serve each attendee.
- Ideal ratio is 1 Wellness Advocate per 3 guests to best support successful class enrollments.

Diamond Club is a
life-changing *opportunity* and a
catalyst for immense *growth* in
your dōTERRA business.

—Bailey King

