

# Expand Internationally



As you expand your team, consider building in other countries, ideally where dōTERRA has already opened and established the market. This can be a great way to grow possibilities worldwide.

## HOW TO BUILD INTERNATIONALLY

- 1 Review the countries dōTERRA has opened. How do you build or sponsor internationally? Know the difference between an open market versus NFR and what that means. Brainstorm contacts in different countries and consider where to build. Go places where you actually have contacts – don't just go somewhere thinking it will be "golden". Choose your international markets wisely, understanding growing internationally is a long-term stewardship.
- 2 Share with your sphere of influence that you are expanding internationally and ask if they have contacts in your market(s) of interest. Ask them for help to connect with referrals.
- 3 Reach out to referrals. After introducing yourself and establishing a connection, say, "I'm expanding my business in \_\_\_\_\_, and \_\_\_\_\_ gave me your name as someone who lives and has influence there and would have potential interest in the opportunity to grow a business. If I send you some information, are you willing to review it and let me know if you think this is a fit for you?"
- 4 Get a commitment for a follow-up date and time.
- 5 Keep your word. Send the information out as promised and follow-up when you said you would.

## INTERNATIONAL SUPPORT

- Grow in your own backyard first where you have contacts and ease of connecting.
- Know that international markets can be unpredictable, and sometimes require more effort than local growth.
- Make sure you can commit to the cost and time it takes to grow internationally.
- Talk to someone who is building internationally to understand what is truly involved. If you are not in the position to do it right, it's not the right time.
- You'll need to be more available early on as a market develops.
- Recognize the limitations that naturally exist when you visit other countries (e.g. language, cultural differences, technology, time zones).
- Establish effective shipping solutions early-on as needed.
- Utilize technology (e.g. Skype, Facebook, Zoom video calls, Google Voice/Chat) to connect with your leaders and builders regularly.
- Plan travel to meet team needs and coordinate with dōTERRA corporate events.
- Fall in love with the country and culture you are serving.
- Team up with other leaders to alternate trips and collaborate or support needs across teams.
- Be familiar with, even an expert on, the important nuances and variables in market regulations and laws.
- In newer markets, be aware of founder opportunities for you and your builders.