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MENTOR GUIDE

Diamond & Silver Clubs



A photograph of two women sitting on a patterned couch in a living room. The woman on the left, with blonde hair and wearing a blue denim shirt, is smiling and holding a small, dark glass bottle of doTERRA essential oil towards the woman on the right. The woman on the right, with long brown hair and wearing a light pink V-neck top, is looking at the bottle with a slight smile. In the background, there is a large white lamp with a white shade. A purple box containing several more small bottles of essential oil sits on a table in the foreground.

Introduction

Diamond Club and Silver Club exist to help Wellness Advocates build strong teams and advance in rank. By participating, Wellness Advocates identify and work with potential builders to cultivate their customer base using proven simple and effective duplication models.

As a mentor, you're there to support your mentees. You play an essential role in teaching and modeling leadership skills, developing action plans, and guiding toward success—which may include scheduled accountability calls, strategy sessions, and assistance with classes as needed (preparing, attending, and following up), and among other responsibilities.

This guide is designed to support you as a mentor. A good mentor can make a transformational difference in the life and success of a person. Think of the people who've helped you succeed. Mentoring can also be personally fulfilling. You'll likely find giving back incredibly gratifying after reflecting on how far you've come. Mentoring members of your team also reaps rewards for your business. Before you peruse the rest of this guide, consider completing the Empowered Success *Deepening Your Why* exercise to solidify the reasons you're building a doTERRA business and why it matters to you.

Deepen Your Why

"People don't buy what you do, they buy why you do it. And what you do simply proves what you believe."

— Simon Sinek

To achieve your goals and realize your dreams, it's important to know not only what you want, but also why you want it. Inner conflict typically arises when the head and heart are not on the same page. The heart's desires often differ from what the mind considers to "look good on paper." By making a greater consideration of your true or deeper underlying why, your more conscious awareness drives the capacity to carry on uncompromisingly through adversity, discouragement, and doubt. It's how goals become non-negotiable.

The exercise below is designed to lead you through a powerful process of discovery—to excavate the deep desires of your heart. Don't overthink your answers or ponder too long. Answer quickly (30 seconds is sufficient time), otherwise you can get stuck in your head. Write out each answer by hand to fully engage your faculties and make powerful connections in your brain.

1 Why am I growing a dōTERRA business? Because I ... (Write down the first thing that comes to mind. Don't overthink.)	>
Looking at your answer above:	
2 Why does that matter to me? Because I think ... (Explain why you gave the answer you did to the first question.)	>
Looking at your answer above:	
3 Why does that matter to me? Because I believe ... (Refrain from answering with a hope or want. Instead, state a deeply held belief tied to why you gave your answer to the second question.)	>
Looking at your answer above:	
4 Why does that matter to me? Because I know how it feels to ... (Explain the experience(s) that taught you the belief you wrote in answer 3. The dark that taught you the light, the bitter to the sweet.)	>
Looking at your answer above:	
5 Why I do what I do ... (Identify key words and phrases in your answer to question 4 and convert them into an inspiring and motivating marketable message.)	>

Congratulations for braving the journey of opening your heart and mind to why you do what you do! Ponder your insight. Now that you've tapped into what truly drives you and the emotional power behind it, use it to fuel your progress. With this deeper, personal knowledge, forge a conscious partnership with yourself as you act with greater purpose.

"Your deepest driving force is not a thing, it's a feeling—a burning fire fueled by every experience you have ever had, good and bad. Your true why will become the most influential force in your success. Because when you know what you want to do and why you want to do it, you are ready to face any how." — Spence Petit, dōTERRA Blue Diamond

Benefits of Being a Mentor

Mentors enjoy several benefits. Mentorship is a fantastic way to invest in your team's leadership, building their relationships and developing their skills. It also refines many of your own leadership skills! Mentorship can also reveal who's really committed to building, which helps you know exactly where you should focus your energy, time, and support. Of course, there are also possible rank and commission increases that naturally stem from building a bigger, stronger team.

We hope you'll make the most of your mentoring experience. As wonderful as the benefits mentioned are, there's something uniquely fulfilling about knowing where you've been, seeing people at that stage, and helping them progress to the next level. Sharing what's helped you get to where you are today and celebrating the successes of your mentees may be your favorite part of the mentorship.

Diamond Club Mentor Perks and Responsibilities

If your mentee is participating in Diamond Club, mentors earn special prizes. The biggest prize sees the top three Diamond Club mentors going on the exclusive Diamond Club Sourcing Trip. As a mentor, you can earn 10 points every month for each of your mentees who meet their monthly requirements. You'll receive 10 additional points for each mentee who officially graduates. You can track your points on the "Points" and "Standings" pages on your dashboard—found at diamondclub.doterra.com.





“Participating in Diamond Club presented me with a unique opportunity to unify my team. Everyone on my team contributed to our success. Diamond Club isn’t about one person. It’s about your entire team. We built together and exceeded our own expectations. Diamond Club made the rank possible for me and my team. It gave us direction and kept us moving forward.”—**Sophie Lemay (First Place Winner, 2021)**

Program Requirements

Understanding program rules and guidelines is foundational to success. Your mentees should complete the online program training prior to the beginning of the season. They will also receive a program-specific planner.

Encourage your mentees to complete the training and review the planner before the program starts. The program planners helpful calendars, trackers, and work pages they can use leading up to and throughout their experience. Before the season begins, your mentees should fill out all interactive content in the program guide. They may appreciate

walking through the pages with you so they can fill them out more confidently.

Over the course of the program, mentees have monthly enrollment requirements they must reach to continue in the program. Meeting these requirements will also qualify them for the monthly bonus and end-of-season prizes. You can learn about specific enrollment requirements [here](#). Review them often to make sure your mentees stay on track for completion.



Five Tips for Being an Effective Mentor

Mentorship can be difficult to balance. You want to offer ample support without stepping in and doing everything for your mentees. Here are a few tips that may help you be an effective mentor.

1 Maximize their strengths.

Help your mentees find their zone of genius and develop their innate talents and skills. Focusing on what they do well and what's going right will help them overcome limiting beliefs and give way to the greatest engagement and success.

2 Let them lead.

When those you're mentoring are the driving force behind accomplishing their goals, you'll always be more effective. If you're the driving force, little to no progress will occur. Help them discover or rediscover their Why.

Establish expectations.

3 Take time to establish the purpose of your mentoring sessions, time frames and schedules, and expectation. Doing so will help both you and your mentees have better experiences working together.

4 Identify their vital action steps.

Resist the temptation to solve all your mentees' problems for them. They'll grow faster and stronger if they learn to take ownership and proactively tackle roadblocks. Ask them to prepare solutions to their current challenges and what vital action steps are needed to proceed. Feel free to ask questions to guide them without giving too many suggestions.

5 Check in with them.

As you strategize and consult during your regular mentoring sessions, use the [Empowered Success Strategy Check-In](#) to help your mentees identify roadblocks and take vital actions steps.

Be the Kind of Mentor You Want to Have

Are you wondering how to be a great mentor? Be the kind of mentor you'd want! Reflect on your best mentoring experiences. What did your mentor do to provide such a useful and positive experience? What did you appreciate about the way he or she mentored you? You can also learn from less-than-ideal mentoring experiences by noting what you don't want to emulate for your mentees.

Regardless of mentoring style, all good mentors establish a relationship of trust and integrity with their mentees. Consider ways you can let them know you genuinely care about them as individuals and about their progress and goals. Encourage your mentees to share their thoughts and ideas openly as you embark on the journey together.



Doing Your Part as a Mentor

During the online trainings, your mentees will learn about the importance of working with you and their team. These clubs are collaborative experiences!

Mentees will learn a few key dos and don'ts for cooperating with you. Understanding what they're learning about can help you too.

Mentees are first taught to not expect a mentor to do their work. Participants are responsible for themselves and their own efforts. You, as the mentor, support and advise. They're the ones who need to act and maximize!

They then learn to not be silent. To get the most help from you as the mentor, they need to communicate what's going well and what roadblocks they're facing. That said, you can really help your mentees with this principle by asking good questions. If they aren't readily offering information about where they need the most help, don't try to read their minds—just ask!

Mentees are also told to share their goals with you. Helping them reach their goals is much easier if you know what those goals are, so encourage them to share! Feel free to ask follow-up questions to get the full context and vision for what they want to achieve and then respect it. You're there to help them achieve their goals—not yours or what you think theirs should be. If they aren't sure what their goals are, you can help them cultivate ideas by asking good questions to guide them toward discovering their vision and purpose.

Mentees are encouraged to create a meeting schedule. You can reciprocate this gesture by responding positively to their desire to meet and honoring the appointments you schedule. If they don't initially present a time that works for you, suggest alternatives.

Next, mentees are taught to take accountability. These programs are rigorous, and your mentees will have to work hard to succeed. You can counsel and strategize and brainstorm with your mentees, but don't step in and fix everything for them. As a Diamond Club or Silver Club mentor, you serve as an accountability partner. You may need to have hard conversations with your mentees and push them beyond what they previously thought they were capable of doing. Remind them of their goals and their Why. Remember to communicate with your mentees from a place of love and support, even during the most difficult of conversations.

Finally, both you and your mentees should discuss expectations during your first meeting. Find out what they expect of you, share what you expect of them, and—if those expectations don't line up—work through it together until you're both on the same page.



Know Your Participant's Why and Vision

As mentioned, you need to know the Why and vision of your mentees. When you know why your mentees are participating and what their long-term visions and goals look like, you can more effectively encourage and support them through tough times. These programs can be overwhelming, so well-placed and loving reminders of why mentees are going on this journey can go a long way toward helping them press forward and stay resilient.

If they need more help rediscovering their Why, use the Rediscover Their Why exercise on the next page to guide your conversation. You may discover reflecting on your own Why during the discussion is grounding and motivating for you too. Another helpful resource is the Create Vision work page, which is included after the Rediscover Their Why exercise. Create Vision asks a series of questions your mentees can reflect on and answer to gain greater clarity on their purpose and passion.

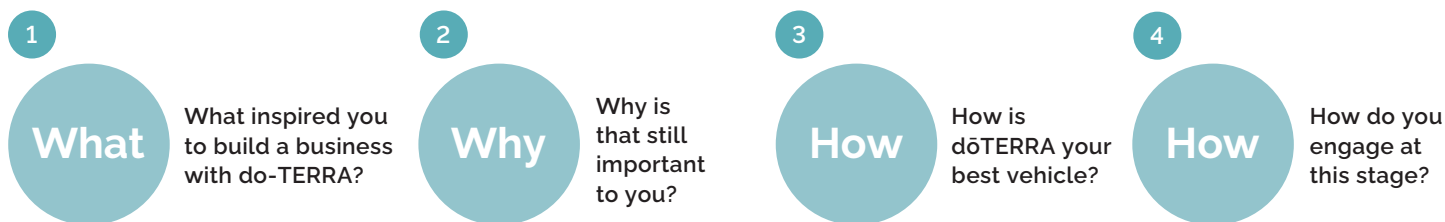
Rediscover Their Why

Remember when you first started building your business? Maybe you were balancing working a full-time job, taking care of loved ones, or any of life's other stressors. Many of your leaders might be in a place where building their dōTERRA business is not the same priority as it is for you.

Take time to uncover their Why. Rediscover the reasons and the influences that will spark their interest and help you engage them in your plan. Use the questions below to guide your conversation:

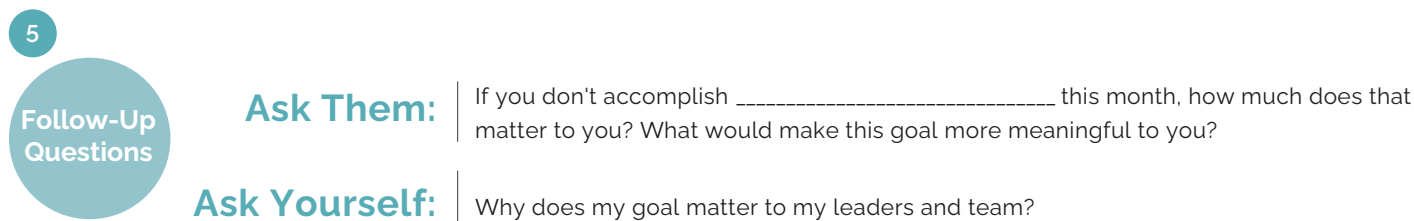
"How can you inspire others if you have never truly been inspired?"

— Boyd K. Truman



Listen to really hear and understand what is driving them. You'll learn what matters most. Set goals to grow together.

Download **Deep Dive Your Why** to expand with this exercise.



Now that you know their why, what will inspire them the most?

Each of your leaders is influenced by different things. Some may thrive on recognition while others simply seek to serve others. Some may even be in it just for the fun! dōTERRA has many benefits and something for everyone. Think about each of their Whys and determine how you can adjust your invitation to focus on what will mean most to them.

	Fun & Social	Recognition & Significance	Love & Service
Identifiers	<ul style="list-style-type: none"> • Love to socialize • Everyone's best friend • Don't like long to-do lists 	<ul style="list-style-type: none"> • Competitive • Like to be in charge • Driven by money and spotlight 	<ul style="list-style-type: none"> • Would do anything to help others • Driven by making a difference • Prefer free-flowing to structure
dōTERRA Connection	<ul style="list-style-type: none"> • Events • Facebook community • Convention • Leadership retreat 	<ul style="list-style-type: none"> • Recurring income • Walk the stage • Magazine recognition • Achieving rank 	<ul style="list-style-type: none"> • Co-Impact Sourcing® • Free to Give® • Giving the gift of health • Paying it forward

Create Vision

The Power of Belief

Goals need to be tied to a vision big enough to stir passion intense enough to drive you to stay the course of your dreams. Sit down (by yourself or with your partner) and write down your vision for the future using the questions below.

Dream big! Envisioning your dreams and putting them down on paper is the first step toward making them a reality!

You must have a vision, something you can look forward to, that moves you to action *now*.



“The future belongs to those who believe in the beauty of their dreams.” — Eleanor Roosevelt

- 1 What are you passionate about doing, creating, or achieving? What type of work do you envision as being fulfilling in your life?

- 2 What strengths, talents, or skills do you possess to help fuel your passion and vision and realize your dreams?

- 3 If you had more time, freedom, or resources, who would you spend more time with? What would you do more of?

- 4 What changes would you make to your lifestyle?

- 5 What are you willing to do to become the person who achieves your dreams? How does the dōTERRA opportunity complement your dreams?

- 6 What legacy or lasting mark do you want to create? What do you want to be known or remembered for?

- 7 Why does all of this matter to you?

Planning for Success

Encourage your mentees to make the most of prep month. This is the time to plan and prepare for success! For Diamond Club participants, the *Diamond Club* and *Silver Club Guides* are excellent resources that can support your mentees.

Envision Success, *Identify Key Partners*, *Get Prepared*, *Stay Prepared*, and *Class Planner* are the minimum exercises your mentees should complete in the planner before starting. However, the more they're willing to work and prepare now, the smoother their experience will be.

That's not to say the experience is smooth—in many ways, it isn't. Life throws unexpected curveballs, and unanticipated roadblocks and challenges will arise. These realities are all the more reason to do as much planning and preparing ahead of time. Everything your mentees do now to prepare will help minimize unexpected hiccups and make challenges easier to navigate and less disruptive.

If your mentees need support working on the exercises and tasks in the planner, offer it! A little encouragement and help from you now can go a long way in helping them feel more confident and prepared to go all in.





Holding Strategy Sessions

You and your mentees should meet at least monthly for a strategy session. Use the meeting to review last month's goals and progress and make any adjustments for next month. Talk about what went well and what could've gone better. Give honest, thoughtful, and helpful feedback. Also, check in on how your communication is going. Ask if there's anything you as a mentor should do differently.

Along with your monthly one-on-one meeting, you should check in weekly with calls or text messages. If you and your mentees want to meet more often than monthly, do so!

Your monthly meetings are a good time to follow up on commitments your mentees have made. It's a great setting for accountability chats because your mentees will already be expecting and open to that type of feedback and discussion. You can be empathetic and loving without being indulgent or excusing. Remind your mentees their goals aren't out of reach. They don't need to give up.

The following *Breakthrough Mentoring* work pages are a fantastic tool to use during your meetings with mentees.

Breakthrough Mentoring

Name _____

Date _____

Celebrate: Congratulations on your success! Pause, reflect, and take inventory of where you are, and where you're going.

Evaluate : How many people are going through your pipeline? Where is the breakdown in your PIPES?

Rate yourself on a scale from 1(low)–10 (high) to evaluate how you are doing with your PIPES activities.

P	I	P	E	S
PREPARE	INVITE	PRESENT	ENROLL	SUPPORT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • Be a product of the product • Schedule PIPES activities • Get product and business training • Receive mentoring and strategize • Do personal development 	<ul style="list-style-type: none"> • Share products • Share opportunity • Invite to learn, share, and build • Remind guests to attend 	<ul style="list-style-type: none"> • Present products • Present opportunity • Attend presentations with guests 	<ul style="list-style-type: none"> • Enroll new members • Enroll in LRP • Commit to share and host a class • Commit to build 	<ul style="list-style-type: none"> • Continue to educate customers • Launch, train, and mentor builders • Promote and support events • Nurture relationships • Recognize success

How well do you utilize these tools? (On a scale from 1-10)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Where did I rate my highest?

What are my areas of strength?

Where did I rate my lowest?

What are my areas of weakness?

How can I leverage these?

How can I strengthen these?

Goals & Accountability

Where am I? _____
Rank Income Power of 3

Where do I want to be?

Short-term goal: _____

Long-term goal: _____

- ☐ Updated any volume changes on my Rank Planner.
Sent my Rank Planner via text or email to my upline mentor prior to mentoring session.

How committed am I to reaching my goal? _____ Why is my goal important to me? _____
On a scale of 1-10

Write down the number of building activities you did last week under each of the PIPES steps. Then, list your goal for the number of activities you plan to complete next week.

	P	I	P	E	S
	PREPARE	INVITE	PRESENT	ENROLL	SUPPORT
Number of activities last week (Actual)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>
Number of activities next week (Goal)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>

Can you see a breakdown in activity in your PIPES? Ask yourself what you can do to increase flow in that area.
Plan out the steps you will to take to increase your activity.

ACTION STEPS What needs to happen?	YOUR PART What do you need to do?	Do you feel you can do it?	UPLINE SUPPORT What support do you need to complete these steps?
		<input type="text"/>	
		<input type="text"/>	
		<input type="text"/>	



SMART Goal Setting

You may already know about the SMART goal framework, but reviewing never hurts! SMART goals are Specific, Measurable, Achievable, Realistic, and Timely. As you discuss goals with mentees, use the SMART goal setting framework to refine and polish their ambitions. The following Set Goals exercise can help!

"If we did the things we are capable of doing we would literally astound ourselves."

— Thomas Edison

Begin with the End in Mind

Set your goals to match your vision of your future. How much do you need to earn to afford your dreams? What rank do you need to become now and in the future. Refer to the Build guide dōTERRA Compensation Plan

The Year Ahead

Determine your short and long-term goals for the next 12 months. Repeat this goal-setting pattern above every quarter. By mapping out the year in 90-day growth sprints, you manage your goal-setting in four seasons.

Ask Yourself: Why am I a dōTERRA _____ (rank) earning \$_____ /month on or before _____ (date)

30-day _____ rank \$_____ monthly income OV _____ team volume

60-day _____ rank \$_____ monthly income OV _____ team volume

90-day _____ rank \$_____ monthly income OV _____ team volume

1 year _____ rank \$_____ monthly income OV _____ team volume

12-Week Plan

Breakdown your goals into smaller goals and construct a 12-week plan. What do you need to hit Gold? Create a consistent way to set and track detailed weekly/monthly/quarterly goals and review them often (e.g. invites, presentations, enrollments, Overviews, volume, rank, etc.).







1 3 separate legs, actively engaged in building to Premier and beyond:

Committed Builder: Leg has 5000 OV:

		
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____ OV	<input type="checkbox"/> _____ OV	<input type="checkbox"/> _____ OV

2 A minimum of 2 builders on each leg actively engaged in building to Executive and beyond.

Committed Builder: 2000 PV Exec leg

					
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____ PV	<input type="checkbox"/> _____ PV	<input type="checkbox"/> _____ PV	<input type="checkbox"/> _____ PV	<input type="checkbox"/> _____ PV	<input type="checkbox"/> _____ PV

Goal Check Answer these questions for each of your goals. Keep a record of your answers.

- | | |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Does it inspire me? Is it possible to reach? | <input type="checkbox"/> What could get in my way? |
| <input type="checkbox"/> How will my life be different because I achieved it? | <input type="checkbox"/> When and how often will I connect with my accountability partner? |
| <input type="checkbox"/> What will I give to reach this goal? | <input type="checkbox"/> How will I celebrate when I reach my goal? |



Refining Your Mentoring and Offering Appropriate Assistance

Depending on how much experience your mentees already have with building a business, you can offer appropriate assistance without taking over. Some people come to Diamond Club or Silver Club with months or even years of experience building a dōTERRA business. Others come after only a few months, still relatively new to dōTERRA. Neither scenario is necessarily better than the other. People of all skill levels and backgrounds can thrive and succeed if they plan, work hard, ask for support from team members, and meet the requirements every month.

As a mentor, you may recognize the strengths and weaknesses of your mentees. Highlight, encourage, and celebrate their strengths! Help where mentees need support. For example, if a mentee struggles with a particular part of a class—perhaps the intro or closing—you could model it during a live class for him or her. Your mentee would still teach the rest of the class, but your help during a key part of the presentation may help the class go smoother, increase your mentee's confidence, and provide an example of one way to do that class part well.

Alternatively, have mentees practice a particular skill on you! It may relate to classes, invitations, or even Wellness Consults. You can play the role of a new customer and let a mentee practice the skill he or she is trying to improve. You can invite your mentee to sit in for one of your classes or one-on-ones. Not everyone has the same style of teaching and building, so you may think of someone on your team your mentee would enjoy observing.

As you offer support and look for ways to help your mentees, be respectful of their desires regarding your involvement level. If certain people aren't interested in your help,

honor their wishes. You can offer different kinds of help your mentees might feel more comfortable with. Simply ask what kind of support they would like from you. Learning from trial and error is often effective and memorable, so even if your mentees want to do things entirely on their own and aren't receptive to your constructive feedback, they can still learn a great deal from experience.

If your mentees want too much help, you may need to be the one to set some boundaries so they aren't robbed of learning from experience. Provide as much support as you think will be valuable and helpful, but don't take over and start doing everything for them. Be the one to offer the gentle pushes needed to step up and grow into the leaders you know they're capable of becoming!

The following Refining Your Mentoring exercise can help you identify common pitfalls your mentees may deal with, offering ideas of how to provide support. It also has a space for you to reflect on how you're doing as a mentor and where you can improve.

Refine Your Mentoring

Create Value

As a mentor, your focus is to help your mentee succeed by showing them the necessary tools needed to increase their sales and grow their business. Much of the outcome depends on your mentoring skills and consistently checking-in with your leaders.

It is vital that builders experience some degree of financial success within their first 90 days. Help your builders identify their action steps to advance to the next rank and how much money they want to make. Then create a 90-day plan to reach these goals.

"Magnify or breathe life into your leader's strengths."

—Kyle Kirschbaum

Common Pitfalls & Solutions

Is their class attendance low? Practice or role play how to effectively share and invite prospects. Invite them to watch the Empowered Success training videos for additional support.

Is their enrollment rate low? Listen to their presentation and closing. Encourage them to use the products and share success stories at the class to create value and strengthen belief. The Sales guide training videos may help.

Are prospects enrolling but not sharing? Listen to and refine their Business Overview presentation, building belief in the value of the opportunity and dōTERRA.

Are their prospects committing but not following through to Launch? Evaluate how they are committing, following up, and mentoring new builders. Offer a 3-way call with you and the involved parties. Utilize Launch Your Business videos on the Empowered Success web page.

Is their retention rate struggling? To increase LRP orders and retention, have them study and refine their Lifestyle Overviews and look at their team structure and Power of 3.


Still not moving? Listen and take the time to address any emotional needs preventing them from moving forward. Decide on a plan to remove these barriers.

Mentor Self-Evaluation Strong leaders develop excellent mentoring skills. Evaluate the quality of support you offer your team. Rate yourself on a scale 1–10, 1 being the lowest and 10 being the highest. Celebrate where you are shining and refine as you go!

- ☐ I ask questions to promote constructive thinking and self-expression.
- ☐ I take time to relate to my builders, and to honor their feelings and experiences.
- ☐ I listen more than I talk during mentoring.
- ☐ I help my builders recognize their strengths and I encourage their passion in dōTERRA.
- ☐ I avoid giving all the answers and act as a guide.
- ☐ I invite them to make commitments and hold them accountable.
- ☐ I find joy in and celebrate my builders' wins, victories, and continued success.

At the end of the process, the mentee:

- 1 Feels strengthened and uplifted
- 2 Sees clearly their next steps
- 3 Is ready and able to continue independently



Supporting Growth

Program requirements are easier for some people than others. If your mentees are struggling to invite enough people to classes, you may need to encourage them to widen their contact pool to reach their cold market. Having your mentees complete the Memory Jogger or Grow Your Prospects exercises can be helpful.

Grow Your Prospects

The potential for expansion of your business is infinite. In building your business so far you've most likely enrolled mainly from relationships easily within your reach. This is known as your warm market. Continue adding names to your list to ensure a constant flow of new prospects in your pipeline. Each time you connect with someone on your list, you can also ask for referrals and find those seeking your message. As you expand your influence, more people are able to experience your message, and more lives change. Use the prompts below to consider new possibilities for sharing the dōTERRA® products and opportunity.

Who Can I Easily Connect To?

Who looks up to me?
Who are my close friends?
Who do I look up to (influencers)?

Who Is In My Warm Market?

Phone Contacts	Co-workers
Address Book	& Colleagues
Business Cards	Meet-up Groups
Christmas Card List	Club/Association
Church List	Current Friends
Neighbors List	High School/
Facebook Groups	College Friends

Who Am I Related To?

Parents/In-laws	Children
Grandparents	Nieces &
Brothers &	Nephews
Sisters	Aunts & Uncles
Brothers &	Cousins
Sisters-in-law	

Who Do I Know From...?

Bed &	Museum
Breakfast	Past Jobs
Bowling	Pharmacy
Camp	Post Office
Car Wash	Resort
Church	Restaurant
Clinic	Spa
College	Supermarket
Garden	Travel
Center	Tennis Court
Golf Course	Theatre
Government	Thrift Shop
Health Club	Vacations
High School	Volunteer
Hospital	Group
Hotel	Work
Library	

Who Is Interested In...?

Fitness/Health	Outdoors
Natural Products	Entrepreneurial
Green/Organic	International
Family Values	

Who Sold Me My...?

Bicycle	Fence
Bed	Flowers
Blinds	Formal Wear
Camera	Furniture
Camper	House
Car	Insurance
Computer	Jewelry
Copier	Mobile Phone
Cosmetics	Pets
Clothing	Shoes
Dry Cleaning	Skin Care
Exercise Equip.	Tires
Eye Glasses	

Who Is My...?

Accountant	Flight Attendant
Aerobics Instructor	Gardner
Antique Dealer	House Cleaner
Appraiser	Interior Decorator
Architect	Massage Therapist
Attorney	Nurse
Babysitter	Nutritionist
Baker	Office Cleaner
Banker	Ophthalmologist
Barber	Painter
Beautician	Pharmacist
Bookkeeper	Photographer
Bus Driver	Physical Therapist
Business Owner	Physician
Butcher	Piano Teacher
Carpenter	Plumber
Carpet Cleaner	Police Officer
Caterer	Psychologist
Chiropractor	Publisher
Consultant	Real Estate Agent
Dentist	Recruiter
Dermatologist	Reporter
Dietitian	Retired Executive
Doula	Sales Rep
Electrician	Security Guard
Engineer	Telemarketer
Facebook Friend	Veterinarian
Farmer	Yoga Instructor
Financial Planner	

Create Value

As you continue adding to your Names List, consider different ways you can categorize your prospects, allowing you to better predict interest and potential engagement and refine your approach for each individual. One way to sort your list is to ask yourself the following questions:

Customer: Who needs solutions or is open to natural healthcare?

Sharer: Who would host a great class?

Builder: If I could do business with anyone, who would it be?

Consider making three columns to represent these categories on the left side of your Success Tracker. Make tally marks in the appropriate column for each prospect. Utilize the bullet points in the orange box on pg. 15 of the Launch guide to help better identify potential builders, or those with a higher capacity for success. Remember, strong builders can also be found among those with fewer tally marks. Desire, capability, and commitment are the most critical qualifiers in a potential builder.

An additional way to identify how to approach a prospect is to record in the Notes portion of your Tracker what you know to be their biggest "pain" point (e.g. health or wealth priorities).

Consider ways to connect and structure people. You can build legs where people have things in common (e.g. family leg, geographic location, community associations).

Memory Jogger

Expand your Names List by doing the following exercises to increase your awareness of people you know.

1

If you could do business with anyone, who would it be?

2

Who do you know who needs dōTERRA?

3

Who do you know who is open to natural healthcare?

4 Use these memory joggers to brainstorm a list of 100+ people you know.

Family

Parents
Grandparents
Brothers
Sisters
Aunts
Uncles
Cousins
Brother-in-law
Sister-in-law
Children

Who has interests or experience in

Fitness/health
Natural
Green/organic
Family values
Outdoors
Entrepreneurship
International

Who sold you your

Bicycle
Bed
Blinds
Camera
Camper
Car
Computer
Copier
Cosmetics
Clothing
Dry Cleaning
Exercise Equipment
Eye Glasses
Fence
Flowers
Formal Wear
Furniture
House
Insurance
Jewelry
Mobile Phone
Pets
Shoes
Skin Care
Tires

Who is an

Accountant
Aerobics Instructor
Antique Dealer
Appraiser
Architect
Attorney
Babysitter
Baker
Banker
Barber
Beautician
Bookkeeper
Business Owner
Butcher
Carpenter
Carpet Cleaner
Caterer
Chiropractor
Consultant
Dentist
Dermatologist
Dietitian
Doula
Electrician
Engineer
Facebook friend
Farmer
Financial Planner
Flight Attendant
Gardner
Interior Decorator
Massage Therapist
Nurse
Nutritionist
Office Cleaner
Ophthalmologist
Painter
Pharmacist
Photographer
Physical Therapist
Physician
Piano Instructor
Plumber
Police Officer
Psychologist
Publisher
Real Estate Agent
Reporter

Retired Executive
Sales Rep
Security Guard
Telemarketer
Veterinarian
Yoga Instructor

Who do you know from

Bed and Breakfast
Bowling
Camp
Car Wash
Church
Clinic
College
Garden Center
Golf Course
Government
Health Club
High School
Hospital
Hotel
Library
Museum
Past Jobs
Pharmacy
Post Office
Recycling Center
Resort
Restaurant
Spa
Super Market
Travel
Tennis Court
Theatre
Thrift Shop
Vacations
Volunteer Group
Work

"Participating in Diamond Club allowed me to discover who wants to be on this journey with me, sharing these gifts. Diamond Club is an opportunity for you to watch your true builders rise, become a more confident leader, and uncover parts of yourself you never would've found otherwise."—Bethany Reynolds (Graduate, 2021)

Getting Through Dry Spells

This journey isn't always going to be easy, and getting through dry spells is something every leader must learn to handle well. If your mentees are discouraged or feel like quitting because they're going through a dry spell, start by reminding them of growth "spells." Then encourage your mentees to focus on empowering beliefs as they continue pushing forward. If they keep working and doing PIPES activities, the dry spell will eventually end. Express your confidence that they can and will complete Diamond Club! Consider passing along the *Create Empowering Beliefs* exercise to your mentees.

	Limiting Belief	Empowering Belief
Product	I don't know enough. They're too expensive. I can't afford the LRP. I won't use enough for a 125 LRP. I don't have the time to learn enough.	I know enough for today and I know where to learn more. I honor and invest in the health of my body/mind/spirit. Natural products support my wellness lifestyle. I have all the time I need.
Company/ Opportunity	Network marketing is a scam. I'll never make any money. I'm overwhelmed and don't know where to start. You had to get in early/ be at the top to make any money.	Authentic network marketing is a powerful model. I live in harmony with the law of the harvest. I am supported by proven systems that help me grow. I stand as a leader in the movement for wholeness.
You	I don't trust myself. Others can be successful, but I never will. I'm not enough. I hate sales. I can't be a good mom and be successful in dōTERRA.	I honor my inner voice. I create massive value, for I am a producer. I learn more and become more so I can serve more. Because I am empowered, I empower others. I can put my family first and be successful.
Your Builders	My builders are not building. I can't find any leaders. I don't get along with my leaders. My builders won't follow my leaders.	I plant and nurture the seeds of health and hope in others. I see value and potential in others so clearly, that they can see it in themselves. I am united and create powerfully with my builders. We grow in abundance and success as we strengthen and serve.
Your Team	I will never reach my goal. I can't create a team culture. My team is disconnected. I'm so frustrated with my team!	My team is loyal and supportive of my goals and with them I can achieve. I intentionally create my team culture with integrity and authenticity. My team is unified and collaborative. I am so grateful for each member of my team!
Your Why	I'm just a nobody with nothing to offer. Other people have big vision and dreams. I'm a better follower than leader.	By divine design, I am an infinite creator. I dream so big I become the person who achieves it. I was born to be free and lead others to freedom.
Your Influence	I don't have any special gifts. I choose safety over taking chances. I don't know enough people.	I express my gifts in brilliance. I choose life, love, and gratitude. I am connected. My vision is clear.
Your Legacy	I'm fine with my life. I don't know what my higher purpose or personal mission is. My life is not meaningful or rewarding.	Joy, courage, and abundance will be my legacy. I'm connected to inspiration and I'm clear on my personal mission. My life is very fulfilling and meaningful!

10

Some

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[illegible]

Restore Commitment

Your builders may face difficulties or discouragement on their path to reaching their goals in dōTERRA. Consider why they aren't succeeding and work with them to find a solution. Sometimes they've forgotten the reason they initially began their dōTERRA journey. If your builders face a "why" crisis or lack clarity on how to move forward, offer a time to connect and revisit their commitment to reaching their goals.

3 Reasons People Don't Succeed

Lack of knowledge

Solution: Train

- Empowered Success training and tools
- Connect to team training
- Give them a clear track to run on with a 30-60-90 day plan

Overwhelmed/need to prioritize

Solution: Simplify

- Assess priorities and set small goals (daily, weekly, monthly)
- Identify money-making activities
- Help focus their time
- Measure results together

Lack commitment and/or desire

Solution: Commit

- Create an environment that encourages self-selection
- Revisit why they got started

(See page 2 to understand The Why Progression)



Know Your Why

Commitment Rehabilitation When Builders Want to Quit

Use the following questions to determine if they are still interested in building. If the interest is no longer there, let them go with love but keep in touch because they may change their mind down the road.

- 1 Ask: **"So, tell me why you got started with dōTERRA?"**
Listen empathetically to their response ("I need more money," "I want to be at home with my kids," "I want to change the world," etc.) Talking about WHY they started often reconnects them to their original desire and can reignite the power of their vision of a better future.
- 2 Next, ask: **"Those are great reasons. So, did you figure it out?"**
You are asking if they found another solution and solved their problems (usually, the answer no)
- 3 Then say: **"Ok, do you have any other options to solve _____ (their problem)?"**
- 4 **"If you could be successful in dōTERRA, and accomplish _____ (their goal, e.g. to be a stay-at-home mom, leave the job you hate, etc.) would you still love for that to happen?"**
- 5 **"Do you see other people who are successful in dōTERRA?"**
The obvious answer to this question is yes, there are many people who are successful in dōTERRA.
- 6 **"If I was able to help you solve _____ and be successful in dōTERRA, would you be onboard and committed to your plan?"**

The goal of this framework is to help them through their blocks and to the point where they say, "I can do this!" and have hope again.



We're Here to Support You and Your Mentees

You and your mentees aren't alone on your journey. We're here to support you at dōTERRA! Your account manager is always a great resource, and the Leader Programs Club team is ready to answer questions and help!

The purpose of Diamond Club and Silver Club is to help Wellness Advocates build their teams and advance in rank. Wellness Advocates identify and work with potential builders to increase their customer base. Participants follow simple, effective duplication models to create proven, successful habits.

It's incredibly important to us that this experience is meaningful for both you and your mentees. Along with the resources provided in this guide (as well as the resources your mentees have personally received),

we recommend the Empowered Success program and its materials to anyone building a dōTERRA business! As a mentor, you may find many of the work pages in the Empowered Success tools library to be helpful. You can access the tools library at doterra.com/US/en/empowered-success/tools-library.

Don't hesitate to contact your account manager or the dōTERRA Leader Programs team anytime throughout your experience. We're here to help!

"I think to mentor Diamond Club participants and make sure they succeed is one of your main responsibilities as a leader. It's also part of the duplication process. After you've done Diamond Club, you help your team do it. When it becomes part of your duplication system, it becomes easier. Your team becomes stronger and solider. Invest in your team, and you'll reap the fruits."—**Marie-Kim Provencher**

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