

Intro to Oils

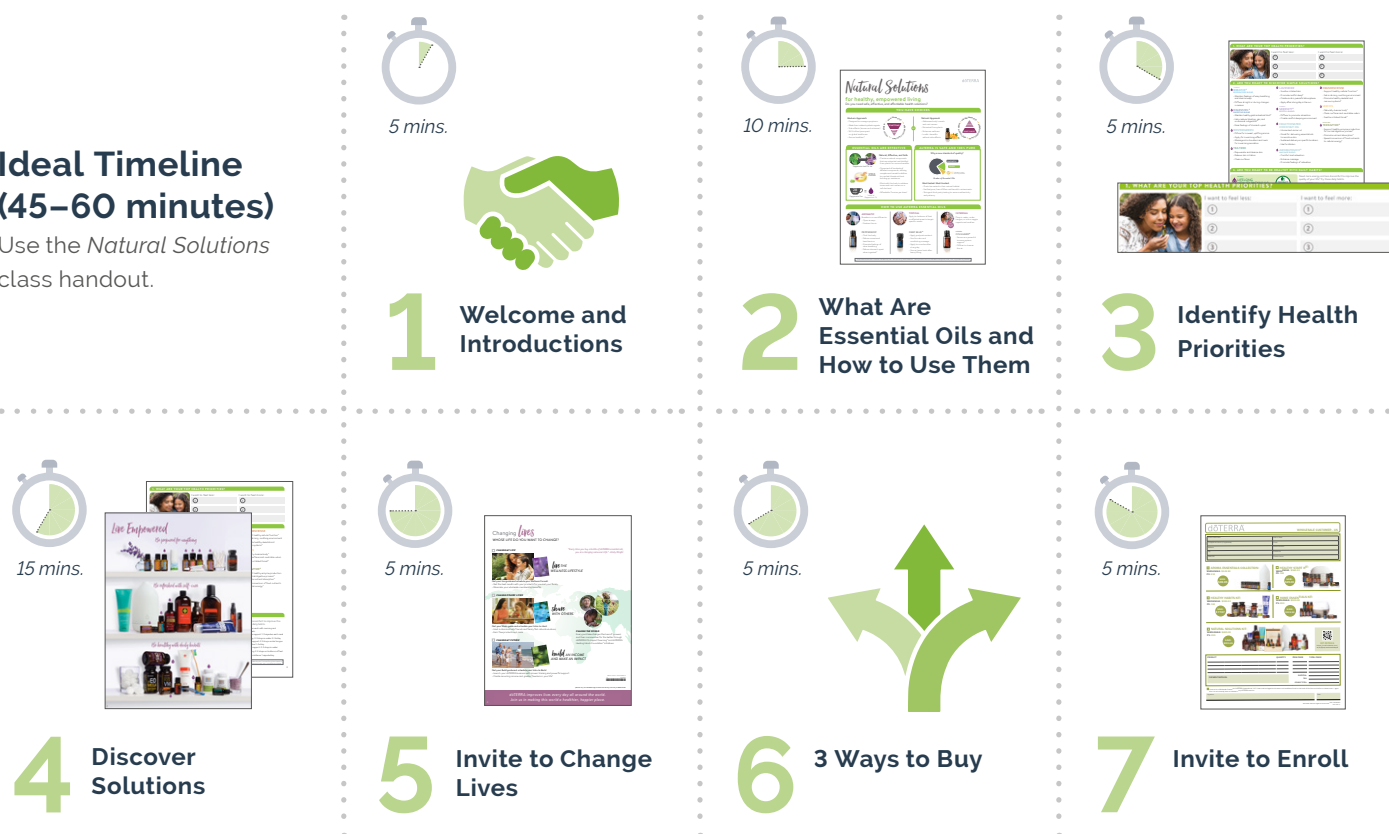
An introductory presentation to oils is the best way for prospects to learn more about the power of essential oils.

The *Natural Solutions* class handout is a powerful and effective tool to deliver that message. No matter how prospects are introduced, the goal is to build belief in the dōTERRA products. Guests get excited to use natural solutions once they discover how they can impact their lives for the better. Use the script that follows to guide successful presentations.

An effective presentation doesn't mean you attempt to teach everything. The best introductions are generally kept under an hour, honoring the time guests have set aside to both learn and enroll. Once a customer, they can learn more. This initial class is dedicated to demonstrating value that compels them to enroll. The rest comes later with their Wellness Consult, continuing education classes, and participation in your team's wellness community. Ideally, teach at least two Intro to Oils classes per week to keep a steady flow through your pipeline.

Ideal Timeline (45–60 minutes)

Use the *Natural Solutions* class handout.



Edify to Add Credibility

When first sharing dōTERRA with your own warm market, your attendees come because they trust you. When teaching with your upline as a guest presenter, establish the presenter's credibility by edifying him or her as a respected expert. Introduce your presenter with a prepared bio and warm introduction.

Purpose:

- 1** Gather people, create social proof, and make wellness fun.
- 2** Focus on priorities of attendees, share top solutions, and experience the power of dōTERRA essential oils.
- 3** Find your next hosts, book future classes, and recruit new builders.

Class Script



1 Welcome and Introduction

Welcome guests. Introduce who you are, what you do, and share a brief story (1–2 mins.) of how dōTERRA oils have improved your life. Don't share your most powerful testimonial. Save that for the end of the class. Also, share how long you have been

using oils and why you love the business. *Welcome to our class today. My name is Sarah. I am a mother of three, teacher, and dōTERRA Wellness Advocate. I have been using essential oils for the past three years. They have made a huge difference in the way that I care for my family's health. Before I learned about dōTERRA, I was looking for a more natural bedtime routine. A friend suggested I use a few drops of Lavender on the bottoms of my feet before bed. The first time I tried it, I loved it. I woke up feeling refreshed and well rested. It is amazing what a few drops can do.*

Share your intention: Why did you invite them? *I am so glad you've come tonight. My number one hope is for you to understand the power of essential oils and how they can change your life.*

If introducing a presenter: Introduce and share 2–3 facts about the presenter that would help the audience know why they should pay attention. Then turn the time over to them.

If introduced by a host: Thank him or her for hosting the class. *I am so glad to have the opportunity to be here with you, and with Sarah as our host. She is amazing, and I love her passion for using natural solutions in her own home. My story is similar (share a brief oil experience). I am so thankful to the person who introduced me to dōTERRA essential oils. Life is so different now. I have more healthy options than ever before and my family has moved from surviving to thriving.*

Share the agenda: *Because of what I've experienced (give an example), I couldn't keep this information to myself. I saw so many around me suffering who needed the same help. Taking charge of your health is as easy as having a book (hold up or point to a reference guide) and a box of dōTERRA oils. These two things made all the difference in my life and my home.*

This is why I am here today/tonight. I want to help you have better solutions too. We will cover three things: what are essential oils, how to use them, and how to get them in your home. Our class tonight will last about 45–60 minutes. I will keep things moving along, so if I don't get to all of your questions, I'll be available to talk afterward. Some of you may also wonder about what I/we do as a dōTERRA Wellness Advocate(s). I/we have the most amazing job and if what I/we do interests you,

please come speak to me/us after class. I will also give a quick business overview then for those of you interested in learning more.

How many of you want safe, effective, and affordable natural solutions? Raise your hand to invite others to do the same. Wonderful!

Explain: You Have Choices

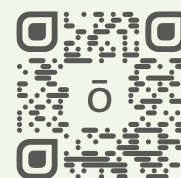
First, let's take a look at our options (point to the top section of handout). The Modern Approach is represented here (point to upside-down triangle). Its focus is on symptom management, not so much root causes, with an "if it ain't broke, don't fix it" or ambulance mentality. When things are broken, such as _____ (e.g., a kid's wrist from snowboarding injury), modern medical care is both excellent and appreciated. But, a system focused on crisis care leaves a gap in wellness care. In most cases, the current healthcare system is not designed to support us beyond a certain point. It's left up to the individual to figure the rest out.

The other triangle represents the Natural Approach (point to right side up triangle). It addresses the idea that the body has needs, and if they go unmet, situations or challenges can arise. So, the focus here is engaging in intentional daily habits aimed at healthy living. The goal is not just trying to be symptomless, but to live well. And because the focus is on using safe, natural solutions, we have options other than man-made or synthetic agents.

This is where the oils come in. Whether meeting the root needs of the body or solving root causes, the approach is the same. Making sure we have enough of the right things and getting rid of or avoiding the wrong things is what the oils do best!

Pass around a bottle of Wild Orange. *Now, to prepare us for what we'll talk about next, I'm going to pass around a bottle of Wild Orange. I want you to notice two things. One, how much it smells as fresh as an orange. I love the fragrant bouquet of aroma coming out of this bottle! It matters that an oil smells clean, pure, and accurate. Two, what do you notice when you put a drop in the palms of your hands, rub them together, cup around your mouth and nose, and inhale (demonstrate)? Now you try. What are you experiencing? The potency or concentration of an oil allows it to work immediately, even just by smelling! That brings us to our next topics: what are essential oils and how do they work?*

Another popular class handout is called *Essential Oils Made Easy*, which comes in the Class in a Box kit. You can download that class script at dotterra.com > Empowered Success > Tools Library.



2 What Are Essential Oils and How to Use Them

Explain: Essential Oils Are Natural, Effective, and Safe

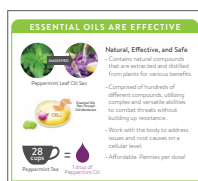
Take a look at this picture of a peppermint leaf (point). Who has rubbed or crushed a peppermint leaf between their fingers before smelling it? Why did you do that? What you were doing was rupturing the essential oil sacs to smell a stronger aroma. This is a peppermint essential oil sac magnified in this picture (point). The aromatic compounds inside those tiny little sacs help the plant protect itself and thrive. We get the same benefit when we use their essential oils, which come from the bark, leaves, resins, stems, flowers, and roots of plants.

There are three cool things mentioned here (point) that I want to point out. You could have someone read each bullet point aloud before each scripted discussion below.

First, dōTERRA oils are pure, natural, and safe. We'll talk more about that in a minute. There's nothing added or taken away from these fantastic plant extracts. And because of their purity, they have profound benefits. This makes them safe for everyone to use—babies, children, adults, and the elderly. Okay, that was our first cool thing about essential oils. Who can tell us what it was? Reward whoever answers with a sample of an oil and share what it's good for.

Second, oils are effective. One example is their capacity to help our bodies combat threats. They have a remarkable way of hanging out both outside and inside our cells (point to the green and purple blobs on the cell image). These little blobs represent what our bodies have to deal with on an everyday basis. One of the greatest gifts of essential oils is their molecular size and makeup. This allows them to pass through cell membranes to get to work quickly. Also, the chemistry of essential oils is very complex so threats can't build up resistance to the vast number of chemical compounds they contain. Isn't that amazing? That was the second cool thing about essential oils. Who can tell us what it was? Reward whoever answers with a sample of another oil and share how it can be used.

And third, essential oils are potent. It takes an enormous amount of plant material to make one bottle of essential oil. Oils are super concentrated and affordable. For example, it takes about 7 pounds of peppermint leaves to make a 15 mL bottle.* Think about how much plant material is then needed to make just one drop! And look here (point), one drop is as potent, if not more so, than 28 cups of peppermint tea (point to the image)! So, what does that mean? You only need to use a little to get the job done, making essential oils super affordable—only pennies per dose. One drop of Peppermint is only about seven cents. In our home, we can't afford not to use our natural solutions!



Now, let's try some Peppermint oil and experience how strong it really is. As this bottle is passed around, put a drop in your palm as we did with Wild Orange. Rub your hands together, cup over your nose and mouth, and inhale deeply (demonstrate then pass the bottle around). Be sure not to get it in your eyes. Talk about sensational! Some oils, like Peppermint, are very powerful, so we often use a carrier oil to dilute or soften the exposure. Fractionated Coconut Oil is my favorite (point/show if desired). You can also use it to calm an oil response if applied to sensitive skin or if it accidentally gets into the eyes.

I want you to have a couple of different experiences with the Peppermint. First, notice I passed it around after the Wild Orange. This was so you could layer the two oils as a blend. This combo is a terrific pick-me-up. Second, as you inhale, try doing so first with your nose and then your mouth (demonstrate). See if you can do it for 30 seconds! Notice how you feel and the sensation as you breathe! Third, you can also try rubbing a drop onto the back of your neck if you feel tense or overheated (demonstrate). And don't be afraid to even put a dab on the roof of your mouth (demonstrate). Let me know what you are experiencing! Who can even taste it in their mouth just because it's being passed around? That's how powerful these oils are!

Okay, that was our third cool thing about essential oils. Who can tell me the third cool thing? Reward whoever answers with a sample of another oil and share how it can be used.

Explain: dōTERRA Is Safe and Pure



Next, let's talk about why quality matters. Dr. David Hill, one of our Founding Executives and our first chief medical officer, says, "An essential oil's most important characteristic is its purity."

All essential oils are not created equal. There are three main grades of oils. The first is synthetic (point to the grey section of the pie chart). According to multiple third-party laboratory testing, most suppliers are selling products with artificial and compromised agents. These oils lack purity and can also be harmful to the body. These include things like perfumes, laundry, and body or self-care products. You can use dōTERRA's oils on your skin, breathe them into your lungs, and even drink them. Be careful. I am not referring to any other oil grade—especially synthetic. I am only referring to dōTERRA's. Never put yourself or family at risk by using cheap, adulterated oils.

Next is food grade essential oils (point to the green section). They are measured by the GRAS standard, Generally Regarded as Safe (point to green section of pie chart). This is a much higher standard required for internal use, but this grade is mainly used to just flavor food, again lacking certain health benefits.

* Varies by season, region, year, and other variables.



Consumers are often confused into thinking there is another level of essential oil quality available in the marketplace. It's important to know that many so called "health" products are not well regulated. Products mainly employed for massage, aroma, or cosmetic use actually have low standards of quality, leaving room for fillers, synthetics, and other contaminants to enter the picture. When it comes to your health, purity truly matters. What goes on you or around you, goes in you.

The dōTERRA Founding Executives saw a huge gap in the marketplace for pure oils. For this reason, dōTERRA made it their mission to pursue what's pure and produce the best essential oils on the market. They set a new and unprecedented standard called CPTG Certified Pure Tested Grade™ (point to yellow section of the pie chart). Every batch must pass stringent inhouse and third-party testing to guarantee that no foreign contaminants or fillers exist, a standard that exceeds organic labeling requirements. dōTERRA uses the FDA GRAS list as well as other criteria to ensure that many of their oils can be used for internal use. On every bottle of dōTERRA oil approved for internal use, you will see this Supplement Facts box (show a bottle with a Supplement Facts label).

Here's the thing, purity impacts potency. Potency relates to how effective an oil is. Where the plant grows, how it's harvested, and how it is distilled impacts its chemistry and consistency. When you use an oil, you want it to work the same way every single time. The better the quality, the better oils work with and for your body.

In summary, know this, any use of an oil is systemic. Whether synthetic or pure, oils get in you. This is the great gift of pure oils and the reason to avoid synthetics. I am here to teach you how to use only pure oils; otherwise, the things we will talk about next won't apply.

Explain: How to Use dōTERRA Essential Oils

There are three main ways to use essential oils: aromatic, topical, and internal (point to each as you mention them). You have already experienced at least one of these methods as we passed the oils around. With each, I'll give you the top one or two reasons for that method.

With aromatic use (point to handout), the two main reasons for this method are to clear the air, whether in you or around you, and create a certain atmosphere. Through a process called olfaction, which is a fancy way to say smell, oil molecules pass right into the limbic system in as little as 30 seconds. You had a chance to experience these fast-acting benefits moments ago when you tried Wild Orange and Peppermint. Some of my favorite ways to create an aromatic experience are to breathe an oil straight from the bottle, inhale from my palms, spray into the air, wear as a perfume, or use in a diffuser.

Point to your diffuser running during the class and share what you are diffusing and why. You could also invite someone to share a quick story about diffusing oils. Reward the one who shared with an oil sample; share how it can be used.

The second way to use oils is topical. This means applying oils directly on the skin. For example, using Deep Blue® (pass around Deep Blue® and invite to apply to an area of need) on tired muscles to relieve or soothe. I also like to use oils on the bottoms of the feet. When it comes to the little ones or those with sensitive skin or health issues, as mentioned before, dilute the oils with Fractionated Coconut Oil (show bottle).

This doesn't change the effectiveness; it just intentionally slows the absorption. Ask the audience and let them answer: What do you think would be some of the best places or ways to use oils topically? If it serves, invite someone to share a quick story about topical use. Reward the person who answered with a sample; share how it can be used.

The third way to use oils is internal. We already talked about the importance of purity, especially for internal use. This is virtually unheard of outside of dōTERRA. The CPTG® quality standard is entirely safe to ingest when a dōTERRA oil is labeled for internal use. Just look for the Supplement Facts. This is unlike virtually any other brand. What I am about to share does not mean someone should ever ingest grocery store oils! With dōTERRA, you can put them in your mouth, under your tongue, in water and drink them, or put them in Veggie Caps (show bottle).

Science continues to evolve, showing us that taking oils internally is a unique and powerful delivery system. They affect virtually every body system, organ, and cell in unique ways. Some favorite things to target are the gut, urinary, respiratory, and reproductive health and working with the skin from the inside out. You will learn more about this later in our continuing education classes. Invite someone to share a quick story about internal use. Reward the person who answered with a sample; share how it can be used.

3 Identify Health Priorities

Explain and Invite: What Are Your Top Health Priorities?

Now is my favorite part of the class. You get to write down your top health priorities so you can discover their essential oil solutions. Earlier, I talked about how all you needed to take control of your health was a book and a box. Learning how to use these two things was such an important part of my journey. Fill in your own example: I remember one day, my daughter came in crying due to a little mishap on her bike. I grabbed my reference guide, saw that Tea Tree and Frankincense were the perfect answers, and applied them. Next thing I knew, she was back outside and playing happily.

Go ahead and write down your top three health priorities here on the top of page 3 (point to the top of page). Think about what you want to experience less of in your life, like low energy, poor quality sleep, or mental sluggishness. Or what you want more of: energy, uplifting environments during the day, or better digestion. To get you thinking, it seems most everyone needs extra immune support, soothing relief, and stress management. Jot down some things that we can talk about today.

1. WHAT ARE YOUR TOP HEALTH PRIORITIES?	
	I want to feel less: ① _____ ② _____ ③ _____
	I want to feel more: ① _____ ② _____ ③ _____



Next, before we start matching solutions to your list, let's set you up to find them. Look at the cabinet page (point). Notice the shelves are organized by topics. The bottom shelf represents the choice to create healthier daily habits—because the little choices we make each day make all the difference in creating an overall sense of well-being. The middle shelf invites us to be refreshed more often with regular self-care. And the top shelf helps us have solutions on hand to be prepared for anything.

Think back to our triangles on the first page. Imagine they fit across this page. Imagine or even draw the first one, where the top is wider and focused on symptom management. Well, that is your top shelf where you have solutions of intervention. For example, say you were out in the sun a few too many hours and now need some Lavender. Well, there it is (point)! Or you sat at your desk all day, and Wintergreen is the perfect way to help relieve tension. Maybe you felt a bit worn down after a long trip and need extra support with the dōTERRA On Guard+™ capsules. There you go (point). Or the neighbor mows their lawn, and dōTERRA Breathe® helps provide feelings of clear breathing. Stuff happens, and being prepared to handle it is a crucial choice.

Now think of the other triangle, wider on the bottom, with a focus on intentional habits that meet the root needs of the body. By engaging in good practices, we see better results day in and day out. No matter what you put on your list of priorities, daily habits will likely be one of the most important answers. Share your own example: My daughter is a great example. She used DigestZen® multiple times a day (point). Then she discovered DigestZen TerraZyme®, dōTERRA's digestive enzyme complex (point). By making it a habit to take it with meals, DigestZen for her is now only for occasional use.

Okay, the middle shelf is what I like to call the swing shelf. Whether you choose to use Deep Blue® (point) before and after every workout or wait to use it when you can't move, the choice is yours. Wait until nighttime is a challenge and then start diffusing dōTERRA Serenity® (point)? Or make it a habit every night. Oh! And know this! dōTERRA has the best dōTERRA On Guard® Hand Sanitizing Mist and foaming hand wash (point). These have become a staple for everyone.

The cabinet is inviting you to ask yourself, "Do I regularly use bottom shelf habits because I am committed to a quality of life? Or do I tend to wait and find myself trying to put out fires with top-shelf reaches, wishing persistent situations would just go away?" The bottom shelf is how we earn our health. The top shelf is how we relieve discomforts happening in the moment. And the middle shelf goes both ways!

4 Discover Solutions

- Invite attendees to share a few priorities.
- Show how solutions can easily be found using their new understanding of what each shelf represents.
- Demonstrate how to use a reference guide by looking up one of the priorities someone shared. Also show them how to look up oils they're curious about and how to find protocols.
- During this portion of class, pass around essential oils as they are suggested as potential solutions while you or others briefly share a success story.

3. ARE YOU READY TO BE HEALTHY WITH DAILY HABITS?

#1 PRODUCT
30-day satisfaction guarantee

Need more energy and less discomfort to improve the quality of your life? Try these daily habits.

<p>dōTERRA Lifelong Vitality Pack 2 capsules each with morning and noon meals</p> <p>DigestZen TerraZyme Digestive support: 1-3 capsules each meal</p> <p>Lemon Cleansing: 2-3 drops in water 2-3x/day</p> <p>Frankincense Cellular support: 2-3 drops under tongue and swallow 1-2x/day</p> <p>dōTERRA On Guard® Immune support: 2-3 drops in water</p> <p>dōTERRA Balance® Grounding: 2-3 drops on bottoms of feet</p> <p>PB Assist+™ Probiotic defense: 1 capsule/day</p>	<p>• MICROPLEX VMz™: Bioavailable multivitamin and mineral</p> <p>• ALPHA CRS™: Antioxidant, cellular energy, and longevity</p> <p>• xEO MEGA™: Omega 3-6-9 fatty acids and nine essential oils</p> <p>• Antioxidant and DNA protection* • Healthy inflammatory response*</p> <p>• Eye, brain, nervous system function* • Comprehensive nutrition</p> <p>• Digestive health* • Immune function*</p> <p>• More energy, and less discomfort* • Cardiovascular health*</p>
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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

In every class, find the right time to bring up the dōTERRA Lifelong Vitality Pack® (e.g., when someone asks about how to have more energy or feel less discomfort after activity) and highlight the benefits. Share how these products are foundational to health when seeking most any kind of solution. As health priorities are shared, listen for one where dōTERRA Lifelong Vitality Pack would be a great answer. Invite a testimonial from a current user when possible. Share how it's dōTERRA's top selling product with a 30-day money back guarantee. Highlight the value of positively impacting every body system by providing a full spectrum of vital building blocks to promote energy, health and vitality, as well as the means by which essential oils can work more effectively.

Now, let's look back at page 3 where you wrote down your health priorities. Who would like to go first and share so we can help you solve as a group? . . . Choose a volunteer. Great! Thank you! What is one of your priorities? . . . Okay, so you want to work on _____. Perfect. Okay everyone, let's give her some suggestions. As you look over the cabinet, what solutions do you see that could work for her need? . . . Yes! That is a great idea! And here's why.

_____ Okay, anyone else have a suggestion? Yes, go ahead and share . . . I love that idea! Share a brief example of how each possibility helped you or someone else you know or allow a testimonial to be shared. This process can be repeated over and over again for about 10-15 minutes.



What makes this segment of your class the most powerful for your attendees is three things:

- **Solutions finding.** They see how easy it is to find solutions. One, using the lifestyle framework of the cabinet shelves. Two, using the oil suggestions and bullets listed in the middle of page 3. Three, they get to hear ideas from their classmates. The minute anyone other than the presenter is coming up with suggestions is when each person thinks to themselves "I want to try that!"
- **Social proof.** Testimonials are a powerful way for attendees to benefit from the experiences of those who use oils already or have tried a sample and share that the oils work!
- **Reference guide.** Showing how to look up a health priority or an oil someone is curious about in a reference guide is a very important part of your class for two reasons. One, they'll be doing this after class to help them choose a kit and place their first order. Two, it shows them how easy it is to find solutions on their own in the future.

The most important thing for your attendees to now know is that essential oils provide powerful, natural, safe solutions for themselves and their family. The next step is to help them understand the three ways people get started. *Now that we have had the opportunity to identify some top solutions for your priorities, let's talk about how to get you started.*



5 Invite to Change Lives

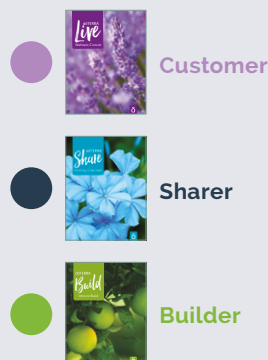
- Identify the three types of people: customers, sharers, and builders.
- Share dōTERRA's mission to change the world (Cō-Impact Sourcing®, dōTERRA Healing Hands Foundation®).



Use these column scripts during the presentation and point to each section as you go along.

3 Types of People—Who Will They Share With?

Use the following scripts to help prospects choose their path for enrollment and to guide you in placing them in your organization, based on who they want to share with.



Use these scripts after the presentation when helping each person one-on-one.

	Whose Lives Do You Want to Change? <i>We've found there are three types of people we serve.</i>	Support Their Choice	Recommended Enrollment
Customer	<i>The first type of person is excited to live a natural lifestyle. When they learn about the power of essential oils, they can't wait to share the products with their family. dōTERRA supports this type of person by providing free essential oil education and a generous customer loyalty reward program.</i>	Live <ul style="list-style-type: none"> <input type="checkbox"/> Invite them to change their own lives. <input type="checkbox"/> Give a <i>Live</i> guide to every enrollee for their upcoming Wellness Consult. Everyone is a customer! <input type="checkbox"/> Schedule a Wellness Consult within a few days of receiving their kit. 	Wholesale Customer Kit of their choice <i>Let's find the kit that's best for you and yours.</i>
Sharer	<i>The second type of person is sitting here, thinking, "Oh, my mother needs these oils!" Or, "I want my friend to learn about this." These people naturally want to share what they love. dōTERRA supports this type of person by rewarding those who share the products. As these people share over time, they can earn enough to pay for the oils they purchase each month. There are millions of people all over the world who are currently receiving essential oils this way from dōTERRA.</i>	Share <ul style="list-style-type: none"> <input type="checkbox"/> Invite them to change others' lives by hosting a class. <input type="checkbox"/> Give a <i>Share</i> guide to those who booked to host a class. <input type="checkbox"/> Schedule an Intro to Share within a few days. 	Wellness Advocate Healthy Essentials or Daily Habits Kit <i>Let's find the kit that's best for you and yours and also allows you to share with those you love and make a difference in their lives.</i>
Builder	<i>The third type of person has been listening to me and thinking, "That's what I want to do! I want to change people's lives by educating them about the power of essential oils." dōTERRA rewards this type of person through an incredibly generous compensation plan. As these people educate others about the power of essential oils, they can earn enough to supplement their income and experience more control over their time and finances.</i> <i>If you are the second or the third type of person, please come talk to me/us after the class and I/we can help you get started. OR If you are the second or third type of person, stay after the refreshments for a brief introduction on the joys of sharing and earning with dōTERRA.</i>	Build <ul style="list-style-type: none"> <input type="checkbox"/> Invite them to change their future and make a difference. <input type="checkbox"/> Give a <i>Build</i> guide to those interested in the business. <input type="checkbox"/> Schedule an Intro to Build within a few days. 	Wellness Advocate Natural Solutions Kit <i>I recommend investing in a Natural Solutions Kit. It's important to experience a number of different dōTERRA products as well as have extra to share samples. Then others will want to do what you did.</i>

One more very special thing for everyone to know about dōTERRA is every time you purchase your oils, you are also changing and blessing lives around the globe. Through dōTERRA Cō-Impact Sourcing and dōTERRA Healing Hands Foundation initiatives, dōTERRA partners with a vast network of growers and their families, making a huge difference in their lives and opportunities.

Enroll Successfully

The only way to truly change lives and change your future is by getting dōTERRA essential oils into the homes of your prospects.

Assume they have come to your presentation because they are drawn to what you have to offer. If you have prepared them prior to coming, they are more likely to buy. Confidently invite attendees to take the next step: take control of their own health by enrolling with a kit. There are three ways to purchase dōTERRA essential oils. Guide each on choosing the best option for them.



6 3 Ways to Buy

Teach that there are three ways to buy: retail, wholesale, or below wholesale.

Now that you understand your options for getting started, let's talk more about how to get these amazing solutions into your home.

Retail

The first way is retail. This is, of course, the most expensive way to buy and is more typical in a retail setting. It is a great option for someone making a one-time purchase.

Wholesale

The second way to buy is wholesale. Similar to having a Costco annual membership, it gives you access to great products at lower prices. With dōTERRA, a wholesale membership allows you to purchase at 25% below retail.

Below Wholesale

The third—and the only way I buy my oils—is below wholesale. This is the smartest way to purchase your oils. Let me explain.

Kit Options

Share a few details regarding kit options and invite to enroll.

After learning about the power of essential oils and their positive impact on our health, you might be thinking, "Wow, this is even better than I imagined!" dōTERRA truly wants to support you in living a natural lifestyle with essential oils for both daily wellness and having some on hand to easily care for needs when they arise. That means you're going to need more than just one bottle.

Knowing that, dōTERRA creates kits that are cheaper than buying the oils individually. They've put together some wonderfully well-thought-out combinations, and then further discount those products, making your wholesale membership completely free when you buy a prepackaged kit. This gets you started buying below wholesale right away, so you save even more. If you add up the cost of all the products in any kit, the kit will always be less expensive. And, again, your membership then becomes free. Let's take a look at the kits (give out the Wholesale Customer Order Form).

Briefly introduce the kit or kits most appropriate for your class. The following scripts model what to say and how to compare kits to help with decision-making. *Here are the most popular kits to get you started. Let me tell you a few things about them* (point to a kit while highlighting its benefits).

The Natural Solutions Kit is my favorite. It is a true lifestyle kit with everything you saw in the cabinet (point to page 2 of the class handout). Just like we talked about, it covers preparedness with the most important oils, self-care with a great diffuser and the dōTERRA On Guard® products, and daily health habits with amazing digestive enzymes and probiotics to support your gut, and the dōTERRA Lifelong Vitality Pack® supplement trio. This kit saves you over \$250 off the wholesale price, so it's by far the most cost-effective way to get started.*

- *The Healthy Habits Kit is like a mini lifestyle kit. It includes the dōTERRA Lifelong Vitality Pack, digestive supplements, and all the oils used as part of a healthy daily routine and it's \$195.*
- *The Home Essentials Kit comes with 10 of the top oils, many of which we talked about, and a lovely diffuser, all for only \$249.*
- *The Healthy Start Kit is more of a sample or travel size with 85 drops per bottle of the top 10 oils for \$160. Notice the Home Essentials Kit has mostly the same oils, but with 250 drops per bottle—triple the amount of oil for less than twice the price.*
- *The Aroma Essentials Kit is designed to give you lots of options to use with this beautiful diffuser as well as for personal and household wellness.*

You have great options. We are here to help you choose the kit that's best for you and your family.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Book Classes from Classes

Grow your network by inviting your attendees to host a class of their own. Set a goal to book two classes from every class taught.



During our time together, you've likely thought of people you know who would benefit from this same experience. If you'd like to host your own gathering, see one of us after. And if you book tonight, you take home this keychain! Show keychain.

This is my keychain. It holds my eight on-the-go essential oils. I love it because no matter where I am, I have my solutions with me. If one of my family members experiences an occasional upset stomach while traveling, I can quickly use DigestZen®. If the kids are going crazy, Lavender is at my fingertips to help provide a calming aroma. When out to eat, I drop dōTERRA On Guard® onto the hands of my family members to clean up before eating. There's really no end to how I regularly use my oils. This little case has become one of my most favorite possessions. Everyone needs one of these to access solutions wherever they go. Who would like to take one home? Everyone raises their hands.*

So here's the thing—you're actually not going to purchase this from me. You earn it as a reward. If any of you would like me or _____ to come teach a fun class like what we did today, I'll/we'll send you home with one of these. Here's how this works:

You get an empty keychain when you book a class here today. We can decide later on a date that works for both of us (or have a calendar available to sign up). When you host your class, for every person you've invited who comes, I'll fill an oil vial in your keychain with one of the basic oils! So if you have four people come, I'll fill four of those little vials. Have eight people come, I'll fill the whole thing!

7 Invite to Enroll

Before we end, I want to share with you the reason I take time to teach others about the power of essential oils.

- End the class by sharing a powerful testimonial. This should be one of your most emotional, highest impact experiences with essential oils. Share authentically and from your heart. Conclude with how this motivated you to share with others.
- Share enrollment incentives and/or dōTERRA promos. *Enroll today and get a free Wild Orange.* Be clear and concise. The confused mind says no. Avoid an excess number of offers.
- Invite guests to use a reference guide to look up solutions for the health priorities they listed on page 3.
- Let them know they can add any additional items needed or wanted to their initial order (or their first LRP order).



- Instruct how to fill out enrollment forms, explain Wholesale Customer versus Wellness Advocate. Enroll most everyone as a Wholesale Customer and those who want to share or build as a Wellness Advocate.

Enjoy the essential oil-infused refreshments. If you have any questions, ___ and I will be coming around to help you decide what kit is best for you and your family and answer any questions you may have.

Pass out the reference guides. Have enough to match the number of attendees.

Individual Attention

You need at least 15 to 20 minutes after class to help everyone choose their kits. Have each person look up their top concerns in a reference guide. The first person you want to help is the one who has to leave first. Kneel next to each person (don't hover) and ask, *What are we working on?*

Review their health priorities and see what products they wrote down that they think they need based on what they found in a reference guide. Be sure they included common oils for each priority. Then suggest the kit that best fits their needs. *Here's what we're going to do: I suggest you start with the _____ Kit. It has (name products). just what you need to start addressing your _____.* Share what you love about the kit you feel is best.

Don't oversell or push. Instead, truly help them rise to best match their needs by confidently connecting everything back to their health priorities and how the kit provides specific support. Assume they have come prepared to buy and want to improve their health. *So I'm going to let you work on filling out this enrollment form (show them where to write) while I help a few other people. Then I'll come back and check on you.*

The best time to schedule a Wellness Consult is at the time of enrollment. The best time for a consult is after the first order arrives. Use the script provided on page 69 in the second column to book.

Follow up within 48 hours to assist those who did not yet enroll. Remind them of any relevant special offers. *I'm glad you were able to join us at the class! What did you enjoy the most? How do you feel the oils can best help you and your family? What kit best fits your needs? What questions do you have? Is now a good time to walk you through how to get started?* Enrollments are often the result of 3–5 interactions. Those who did not enroll at the class may need more experiences before they are ready.

Consider generating a link (in your back office) for each of the enrollment kits. Then, save those links so they are ready to share when enrolling. Each enroller needs to create their own links to share with their individual attendees.

Option: Invite attendees to stay (after providing time for enrollments) and learn more about sharing dōTERRA products with a brief Intro to Build. See page 87–88 for details.

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Top Enrolling Tips

- Overcome objections as needed:
 - Not sure what kit to order:** *What are you working on?* Look over their health priorities. Invite them to find solutions in a reference guide. *What kit would best meet your needs?*
Offer suggestions. *If I were you, I would enroll with the _____ Kit because. . .*
 - Financial concerns:** *Would you like to host a class so you can earn the money to get the kit you really want?*
 - Other concerns:** *What factors are you considering?* Listen, then address desires and concerns. Offer suggestions. Help them choose a kit.
- No matter which presentation format, use one of the following methods to enroll your new customers right away or within 48 hours:
 - 1 Have your prospects give you their filled-out order form or text or email you a picture.
 - 2 Gather their enrollment information over the phone.
 - 3 Send them a link to a preloaded cart, generated from your back office.

