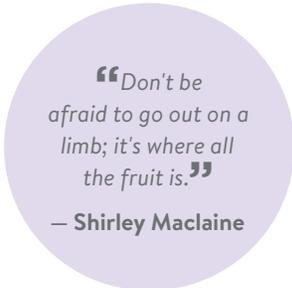


What You Do



There is an art to introducing yourself. The question, “What do you do?” is actually two questions in one—“What do you do” and “What can you do for me?” It is essential to be prepared with answers that are mindful of what is relevant or of interest to the other person. Also, make sure to individualize the experience depending on who you are talking to.

Your new contact isn’t looking for a long, detailed answer. Keep the focus on them. Ask them what they do first. Learn from their response so you can customize your own to earn trust. Speak to things that are true for you and your experience.

1 Be Clear & Simple

- Your “elevator pitch,” or audio business card, needs to be short—30 seconds max. It is a conversation starter and meant to stir interest.

2 Sell the Lifestyle

- Instead of trying to sell the person on products, focus your efforts on starting a conversation about the dōTERRA lifestyle of hope and wellness.

A conversation started: “What do you do?” -> “You know how nowadays so many people are dissatisfied with their healthcare? Well, I am a solutions provider! I teach individuals (can add a specific type of person here such as “moms”) who are looking for better health how to solve 80 percent of health priorities at home using essential oils.”

- Find out more about their own interests and circumstances (e.g. a desire to overcome mediocrity in their health, or how they dislike their job), and personalize your response. “My passion is helping people like you ...achieve better performance with their health and wellness goals.” Or “What I love about the work that I do is that I help people like you discover how to create residual income.”

3 Structure your message with a solution.

- Use the table below to prepare to write your own elevator pitch. Go through this process multiple times considering who you help/teach, what their problems are, and what solutions you have to offer. Practice a few variations until you find what fits you.

SOLUTIONS PROVIDER APPROACH	PRODUCTS	OPPORTUNITY
<p><i>“You know how _____ (name an issue people deal with)...? I can fix that.”</i></p> <p>What you want to hear in response is: <i>“How do you do that?”</i> This creates an environment for conversation.</p>	<p><i>“I work with _____ (type of person or business) who want _____ so they can _____ (what they want).”</i></p> <p>Help the person see themselves in the story you share to stir interest in what you have to say. Observe first so you can make connections. Start your statement with the type of person they are (e.g. mom, chiropractors) so they relate.</p>	<p>When they respond with, <i>“Tell me how that works?”</i>, invite them to learn more with a Healthy Can Be Simple or Build guide, and/or invite them to attend an event about the product or business.</p>
<p><i>“You know how a lot of people feel trapped by not knowing how to deal with their health needs in a safe and natural way? I work with people to help them find better solutions.”</i></p>	<p><i>“I work with moms who want safe, natural, effective solutions so they can take charge of their family's wellness.”</i></p>	<p><i>“How about you? Do you have health priorities you're focused on? Are you open to using something natural? I'd love to get together so I can share some things I've found helpful. Would you be open to that?...Great! How is Tues or Thurs. at 7 p.m. for getting together?”</i></p>
<p><i>“You know how a lot of people struggle with working jobs they don't like? I work with people to help them find a better way.”</i></p>	<p><i>“I work with chiropractors who want residual income so they can build their retirement and have more free time.”</i></p>	<p><i>“I'm just curious – Are you open to creating additional sources of income? Would you be open to learning more?...Great! How is Tues. or Thurs. at 7 p.m. for getting together?”</i></p>

WRITE YOUR ELEVATOR PITCH _____
