What should I know about dōTERRA's business model?

dōTERRA is a product-driven company supported by a direct sales model. The majority of dōTERRA customers—approximately 86 percent—are Wholesale and Retail customers who purchase products for personal use. This creates an exceptionally stable customer base for those who choose to build a dōTERRA business. Those who wish to become a dōTERRA distributor, known as a Wellness Advocate, can participate in three ways:

- Buy dōTERRA products at a discount for their own or household use
- Sell dōTERRA products to make a retail profit
- Recruit others who want to consume or sell dōTERRA products

Most distributors join only to receive a discount on dōTERRA products and do not participate in the business. In 2020, as a result, just over 50% of U.S. Distributors, or about 252,000, did not receive earnings from dōTERRA.

How do I become a Wellness Advocate?

There are two ways to become a dōTERRA Wellness Advocate:

1. Connect with an existing Wellness Advocate who can teach you about dōTERRA products and get you set up.
2. If you don’t know any dōTERRA Wellness Advocates, you can visit doterra.com and follow the link to become a Wellness Advocate.

What should I know about this business opportunity?

Building a successful dōTERRA business takes hard work, skill, and time. Most Wellness Advocates start their dōTERRA businesses by working part-time and selling to people in their networks. As a Wellness Advocate, you will never be required to make purchases, other than the initial signup fee of $35.00.
How can I earn money?

As a dōTERRA Wellness Advocate, you can earn money by selling dōTERRA products that you buy at a discount. Your discount averages 25% of suggested retail prices. You can also earn money by recruiting others who want to sell dōTERRA products. While you cannot earn money by only recruiting or sponsoring someone, you can earn money from the sales of those customers.

In a typical month, how much could I make?

In a typical month in 2020, about 509,000 U.S. Wellness Advocates ordered products for resale from dōTERRA, and about 257,000 of them earned money from their sales and the sales of those they sponsored. Below is their earnings in a typical month (before expenses).

<table>
<thead>
<tr>
<th>First Year Distributors (16,103)</th>
<th>All Other Distributors (240,903)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% (8,052) Earned more than $105</td>
<td>50% (120,452) Earned more than $345</td>
</tr>
<tr>
<td>Top 10% (1,610) Earned more than $235</td>
<td>Top 10% (24,090) Earned more than $1,370</td>
</tr>
<tr>
<td>Top 1% (161) Earned more than $870</td>
<td>Top 1% (2,409) Earned more than $9,495</td>
</tr>
</tbody>
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(The Top 1% of Distributors hold ranks of Silver, Gold, Platinum, Diamond, Blue Diamond, and Presidential Diamond. Presidential Diamonds have averaged 8 ½ years on their business, with the longest being 11 years and the shortest being less than 3 year on their business.)

What if I choose to leave dōTERRA?

You can cancel your dōTERRA distributorship at any time. Within 30 days of a purchase, you can return unopened products for a full refund. You can also receive a 90% refund for products purchased within a year. Please contact (800) 411-8151 or visit www.doterra.com for more information.