A campaign is a strategic short-term advancement plan to accomplish a goal. Partner with your team to create campaigns that focus efforts to achieve your goal.

1. **Why | PURPOSE**
   - PURPOSE:
     - (Rank, enrollments, classes, LRP’s, etc.)
     - (Outcome / benefit)

2. **When | TIMELINE**
   - STARTS: ____________
   - (30, 60, or 90 day period)
   - ENDS: ____________
     - (By convention, ranking months, incentive trips, etc.)

3. **Who | AUDIENCE FOCUS**
   - FOCUS:
     - □ Customers
     - □ Builders
     - □ Leaders
     - □ Rank
     - □ Team
     - □ ____________
     - □ ____________
     - □ ____________
     - □ ____________
   - AUDIENCE:
     - □ Launch to Elite
     - □ Train to Silver
     - □ Lead to Gold
     - □ Multiply to Diamond
     - □ Influence to Blue Diamond
     - □ Invite
     - □ Present
     - □ Enroll
     - □ Support
     - □ ____________

4. **How | LOGISTICS**
   - STRUCTURE:
     - □ Weekly call / Q&A
     - □ Monthly call / training
     - □ Team page
     - □ Video call
     - □ Live event
   - REQUIREMENTS / INCENTIVES:
     - ____________
     - ____________
     - ____________
     - ____________
     - ____________

5. **Share | REVEAL PROMOTE**
   - Campaign name: ____________________________
   - Reveal & promotion: ____________________________
   - How to share/invite: ____________________________
   - Key people to personally invite: ____________________________
   - Strategy: ____________________________

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