

United States
**Founders
Club 2.0**
dōTERRA

Are you the
next **Founder?**

U.S. Founders Club 2.0 Starting Point

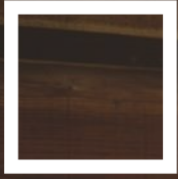
Original Founders Club

- High risk (starting at zero)
- Payout grows quickly during hyper-growth phase



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- Lower risk (starting with brand, product, teams, etc.)
- Payout grows slower during post-mature phase
- Potential to reach our next Billion quicker



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In Detail



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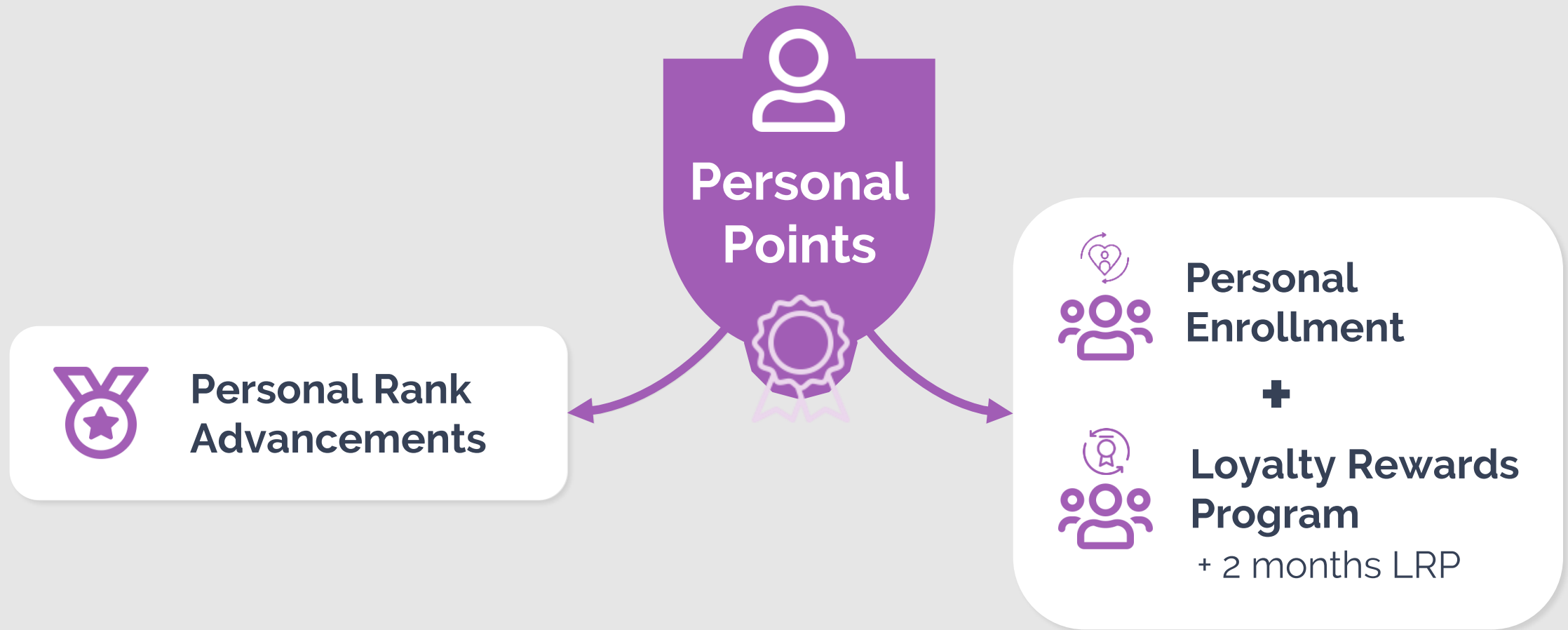
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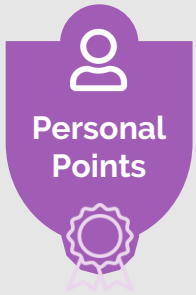
Easy ways to earn points



Two Ways to Earn Points





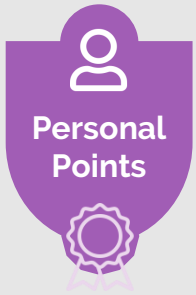


Personal Rank Advancements

YOUR POINTS



Rank Advancements		Monthly Points (max 3 months)
E	Elite	20 pts
P	Premier	25 pts
S	Silver	30 pts
G	Gold	35 pts
P	Platinum	40 pts
D	Diamond	50 pts
BD	Blue Diamond	55 pts
PD	Presidential Diamond	60 pts



Personal
Points



Personal Rank
Advancements

YOUR POINTS



Rank Advancements	Monthly Points (max 3 months)	Rank Re-Qualification••
E Elite	20 pts	10 pts
P Premier	25 pts	12.5 pts
S Silver	30 pts	15 pts
G Gold	35 pts	17.5 pts
P Platinum	40 pts	20 pts
D Diamond	50 pts	25 pts
BD Blue Diamond	55 pts	27.5 pts
PD Presidential Diamond	60 pts	30 pts



Personal Rank Advancements Scenario





Personal Rank Advancements Scenario

Rank re-Qualification Scenario

TOTAL POINTS

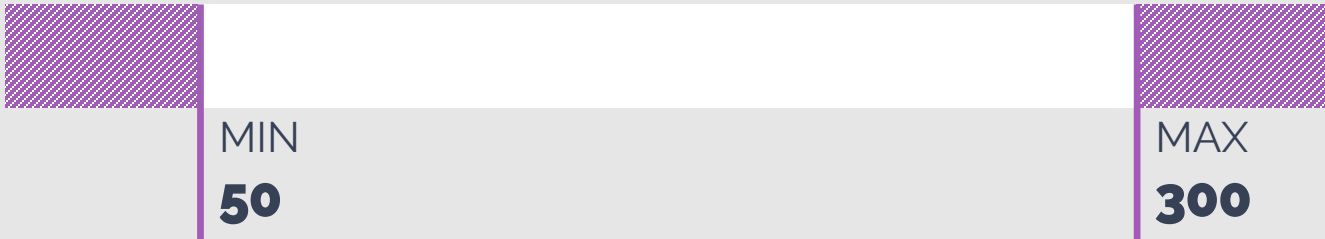
162.5





Achievement	Points
Enrollment (Month 1)	1 pts
LRP (Month 2)	1 pts
LRP (Month 3)	1 pts
TOTAL	3 pts

YOUR POINTS



An icon showing three stylized people with a heart and a circular arrow above them, representing a group or community.

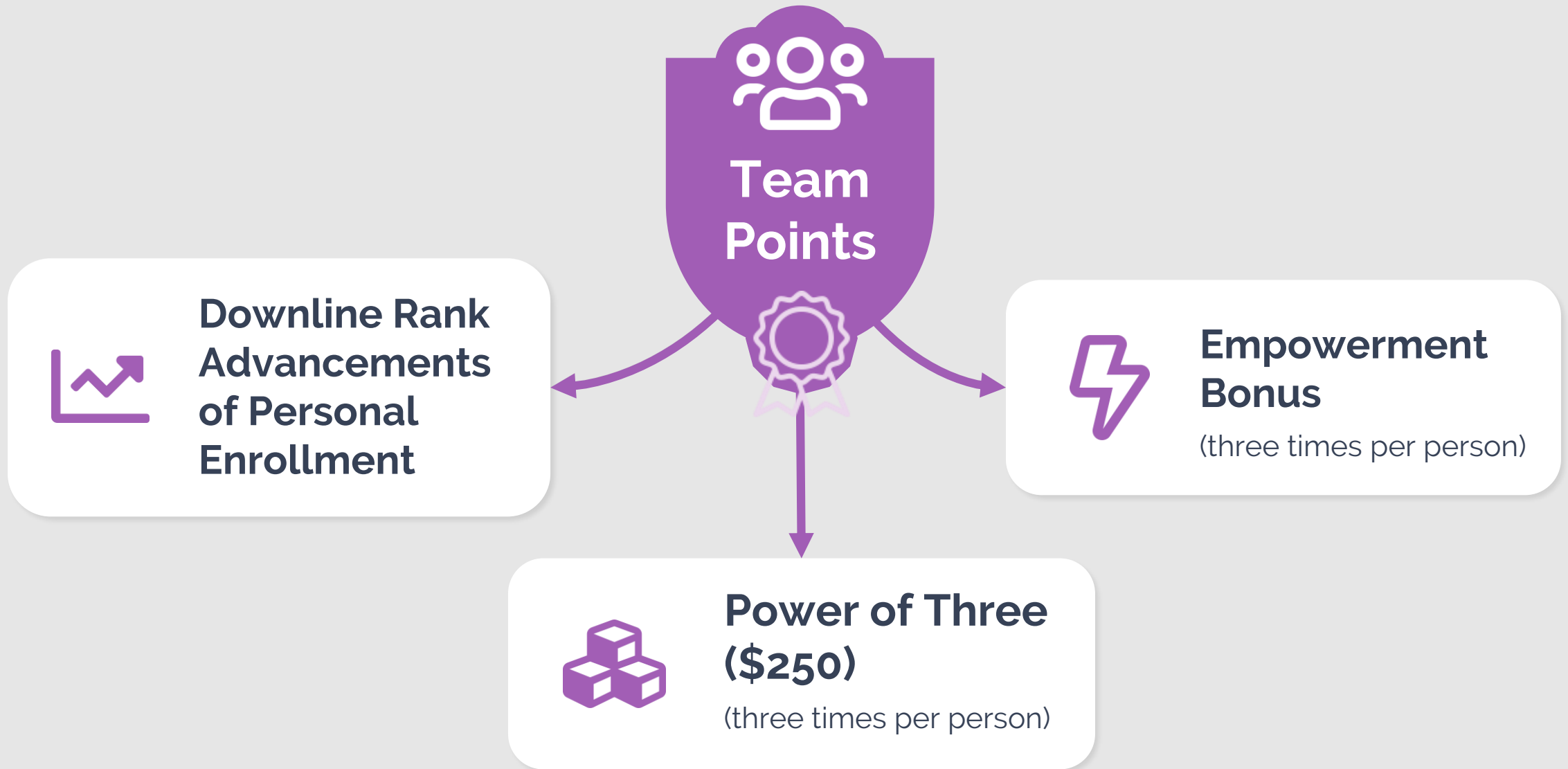
Personal Enrollment

+

An icon showing three stylized people with a circular arrow and a star above them, representing a rewards or loyalty program.

Loyalty Rewards Program

+ 2 months LRP





Team
Points



Downline Rank
Advancements
of Personal
Enrollment

Rank Advancements*		Monthly Points (max 3 months)
E	Elite**	4 pts
P	Premier	10 pts
S	Silver	25 pts
G	Gold	30 pts
P	Platinum	33 pts
D	Diamond	35 pts

YOUR POINTS





Team
Points



Downline Rank
Advancements
of Personal
Enrollment

Rank Advancements*	Monthly Points (max 3 months)	Rank Re-Qualification**
E Elite	4 pts	2 pts
P Premier	10 pts	5 pts
S Silver	25 pts	12.5 pts
G Gold	30 pts	15 pts
P Platinum	33 pts	16.5 pts
D Diamond	35 pts	17.5 pts

YOUR POINTS

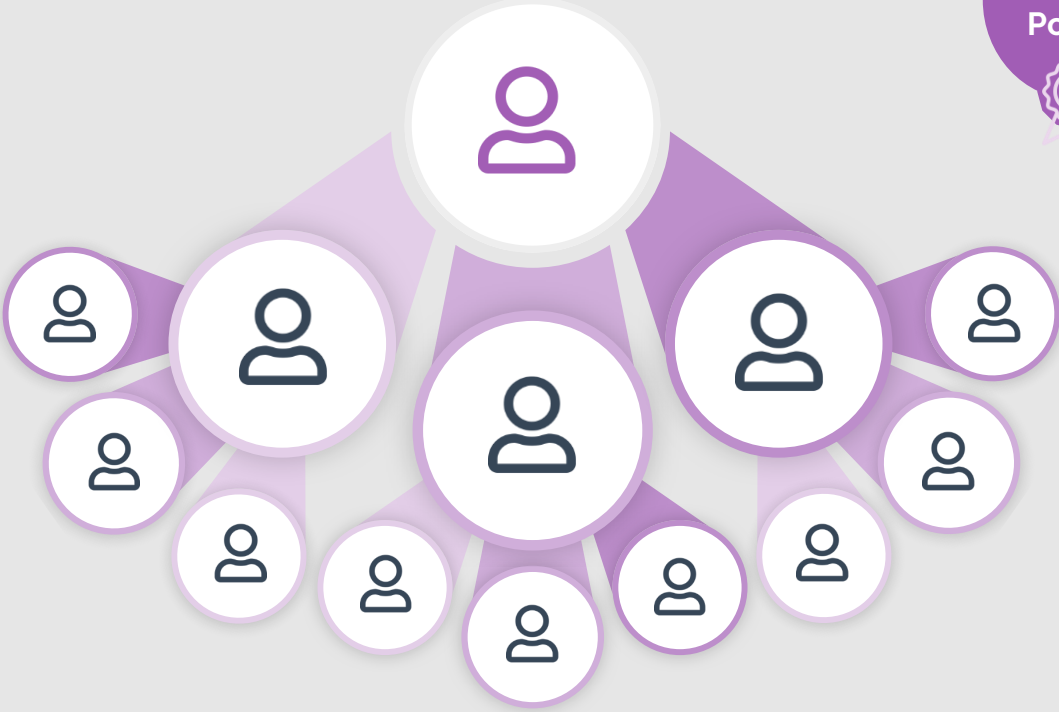
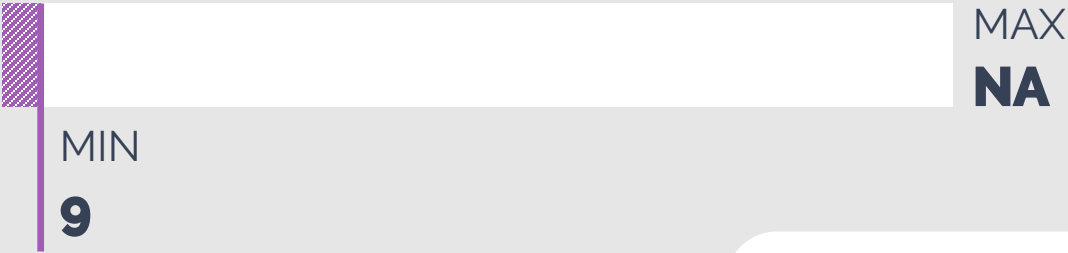




Personally Enrolled Leader Achievement	Monthly Points (max 3 months)
Power of Three (\$250)	3 pts

*If they haven't achieved \$250 before start of program

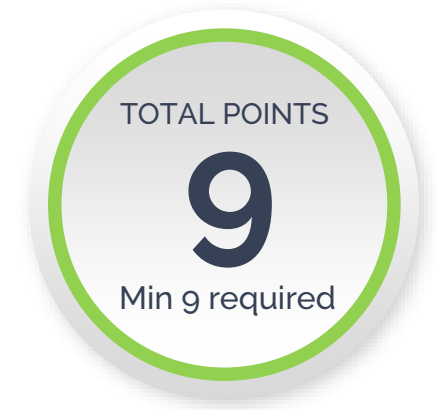
YOUR POINTS



Power of Three (\$250)
(three times per person)



Power of Three (\$250) Scenario



APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	
Power of Three \$50	Power of Three \$50	Power of Three \$250	Power of Three \$50	Power of Three \$250	Power of Three \$250	POINTS
						POWER OF THREE
	0	3	0	3	3	
	0	3	0	6	9	TOTAL
	FOUNDERS CLUB START					



Personally Enrolled Leader Achievement	Monthly Points (max 3 months)
Empowerment Bonus	1 pts

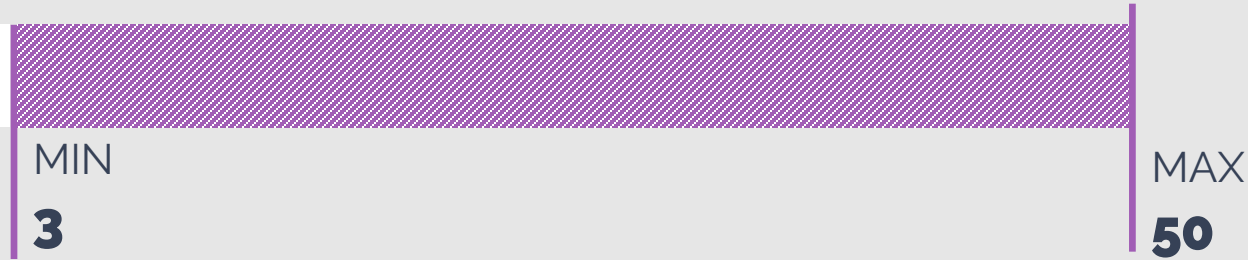
*If they haven't achieved Empowerment Bonus before start of program





Empowerment Bonus
(three times per person)

YOUR POINTS





Empowerment Bonus Scenario

TOTAL POINTS

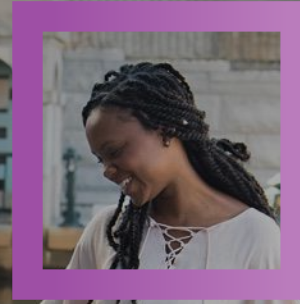
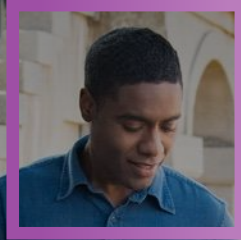
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Min 3 required

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	POINTS
No Empowerment Bonus	No Empowerment Bonus	Empowerment Bonus	No Empowerment Bonus	Empowerment Bonus	Empowerment Bonus	
	0	1	0	1	1	EMPOWERMENT BONUS
	0	1	0	2	3	TOTAL
FOUNDERS CLUB START						



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Scenarios: Anyone Can



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Whatever the mind of man
can conceive and believe,
it can achieve

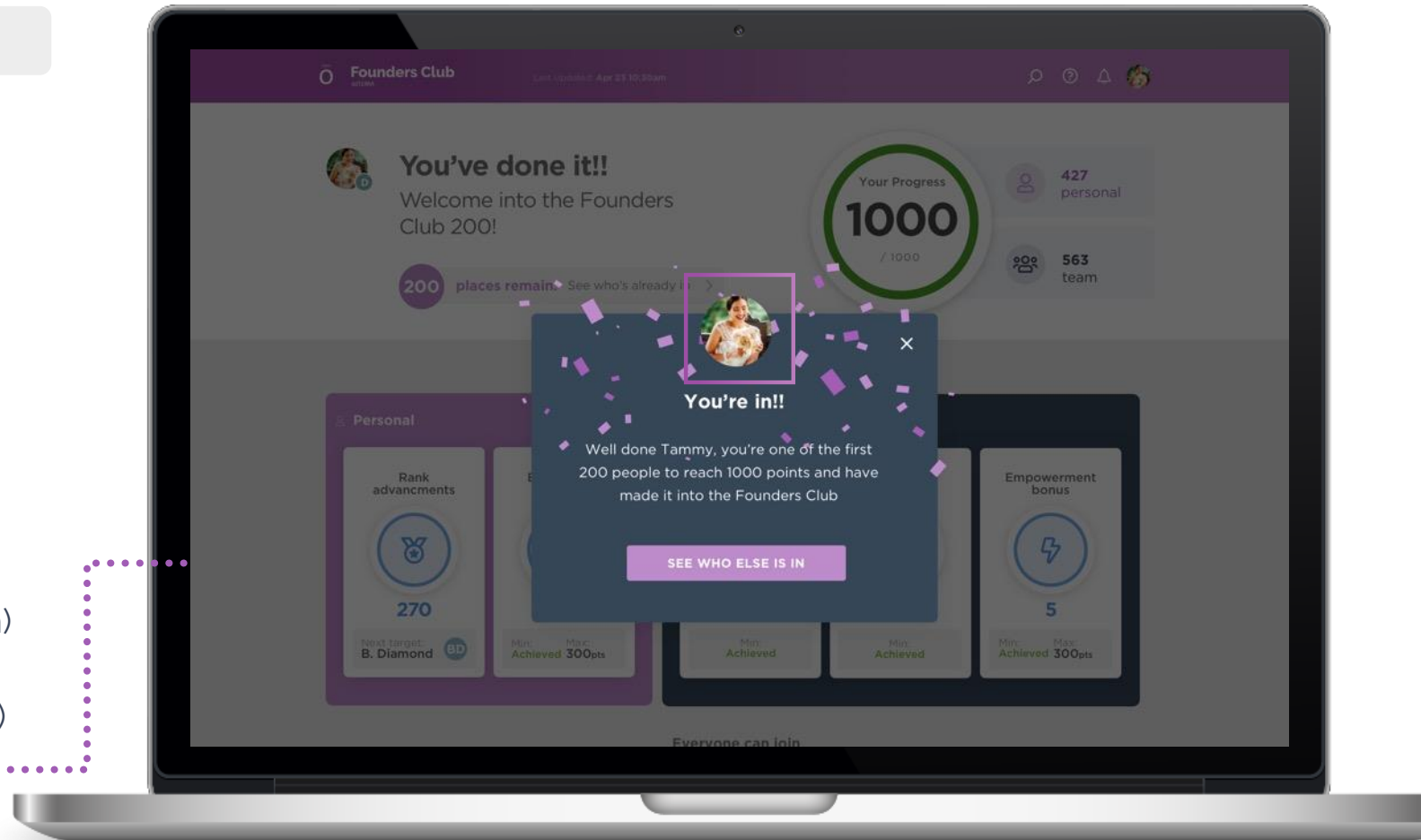
NAPOLEON HILL

Anyone Can

Gold goes to Diamond

✓ Achievements

- 1 new Silver
- 2 Silvers hit Gold
- 3 Premiers hit Silver
- 4 hit Power of 3
- 5 get Empowerment Bonus
- 45 enrollments plus LRP
(3 to 4 enrollments per month for 12 month)
- 22 enrollments no LRP
(1 to 2 enrollments per month for 12 month)
- Rank Advance to **Platinum**
and **Diamond**

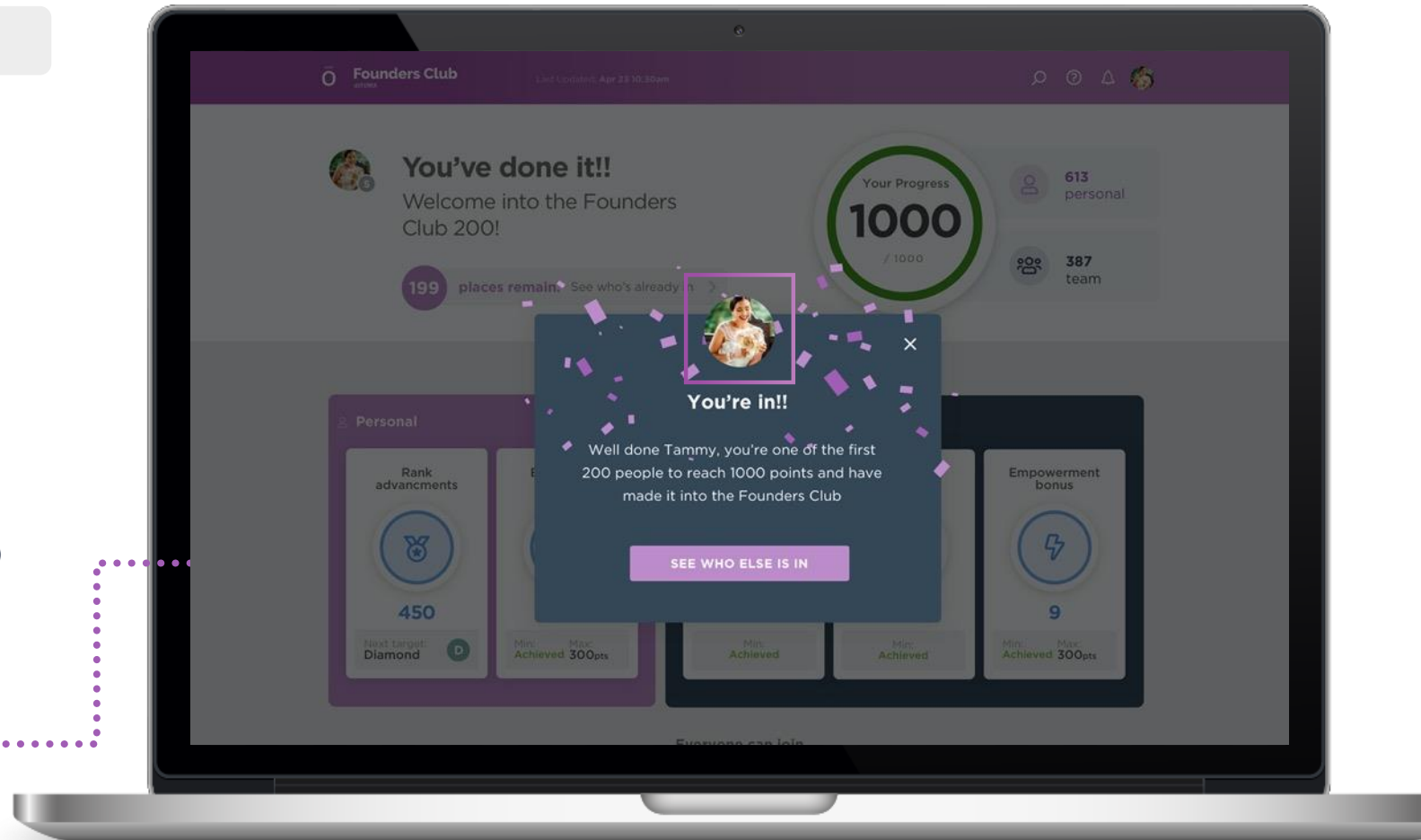


Anyone Can

New Person to Platinum

✓ Achievements

- 3 hit Elite
3 Elites hit Premier
3 Premiers hit Silver
- 3 hit Power of 3
- 3 get Empowerment Bonus
- 41 enrollments plus LRP
(3 to 4 enrollments per month for 12 month)
40 enrollments no LRP
(3 to 4 enrollments per month for 12 month)
- Rank Advance to **Elite**
and **Platinum**

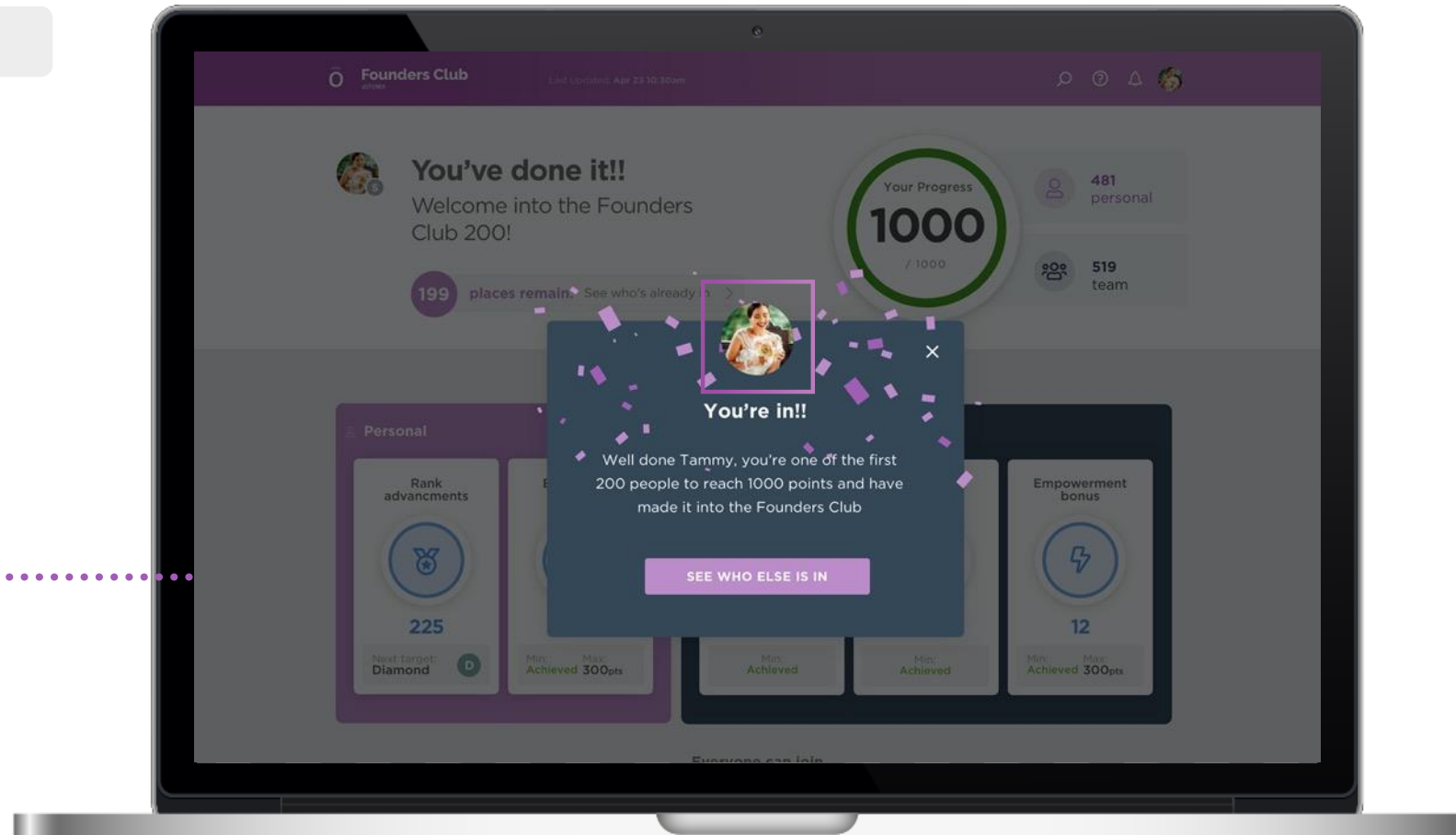


Anyone Can

Silver to Platinum

✓ Achievements

-  **3** Elites hit Premier
 - 1** Premier hits Gold
 - 2** new Elites
 - 1** new WA hits Premier
 - 2** Premiers hit Silver
-  **4** hit Power of 3
-  **4** get Empowerment Bonus
-  **75** enrollments plus LRP
(6 to 7 enrollments per month for 12 month)
- 31** enrollments no LRP
(2 to 3 enrollments per month for 12 month)
-  Rank Advance to **Gold & Platinum**

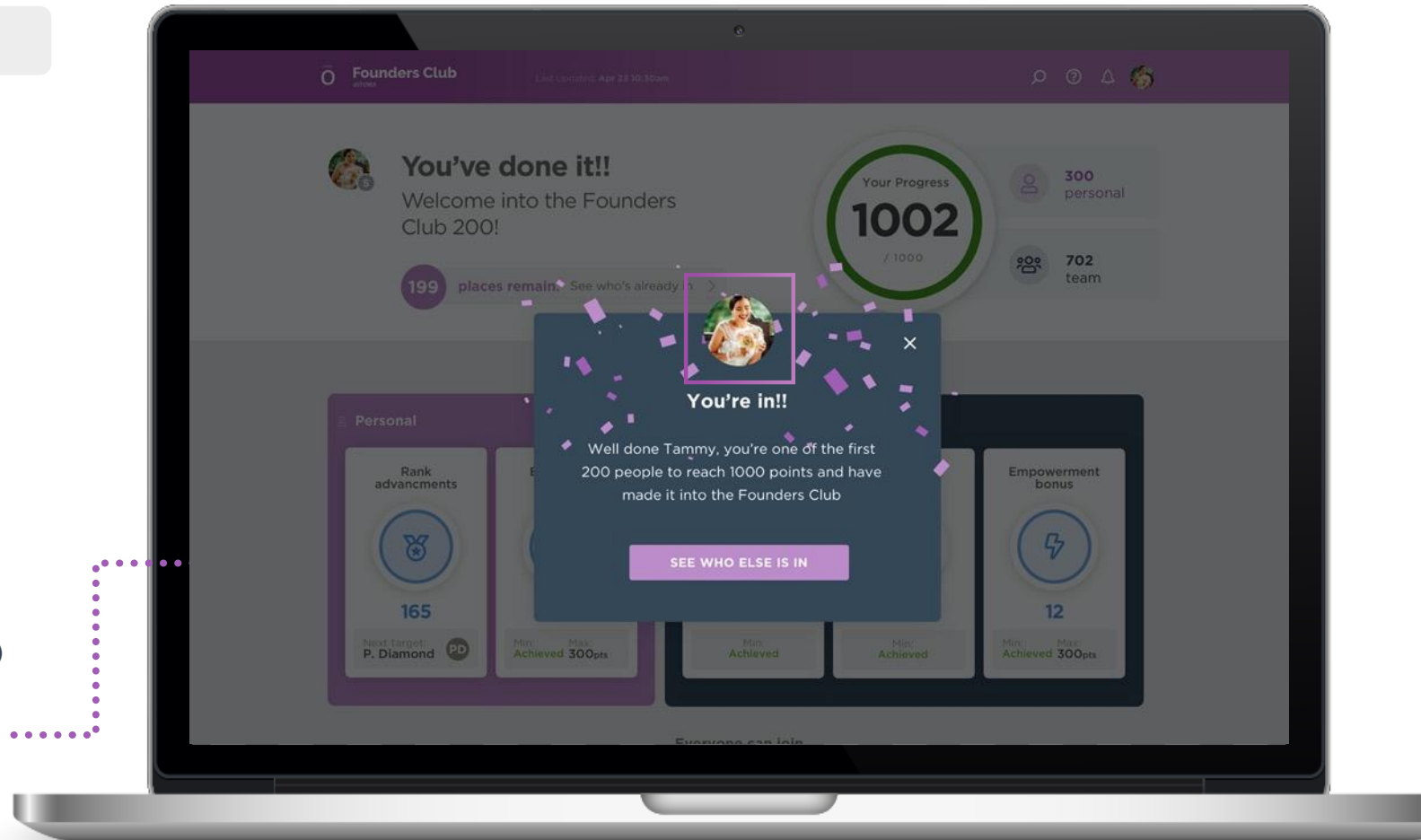


Anyone Can

Diamond to Blue Diamond

✓ Achievements

- 4 Silvers hit Gold
 - 1 new WA hits Gold
 - 4 new Elites
 - 1 Elite hits Premier
- 5 hit Power of 3
- 4 get Empowerment Bonus
- 45 enrollments plus LRP
(3 to 4 enrollments per month for 12 month)
- Rank Advance to **Blue Diamond**





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Synergy



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New Founders Club Synergy



DiamondClub
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March 1 - June 30



Incentive Trip
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May 15 - Oct 31



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Starts May 15
About 18 months

A photograph of three young women sitting in a field of tulips. One woman is wearing a red and white striped shirt, another a black leather jacket, and the third denim overalls. They are all smiling and looking down at something in their hands. The image is overlaid with a purple geometric pattern of squares and lines.

**Founders Club was
designed to inspire
the next generation of
leadership to rise up**



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