

Becoming a Wellness Advocate:

What should I know about joining dōTERRA?

What should I know about dōTERRA's business model?

dōTERRA is a product-driven company supported by a direct sales model. The majority of new U.S. dōTERRA customers—approximately 92%—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
- Share with and educate others who want to use or sell dōTERRA products

Most U.S. Wellness Advocates join only to receive a discount on dōTERRA® products and do not participate in the business. As a result, in 2023, about 54% of U.S. Wellness Advocates did not receive commissions from dōTERRA.

How do I become a Wellness Advocate?

There are two ways to become a 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 Wellness Advocates, you can visit doterra.com and follow the link to become a Wellness Advocate.



What should I know about this business opportunity?

Like all businesspeople, some Wellness Advocates succeed, while others do not. There are no guarantees that you will earn money. Building a successful dōTERRA business takes hard work, skill, and time. Most Wellness Advocates start their dōTERRA business by working part-time and selling to people in their network. As a Wellness Advocate, you will never be required to make purchases, other than the initial sign-up 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 sharing with and educating others who want to use or sell dōTERRA products. While you cannot earn money by only recruiting or sponsoring other Wellness Advocates, you can earn money from the sales of those those Wellness Advocates. As such, educating them on product benefits and usage is vital.



In a typical month, how much could I make?

In 2023, about 44% of Wellness Advocates ordered products for resale and earned commissions. Below are their commissions in a typical month.

First Year Wellness Advocates (approximately 3%)

Top 50%

Averaged more than
\$155/mo

Top 10%

Averaged more than
\$481/mo

Top 1%

Averaged more than
\$1,883/mo

All Other Wellness Advocates (approximately 97%)

Top 50%

Averaged more than
\$286/mo

Top 10%

Averaged more than
\$1,319/mo

Top 1%

Averaged more than
\$9,326/mo

(The top 2% of Wellness Advocates building a business hold the rank of Silver, Gold, Platinum, Diamond, Blue Diamond, and Presidential Diamond. Presidential Diamonds have worked on their dōTERRA business on average of over 12 years, with the longest being 15 years and the shortest approximately 1.8 years.)

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.

