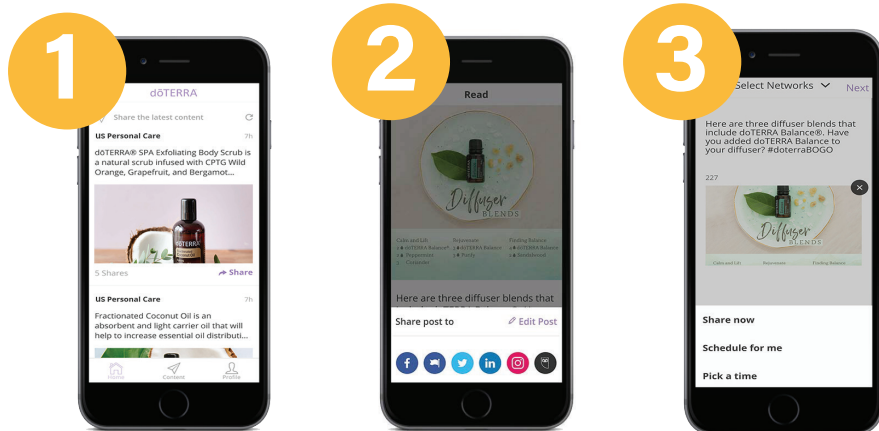


# Make it your own!

Personalize your social media content in just three steps.



## 1 PICK your content

Find the content you want at a glance. Browse the content library to find what you want, from essential oil spotlights to DIY recipes and more! Find the content you want at a glance. Browse the content library to find what you want, from essential oil spotlights to DIY recipes and more!

## 2 PERSONALIZE your content

Once you've picked the content, it's time to personalize it. Tap "Edit Post" and use the drop-down list to select the social networks you want to share your post on. Now you can rewrite the text for the post to customize it for your audience. Social media algorithms favor posts with unique text, so don't skip this step.

## 3 SHARE your content

When you're ready to share your post, tap "Next," and then "Share now" to post immediately. If you want your post to go live later, tap "Schedule for me" to have Amplify schedule it for you, or "Pick a time" to set a specific time you want it to be posted.

### Questions? Just Ask!

Reach out to us at [amplify@doterra.com](mailto:amplify@doterra.com)

# Amplify

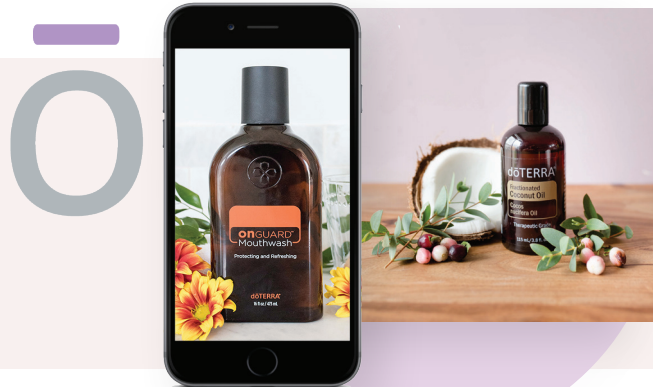


## ENGAGE AND BUILD

Amplify makes it easy to share valuable dōTERRA® content and build your personal brand online

# Not sure how to start marketing your business on social media?

Amplify makes it easy. It gives you everything you need to start building your doTERRA brand on social media. No matter your experience level, you can leverage social media to increase your sales. Share high-quality posts, stay top-of-mind with prospects and customers, and become a trusted voice in the health and wellness space!



## Don't know what to post?

One of the hardest parts of building a strong social media presence is creating content. We've already done that for you. With Amplify, you have an instant content library with professional images of every doTERRA® product, plus approved posts to share on your own social media platforms. Amplify gives you the tools to share essential oils with a wide audience, increase your customer engagement, and build your brand.

*"Social media works. B2B sellers who embrace social selling are 72% more likely to exceed quotas than their peers who don't."*

# Amplify helps you become a good social media marketer.



## Build your brand

The more consistently you post, the more your audience trusts and counts on you. With Amplify, you'll never run out of things to post. Create your brand by giving your followers relevant and engaging content over and over.



## Get more leads

Good content means you reach a wider audience on social media. Social media is a powerful way to connect with future customers and share doTERRA products.



## Stay compliant

Building a doTERRA business is hard work. You're busy, and creating compliant content takes time. Save valuable time by using preapproved content. Plus, it's easy to browse the library and find the content you like.



## See how your posts perform

It's important to know what's working. Track your likes, shares, and comments to see what information your audience wants so you can keep them engaged and attract more followers.



## Keep up with promotions, products, and events

Never miss the opportunity to gain momentum and increase sales with promos! Quickly share content about promotions, product launches, and exciting events like Convention.

## Start marketing your business on social media today!

To get started, subscribe to Amplify through doTerra.com. You can do this by creating a one-time order, searching "Amplify", and then adding it to the cart. You can also contact Member Services (801-411-8151 or email [Service@doterra.com](mailto:Service@doterra.com)) to purchase your subscription. Once the purchase goes through, you'll receive a welcome email with instructions on how to get started. Follow the instructions in the email to download Amplify from the App store or Google Play and sign in.