

# LEADERSHIP



**New Presidential  
Diamonds - 4**

Kyle & Kierston Kirschbaum

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NEW PRESIDENTIAL DIAMONDS  
 Kyle & Kierston Kirschbaum



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 dōTERRA Rock Stars

# Congratulations on Reaching Presidential Diamond Kyle & Kierston Kirschbaum

HENDERSON, NEVADA, USA



## What advice would you give to someone who is trying to reach Presidential Diamond?

**Kierston:** Understand that it takes time. You are on the path to Presidential Diamond right now. Be patient with the process. Understand that it's unveiling exactly the way it's supposed to for your life and your leaders' lives.

**Kyle:** At the start of our journey, I heard a Presidential Diamond say, "If somebody would've just told me in the beginning that someday I would be Presidential Diamond, it would've changed the way I looked at everything." Just imagine someone told you that. What would that do to your confidence? How would you approach the business differently? That's a powerful thought that really drove us. If you're on this path, it's not a question of if, it's a question of when. Act like that from the beginning.

## What have been some roadblocks you've run into on your journey?

**Kyle:** I think one of the biggest challenges in going for Presidential Diamond is that you have to forget all about yourself. You have to focus on understanding what your leaders need and what their whys are, and invest in helping them become leaders. Take the risk. You can only go so far by yourself. You have to be willing to fully commit and sacrifice some things you might want for some things your leaders need.

**Kierston:** When we knew we were going for Presidential Diamond, it was less about us being Presidential Diamond and more about our leaders being Diamond. We want to be Presidential Diamonds with six Diamonds, not six Platins, because we know how much it means to our leaders to be Diamond leaders in the company. Though we like maintaining our rank, we wanted to support our leaders and help them take the time to build their fourth legs.

## How have you learned to work together in this business?

**Kierston:** Honestly, it's hard. I think we need to be honest about that. The thing that's brought me the most peace in working together are the perks—the free time, the vacations. I wouldn't change that for anything. Advice I would give is to never blame the other person when something doesn't go right. I've learned to take a lot of responsibility on myself and also try to point out the things that I like about Kyle more often.

**Kyle:** We have not found the perfect way to work together. It's difficult, especially when you throw kids into the mix. We're both driven and we want to accomplish really great things. We're so focused on our goals that sometimes we forget that the greatest thing we've been able to accomplish is being home together as a family. We have to remember to enjoy what we've created. Although it's not perfect, the blessing of being able to work together as a family far surpasses the imperfection.

## How do you balance work and family?

**Kyle:** One thing we've strived to do is focus on doing one thing and doing it really well. Be present. If you're going to be with the kids, just fall in love with being with the kids every single second. If you're going to be doing a class or a one-on-one, don't be thinking about a million other things, be focused on that person right there.

**Kierston:** I think a lot of women are afraid that they have to sacrifice being present for their children in order to do a dōTERRA business. They think they have to do one or the other. One of my favorite things about dōTERRA is it's a part of my family's life. My kids hear me on the phone mentoring someone and they see us making samples and they think that's cool. My five-year-old couldn't say "presidential" so he would ask me, "When are you going to be a pretzel diamond?" The balance of dōTERRA for me has been a lot about integrating my kids into the business.

## What motivates you to keep moving forward with your business?

**Kierston:** After I achieved my initial why, I had this moment where I had to find a new one. I realized that everyone in the company has a different story of why they are now using, sharing, or building dōTERRA, and I'm really excited about being a part of impacting as many of these people's lives as possible. I feel like dōTERRA is a movement. I feel like I've been led to this as a calling in life, to be able to be a light and an



## Presidential Diamond Tips

**MAKE IT ABOUT YOUR LEADERS.** "It's not about you, it's about expanding and creating hope, then turning that hope into a reality for your leaders."

**BE CONSISTENT.** "Understand that constant classes, doing follow up, and all of those basic things make up the path to Presidential Diamond."

**BE HUMBLE.** "We both recognize what each other's strengths are and are willing to recognize our own weaknesses as well."

**INCLUDE THE FAMILY.** "Kids screaming in the background might actually help a class. It's really comforting for people that we're such a family business."

**WORK TO BETTER THE COMPANY.** "When I work to personally become better, I do it so I can contribute that skill to the overall improvement of the company."

example for as many people as possible. What drives us now is finding an avenue to be able to get these oils in people's homes. It's not about making a sale, it's "What do I have to do to help you? What do I have to do to open your eyes so that you can see how amazing these oils are?" This has changed our lives completely, and that's exciting to me to see other people's lives change too.

**Kyle:** I think in the beginning I thought it was really cool that my wife had found this, and then the more I got involved the more I realized that this is absolutely a calling. There are tens of thousands of people who also feel like it's a calling, but have not yet been given the opportunity to fulfill it. Our passion is finding those people and helping them get to a point where they can serve people, be financially independent, and be a part of this movement.

## Brian & Shawna Biemann

KAHUKU, HAWAII, USA

# Becoming More

**“Just keep doing what you’re doing, don’t stop, focus on the positive, and you will definitely get there.”**

Shawna Biemann went to her first dōTERRA class just to support a friend. She’d always signed up for wholesale memberships from every direct sales company she came across, and she did the same with dōTERRA. Then, her Family Physician Kit arrived and sat on the shelf for three months. Eventually, her enroller reached out to her about another class and Shawna went hoping to learn how to use the products she had spent \$150 on.

Turns out, she attended a business class where she met her upline, Brandi

Burdine. Shawna says, “Brandi knew how to get me to do this as a business. She took my needs and put them into action.” Shawna felt like the business was the last thing she needed, but Brandi broke it down and made it easy for her, suggesting she host a class and let Brandi come teach it. Everything started from there.

Shawna says that she was never motivated by rank, but by things like going on incentive trips, becoming an AromaTouch trainer, and helping her team. She says, “I didn’t even do Diamond Club. I knew I would get to where I am; I just had to do it at my own pace.” She is grateful for Brandi’s intuition that has helped her identify

business builders and kept her proactive and on her toes.

For Shawna, doing the business has always been more about having fun. She says, “dōTERRA is about more freedom, more time, more family, and more fun. The moment you turn it into something stressful, it’s defeating the purpose.” When one of her leaders is struggling, she calls them up and invites them to lunch. Because her builders are people she has known for a long time, she doesn’t want a phone call from her to become something they dread. “I really try to nurture those friendships, and then everything else falls into place. Then they’re more excited to keep going.”



**“AROMATOUCH IS ONE OF THE WAYS dōTERRA HAS CHANGED MY LIFE. IT’S GIVEN ME A WAY TO SHARE AND SERVE OTHERS AND MAKE A DIFFERENCE IN THEIR DAY.”**

She knows that dōTERRA has blessed her life, and now she can bless others. She says, “It’s made me more grateful and more aware. We are now on a mission to be more natural, healthy, and positive. I have tools, means, and empowerment. It has made me more focused on how I can serve others, and I’m so grateful for all the people that I’ve met along the way.”

### EDUCATION: MAKING SURE PEOPLE KNOW WHAT TO DO WITH THEIR ESSENTIAL OILS

**HANDS-ON CLASSES.** “I’m really hands-on in my classes. We’re always doing something—making sugar scrubs, cleaning products, hand sanitizers, etc. I also love cooking, so I love classes that revolve around incorporating oils into everyday foods. It shows people how to use the oils every day.”

**WELLNESS CONSULTS.** “I’m on the phone with people the moment they get their oils to set up wellness consults. A lot of times a week goes by, people get their oils, and they forget what to do with them. I want to make sure they have the support and knowledge to start using the products immediately.”

**SOCIAL MEDIA.** “Whenever I make something with the oils, I take pictures and break down the steps and the ingredients and post it on my Instagram account. So many people are thankful for that because it’s hard for them to devote energy to research these things. Giving out information like that makes things easier for them.”

**FOLLOW UP.** “Look in your back office and see who isn’t ordering. Give them a call and ask them how they’re doing with the oils. The most important thing is to engage them. You got them to understand the benefit of the oils enough to make that initial purchase, now you have to keep going. It’s not about just making a sale and walking away.”

**“You don’t have to be able to do everything in this business. Find something you are passionate about, and give it 100 percent.”**



Rachell Brinkerhoff

WAIALUA, HAWAII, USA

“It comes down to hard work and dedication. You have to be all in, 100 percent.”

# A BETTER PLACE



“It’s been an awesome experience to know where I’ve been, how far I’ve come, and where I’ll be able to go.”



Though she was working two jobs, Rachell Brinkerhoff struggled to find an affordable place to live in her home state of Hawaii. Before her divorce, she had been a stay-at-home mom of two kids. Now she found herself living from paycheck to paycheck, struggling just to put gas in the car. For six months, she lived in a one-bedroom apartment, sharing a bed with her kids.

Not long after her divorce, Rachell was approached by her lifelong friend, Kierston Kirschbaum. Kierston had already introduced her to dōTERRA a year before, but this time around she invited her to participate in the business opportunity. Rachell loved the essential oils and she had many people in her life that needed the benefits they could provide. She also wanted to be able to better provide for her children and be a

stay-at-home mom again. She decided to go big with a dōTERRA business.

Later, she was forced to move from her one-bedroom apartment and find a new home. She found a beachside cottage that cost almost twice as much in rent as she had paid before. Knowing her dōTERRA business was growing, she signed the lease for this new home and told herself she had to hit Silver in order to pay for it. She made that commitment, and not only hit Silver the month she needed to, but continued to do so every month after. Soon she hit Gold, and replaced her income from her two jobs.

Then, her sights went to Diamond. Rachell says, “When I hit Gold, I started to understand what it means to be a leader and give my leaders all the

support that they need. It was then that I decided that I wanted to hit Diamond for them. I knew how much Silver had changed my life, so I wanted to hit Diamond to make a difference in each one of my leaders’ lives as well.”

Rachell knows that without dōTERRA she would still be stuck working for someone else, never able to see her kids—and unhappy. She says, “I feel like dōTERRA has given me all the things that I’ve been searching for for years. It’s completely aligned with everything I’ve ever wanted. I can make a difference in other people’s lives and have the time and financial freedom that I’ve always dreamed of. As a single mom, that’s a big deal.” She loves being able to empower other single moms—and anyone she meets—to do the same.

## A STRONG SUPPORT SYSTEM

**KEEPS YOU MOVING FORWARD.** “There were definitely times when I felt like I wanted to give up, but my upline was amazing and gave me so much support—in and out of dōTERRA. They were there for me and that meant the world. It helped me to continue to push forward to achieve my goals.”

**STRENGTHENS YOU WHEN YOU’RE WEAK.** “My business grew so fast and I was going through so much personally that it made it really difficult in the beginning to be the best leader I could be. That’s why I’m so grateful to have such a great upline who helped my leaders with things I wasn’t capable of giving yet.”

**RELIES ON STRONG RELATIONSHIPS.** “If you don’t have good relationships with your people, then it’s hard to know what they’re thinking and where they’re at. I make sure that I’m in constant contact with my leaders so I know what I need to do on my end to help them and be able to give them the best support possible.”

**COMES WITH GOOD STRUCTURING.** “I help create good support systems in my team by grouping people together that work in similar industries, have friends in common, or that I know will be able to collaborate with one another. It’s important that they feel like they can relate to and work with the people on their team.”

## Erika Butler & Rick Henrard

ALBUQUERQUE, NEW MEXICO, USA

# A JOURNEY OF TRANSFORMATION



**“If people have a clear vision of where they’re going, a strong why that moves them, and if they’re consistent in their actions and efforts, they will be successful.”**

Erika Butler had been exposed to essential oils during her career as a massage therapist and esthetician. Her friend invited her to a dōTERRA class taught by Dr. Hill, and right away Erika could tell dōTERRA oils were different. She says, “Every cell in my body was excited. I felt a resounding ‘Yes!’ throughout my whole body. I knew I needed to know more about this, and I had to be a part of it.”

Shortly after, she introduced dōTERRA to her past esthetician instructor Elena Simmons and Elena was so excited she attended a class and decided to get involved with the business. She called Erika and asked her to join her. Erika says, “When she said those words to me, I flipped the switch on and said, ‘OK, I’m going to do this.’ I knew from that very first moment that I would eventually be successful.” Erika’s family had been involved in network marketing growing up, and though they had never had much financial success with it, she has always believed in it as a vehicle for a lifestyle of freedom. Despite this view, she had been reluctant to get involved with the business side of dōTERRA until she received that call from Elena.

Together with her upline Peggy Langenwalter, Erika looked to build up her small community in New Mexico by holding at times multiple classes a day. She had always loved educating her clients on health and wellness, so dōTERRA was the perfect extension of what she already did that could offer her a greater freedom than she’d ever had. She says, “To me, dōTERRA is ultimately a transformational journey. It’s through the opportunities to serve, educate, and help



others have a better quality of life that you achieve it yourself.”

After two years, Erika was able to close her private esthetics practice. Now, she’s happy to wake up every day feeling like she’s making a difference in the

world. She says, “I just feel like this is something that I was born to be a part of. dōTERRA has helped me to discover and accept the gifts I have. It’s given me the opportunity to shine as a leader, even as an introvert, because its mission is in alignment with my purpose.”

She’s grateful that she never gave up. “Never quit. Just keep taking steps toward what you want to create and you will get there. It’s not a race. We all have our special gifts and our own journey of growth that’s unique to each of us. The only way we’ll lose is if we stop.”

## PATIENCE IN THE JOURNEY

**DON’T COMPARE.** “One thing that can make me feel defeated quicker than anything else is when I compare myself to others. I just have to remind myself that this is a personal journey of discovery.”

**IT’S NOT A RACE.** “It doesn’t matter that it took me six years when someone else might have done it in 54 days. We all have different personalities and level of drive. For me, this process had to be grounded and balanced.”

**FIND YOUR SPEED.** “If I feel myself getting really spun out, then I’m not very helpful, supportive, or effective for other people or for the growth of my own business. Finding a sense of balance is a part of the journey.”

**UNDERSTAND THE PROCESS.** “Understand that there are ebbs and flows and a natural rhythm to practicing this business. It is a practice, and there are opportunities every day to get better at something.”

**SUPPORT, DON’T CONTROL.** “You sometimes might feel frustrated with your builders, but we’re here to support other people’s journey—we’re not in control over it. All we can ever do is offer from our heart what we feel might benefit them.”

## Brad & Tobi Giroux

ANCHORAGE, ALASKA, USA

“THIS HAS CHANGED MY LIFE BECAUSE I’VE BEEN ABLE TO SEE HOW WONDERFUL IT IS TO CHANGE OTHER PEOPLE’S LIVES.”



# REACHING FOR THE Unattainable

Tobi Giroux didn't take essential oils seriously at first, and went to her first class mostly because everyone else was going. She enrolled with a minimal amount of items to show support to the host, and only halfheartedly tried them on her family. Then one day she was searching online for a natural solution to an issue with her son and was surprised when essential oils popped up as an option. For the first time, she

decided to give them a real chance. When she found that they worked, she started to use them more and shared them with her friends and family. As she started sharing, Fast Start checks started appearing in the mail. Her husband, Brad, was worried about her time and money going toward a gimmick, so she gave him the password to her back office and told him to check

it out for her. He came to trust the company after many hours of research on the people behind the company, the product, and the compensation plan. Most of all, he appreciated that they promoted the product over the business opportunity. Brad owns several fishing lodges in Alaska and also used their private residence as a vacation rental during

“There’s absolutely no other business that I could possibly think of where I could have all of my best friends and my closest family members join me in it, love it, and experience huge life changes along the way.”

the busy summer tourist season. This required the family moving all of their personal belongings out of their home so they could rent it out by the night. As their family grew, moving every summer became more and more of a trial. Tobi and Brad agreed that if she built her dōTERRA business enough to cover their mortgage for the entire year, then they would not rent out their home during the summer season. Tobi says, “That was my number one goal when I started—and we blew through it before our goal deadline.”

She found out later that her upline, Farrah Collver, who had taught the first class she attended—the one she almost didn't go to—had intended the class for her. She had known Tobi previously, and saw potential in her to be a strong business leader. When Tobi saw Farrah and several others in her upline reaching upper ranks, she knew she could do it too. She says, “I wanted to show my team that you don't shoot for the midway point, you shoot for the top. It seems unattainable when you start out small, but you need to reach for something that seems unattainable or else you'll fall short of where you could be.”

Tobi knows she can't take the credit for where she is today. She says, “I just don't see how this could have happened because of me at all. I think God has led us so much in our business and opened so many doors. If it weren't for that, we would not have come even half way on our own power.”



## The Importance of a Training Program

- 1 It keeps you from reinventing the wheel.** “I use whatever good, smart training tools that are made available to me by other people. As a mother of two children, I just don't have time to reinvent the wheel.”
- 2 It gives your team direction.** “I did not have a good direction to send each user, sharer, or builder. Once we started integrating a training system from another successful builder, my team members were starting to get a picture of how simple doing and sharing the business can be.”
- 3 It takes the load off the leader.** “Before, my phone was always going off and my Facebook messages were always full. I'm a stay-at-home mother, so my priorities needed to be in other places. Now, I have a path to send people down and they don't always have to go to me first.”
- 4 It empowers your team.** “Before, I would answer my team members' questions rather than have them search it out for themselves. Now I can tell people where to find answers to their questions. This helps me empower people rather than enable them.”

# 3 STEPS

## TO GET PEOPLE OFF TO A GREAT START

By Peggy Smith, Blue Diamond, USA Founder

1

### Get them a kit.

Find a kit that is going to benefit them. Don't just look at what they can afford. Go through their checklist of needs and find the enrollment package that will fit their and their family's needs.

2

### Start educating them.

I hand them the new *Living* brochure. I tell them this is their road map and they'll be getting another one with their enrollment package and they can use it for their first sign up. Right away, I open it and walk them through it. I tell them it will be really important to take the Healthy Home Survey inside it in the next 48 hours, and I go through one question with them. I make sure they understand the difference between a standard and an LRP order. Then, I show them the websites on the back page and tell them to go through the websites in the next four to five days. Basically, I'm teaching them how to use the training literature that comes in their kit. They see how easy it is.



When signing someone up, it's really helpful to have a system for getting them started.

I never say to someone, "Let's build a business." That scares people. Instead, I lead them through these three simple steps and show them how to get their oils paid for.

3

### Have them host a class within 7 to 10 days.

When people tell me they don't want to host a class, I look at them and say, "Your husband would be so upset with me if I allowed you to spend \$600 on this enrollment package and you didn't know how to use it." I explain to them that this is not a party, it's an educational class. All they have to do is invite four to five people over, and I will demonstrate how they can use the products they purchased. Then I sign up three or four of the people there. I repeat the whole process with them, and the person who hosted the class gets a check in the mail the next week. She becomes excited and wants to keep the checks coming—and it just continues from there.

With these steps, people are able to know what's expected of them and they feel good about it. I carry them through this natural progression to get them off to a great start.

## Paul & Teri Helms

LA QUINTA, CALIFORNIA, USA

# Influence with Integrity

“My favorite oil is always the one that serves the need, because then you’re effective and you’re influencing.”



**T**eri Helms had to borrow money from her oldest son to pay for her first Family Physician Kit, but it was through dōTERRA essential oils that she was able to find wellness. After previous bad experiences with other companies, she was not interested in pursuing dōTERRA as a business. She says, “But, unfortunately, I took a friend with me to my first class and she wanted to sign up under me, so I was immediately thrust into it.”

She was interested in paying for her own oil usage—which was a lot with five sons—and she knew that in order to do that she needed to come up with \$100 LRP order every month. She soon discovered that claiming you can’t afford something is a statement of priorities rather than a statement of fact. She says, “We like to say we can’t afford something, but then

“Focusing on every team member’s strengths creates a team that experiences a synergy of interdependence that allows everyone to ride the wave of each individual leader’s strength. People don’t ever have to worry about their weaknesses again, because it’s someone else’s strength.”

go to Starbucks every day. I try to listen to people and move them to a point of realization where they see that their ability to pay for the oils just involves changing a priority. When we did that ourselves, we were fine having an LRP every month.”

Through her previous business experience, her family understood the art of “planned neglect.” Planned neglect is agreeing to neglect some things that are convenient or are an established part of the family in order to achieve a goal. Teri says, “Once we’re at the goal, we’ll go back to the cultural norm of our family. If someone has to eat Cheerios for dinner one night, they know that we all agreed that this is what planned

neglect looks like in order to reach this goal.”

Teri also knows that the goals they have achieved in dōTERRA are nothing more than structural titles that determine how they’re paid. She says, “I’m not Paul McCartney. The world does not care what my title is. I have the freedom of anonymity in Target. Paul McCartney does not. We are all blessed to be a part of a culture where within this tiny microcosm of a fishbowl, people might think we’ve arrived. But, until you’re Paul McCartney, I don’t want you acting like it.”

Knowing she’s not Paul McCartney, Teri works with her team members in an equal

partnership. When she travels to their area, she asks them to lay the ground work so that she can be effective when she’s there. She emphasizes putting their needs above her own. She says, “It’s all going to come together if you serve. It’s always better to lead with a wash basin and a towel than it is to attempt to wave and wield a scepter. Service is the true point and power of leadership.”

Through dōTERRA, Teri feels that her life has been reawakened. She says, “There were routines and actions that had become habits that were not serving my potential to influence the world in a positive way. dōTERRA has reawakened my passion for influencing with integrity, character, and purpose.”

### HOW TO INFLUENCE FOR GOOD

“THERE ARE SO MANY PEOPLE THAT YOU WILL NEVER REACH UNLESS YOU TAKE THE TIME TO INVEST IN EACH INDIVIDUAL PERSON.”



**START WITH YOURSELF.** “I felt like if I set the example and used the oils and the people close to me saw a change, then they would know where to go to if they have a need. You are your greatest force of control.”

**HONOR PERSONAL CHOICE.** “So many people mean well, but my personal experience is that it’s best if things are initiated through personal choice rather than coercion or influence that can cloud the path of that choice.”

**SHARE, DON’T CONVINCe.** “It’s not my job to convince anyone of anything. It’s just my job to share the opportunity for oils and for this business and let people make the decision based on what they evaluate their needs to be.”

**ACCESS THEIR INFLUENCE.** “Everyone has a circle of influence, and in order to be exposed to that you need to make sure that your touch point with that person is solid, sincere, and operating from a point of integrity.”

## Jashin & Tanya Howell

MESA, ARIZONA, USA

# COMMON VISION

Tanya Howell was raised on natural remedies by her mother, but she was first exposed to essential oils in her career as a massage therapist. She was never very impressed with them, until one day her mother introduced her to dōTERRA and said they were the most powerful form of natural medicine she'd ever used. Tanya was surprised and thought, "But it's just essential oils." She decided to experiment with them, and before long had several amazing experiences.

Tanya and her husband, Jashin, had always been entrepreneurs, and early in their marriage had worked in a business together. When Tanya started using dōTERRA, her husband had his own business that was providing well for the family. She had no financial need to do a dōTERRA business, but she was passionate about sharing natural healing and, most of all, she wanted to be able to work with her husband again. She says, "At the time I didn't know how that was going to happen because he had his own business, but it's interesting how things happen when you have a dream."



**"Your business will progress as far as you progress personally."**  
-Tanya

**"In order for people to change, they have to have a vision for who they want to become. The journey to success is the journey of discovering who you are and why you do what you do."** -Jashin

Jashin's business started to go through some challenges and as the whole thing fell apart, at first it felt devastating to their family. In the end, that difficulty enabled the Howells to start working together in dōTERRA. It took time, but Jashin eventually caught on to the vision. He says, "In my many years of working in direct sales, I've never seen a company like dōTERRA. They have such a heartbeat—they really care for people and the products really do work. That culture has attracted so many marvelous people that were tired of the hype and ready to do a business that is clean and professional, and truly serves other people. The more I learn, the more passionate I become."

Tanya was motivated to grow her business so they could work together as a family for something they believed in. Getting to Diamond became about the opportunity to bless more lives. She says, "Now it's not even about us as much as it is about helping other people become successful. I just want to empower people and help them achieve their goals and dreams so they can also spend more time with their families like we've been able to. We know that it's possible for anyone."

Today, her dream has been fulfilled. Jashin says, "dōTERRA has brought us meaning, purpose, passion, love, joy, and it has brought us together." Tanya adds, "It's allowed me to step outside of my comfort zone, connect with people, and develop meaningful relationships. It's allowed us to expand our reach and our capacity to love. Most importantly, our family has been able to join in a common vision together that has blessed our lives."

### HELPING YOUR TEAM LEARN HOW TO STRUCTURE



**LET PEOPLE MAKE MISTAKES.** "As much as you try to teach people a specific placement strategy, sometimes they'll go and do just the opposite. I think when people make mistakes or do something they wish they hadn't, that's when the lesson is really learned." -Jashin



**WAIT UNTIL THEY'RE READY.** "It comes down to when people are ready to understand it, get it, and follow it. They have to be in the mindset of wanting to build a successful business. When people commit to that, they have to commit to learning how to structure their team." -Tanya



**FOCUS ON POWER OF 3.** "Don't worry about structuring for rank as much as structuring for your Power of 3. That was a mistake that I made, so I tell people to focus on building their Power of 3 and teaching their team to do the same. The rank will follow." -Tanya



## Kurt & Lindsay Jensen

PALMER, ALASKA, USA

**“You can never go wrong with being generous and sharing the oils, just be sure to get their phone numbers so you can follow up.”**



## THE ROCK AND THE STAR

**R**ight out of the gate, Lindsay and Kurt Jensen knew they wanted to start a dōTERRA business. Lindsay says, “Honestly I really had hardly even tried the products; I had just tried a couple drops of Lavender. I was just sold on the testimonials—each story was more like a miracle to me. I know it wasn’t a coincidence how it all happened. I felt like it was God’s perfect timing.” She and Kurt made the decision together, and after thinking about it for two days, purchased an Every Oil Kit.

Lindsay’s previous experience as a photographer at Jackson Hole ski resort one winter prepared her in a big way to do a dōTERRA business. There was a record snowfall that year and most photographers gave up because they were looking to shoot on “bluebird days” or clear days after a night of snowfall. Lindsay went up the mountain snow or no snow. “I could sell pictures to people in the middle of a snowstorm when my co-workers had given up due to the low or no visibility. It was good field experience in getting to know people and encouraging them. I could help convince people why they should come and look at my photos of them, and reassure them that there

was no big financial risk. The same applies to dōTERRA.”

Living in Alaska meant that their upline, Farrah Collver, was four hours away, but she would still help Lindsay teach classes every once in a while. Afterward, Farrah would stay the night at the Jensen’s house and help make samples until two in the morning. Lindsay explains, “I was literally losing sleep at night because I had such a long list of people I wanted to share with and I couldn’t possibly make samples quickly enough on my own.”

Having a great support system in place has been huge for Lindsay. She says, “I believe in having a set up chain of authority for when I need help. God is first, then my husband, my upline, my account manager, my crossline friends, and my downline.” Lindsay especially knows she would be nowhere without Kurt. “At convention, a friend of ours helped us define our working relationship and they called us rock stars. Kurt had a big grin come across his face and he told me, ‘Yeah, I am the rock and you are the star.’ I liked it because even though I’m more the face of dōTERRA, he’s the behind-the-scenes guy, and he’s been so involved and supportive.”

**“We sometimes have hard days—or what we call a ‘parachute day.’ You don’t want to throw yourself out of the plane without a parachute. I allow myself to have hard days without making any rash decisions about giving up or quitting. Then I get up and go back to work.”**



## HOW TO REACH DIAMOND

**1 CONTACT YOUR ACCOUNT MANAGER WEEKLY.** “Talk to them about your aspirations and goals. They can be your greatest coaches and your biggest cheerleaders. Also, take advantage of other wonderful resources to keep educated and organized: your upline, the Success System, and books such as *The Slight Edge*.”

**2 LEARN TO BELIEVE IN YOURSELF.** “Surround yourself with those who believe in you—people in your upline, crossline, or accountability partners can be great belief incubators. Work your business one day at a time to keep a positive perspective. Focus on maintaining the belief that you can make your big goal.”

**3 TAKE A WALK WHEN YOU NEED TO.** “We all have rough days when we want to quit our business. Begin to recognize the signs of when one of those days is starting and give yourself permission to take a break. Take a walk, pray, play with your kids, paint, etc. Then get back to work refreshed.”

**4 INVITE GOD INTO YOUR BUSINESS.** “It was tremendously powerful when I discovered that I could have both a business and God’s blessing at the same time. I did not have to sacrifice one for the other. I can bless my customers by praying specifically for them, and I also pray for my business goals to be met. Influence, wisdom, and blessings multiply in your business when you place God first.”

Melissa King

COLUMBUS, OHIO, USA

# KEEP MOVING FORWARD



**“Often your life is not about how hard you’re running, but just putting your left foot in front of your right foot. Just keep moving forward.”**

**“We have to remember that our teams are made up of people, not numbers, and they desire to be known, loved, and respected. When that happens, things grow.”**

When Melissa King’s friend started telling her about dōTERRA essential oils and how much she was using them on her children, Melissa told her that she thought she was a little crazy. She was humbled when she found herself in need and asked her friend if she had an essential oil that would help. She says, “Humility is sometimes not of our own choosing, but it happens.” She tried Lavender, and was surprised that it not only worked, but didn’t make her nauseated, as other lavender products always had. She started to wonder what else the oils could do.

As she started using the products more and more, she started sharing and growing the business to earn some money on the side. It wasn’t until she reached a low point financially that she realized she needed to make a change in her life. She needed to provide for her family but still be a mom for her children. She decided that the answer was to go all in with dōTERRA.

To make this happen, Melissa joined Diamond Club. She says, “Diamond Club is not for the faint of heart. It was a phenomenal, eye-opening experience. I gained so much more perspective of who was on my team and we saw incredible

## DEFINING A LEADER

### Lay out simple steps.

“If people say they want to do the business, I tell them to watch the videos on dōTERRA University, hand out samples, and book two classes.”

### Teach and train.

“They let me know when they would like to have a class and I will come teach the class and train them on how to do it—but they need to book it.”

### Look for the follow-through.

“If they do these things, then I know they’re going to be a leader and I will continue working with them.”

### Give as much as they do.

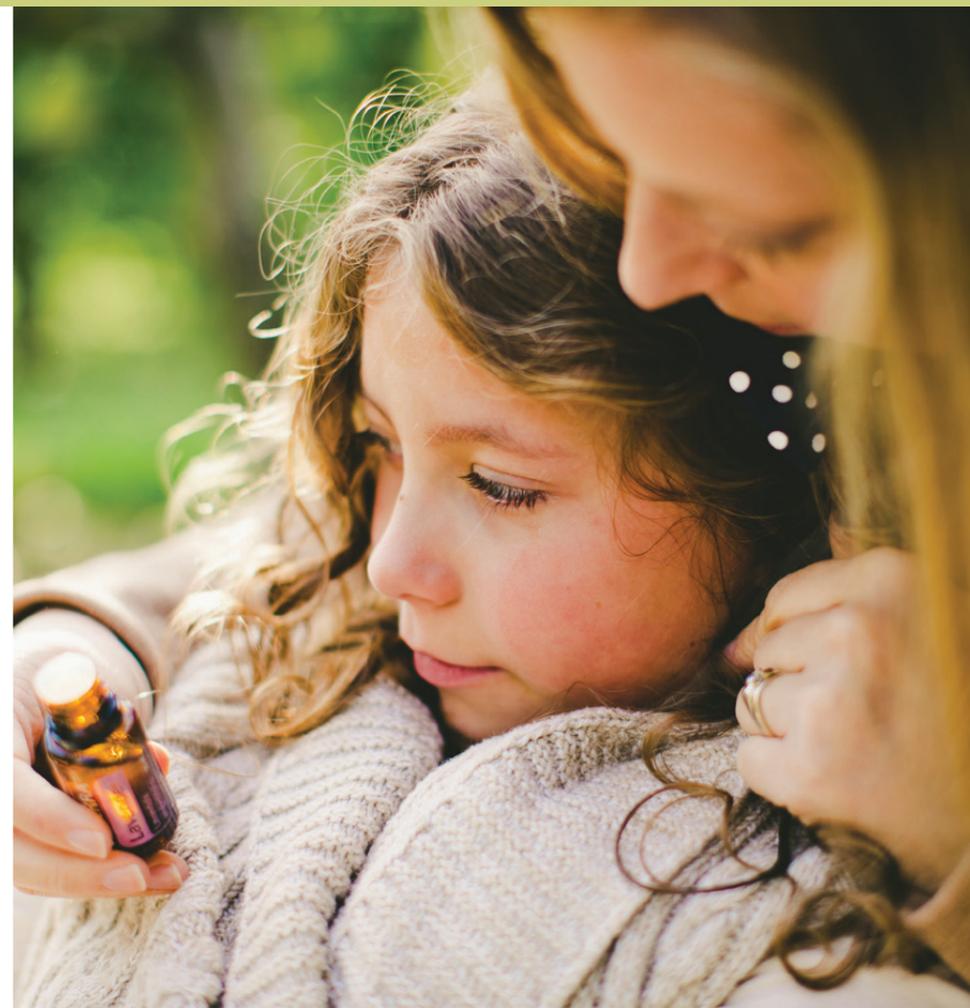
“I tell them, ‘This is your business, this is what I would recommend that you do, and I will pour in as much of myself as you do.’”

growth. I honestly think every single person in dōTERRA should do Diamond Club at some point.”

As she worked toward Diamond, she saw that the business, like life, is full of peaks and valleys, but no matter what life throws at you, you just have to keep going. She says, “There were times that were really defeating, but I chose to keep moving forward. I tell my leaders that there are times when you will run and there are times when you feel like there are no enrollments, no prospects, nothing to keep you moving, but you have to. Eventually, success will come.”

She never expected that she would one day be able to tell people that dōTERRA is her income source, and she is excited to share that opportunity with others. She says, “I make it clear to people that this doesn’t just happen overnight. This has been a five-year process for me. It can happen quicker for some, but it just depends on how much you put in. It’s up to you how quickly your business grows, but it will grow if you stick with it.”

Today, Melissa is financially free and able to provide for her family and be a stay-at-home mom at the same time. She says, “It has also helped me grow as a person, find my strengths, and see that I can do hard things and be successful. On top of that, I’m able to help other people find their voice, their leadership abilities, and financial freedom. dōTERRA helps the whole person.”



**“IF WE WANT PEOPLE TO BE BUYING FROM US ON AN ONGOING BASIS, THEY HAVE TO KNOW THAT OUR HEARTS AND OUR INTENTIONS ARE FOR THEIR HEALTH AND THEIR WHOLENESS.”**

# Social Media

## New Business Resources

**A**s our dōTERRA family continues to grow, there is also an increasing demand for more education on the business aspect of dōTERRA. To fill that need, we are excited to announce the expansion of our social media to include new tools focused on business training for our Wellness Advocates. Different from the product-focused dōTERRA International page and doterrablog.com, doterrabusinessblog.com and the dōTERRA Business page are the best places to ask your most pressing business questions.

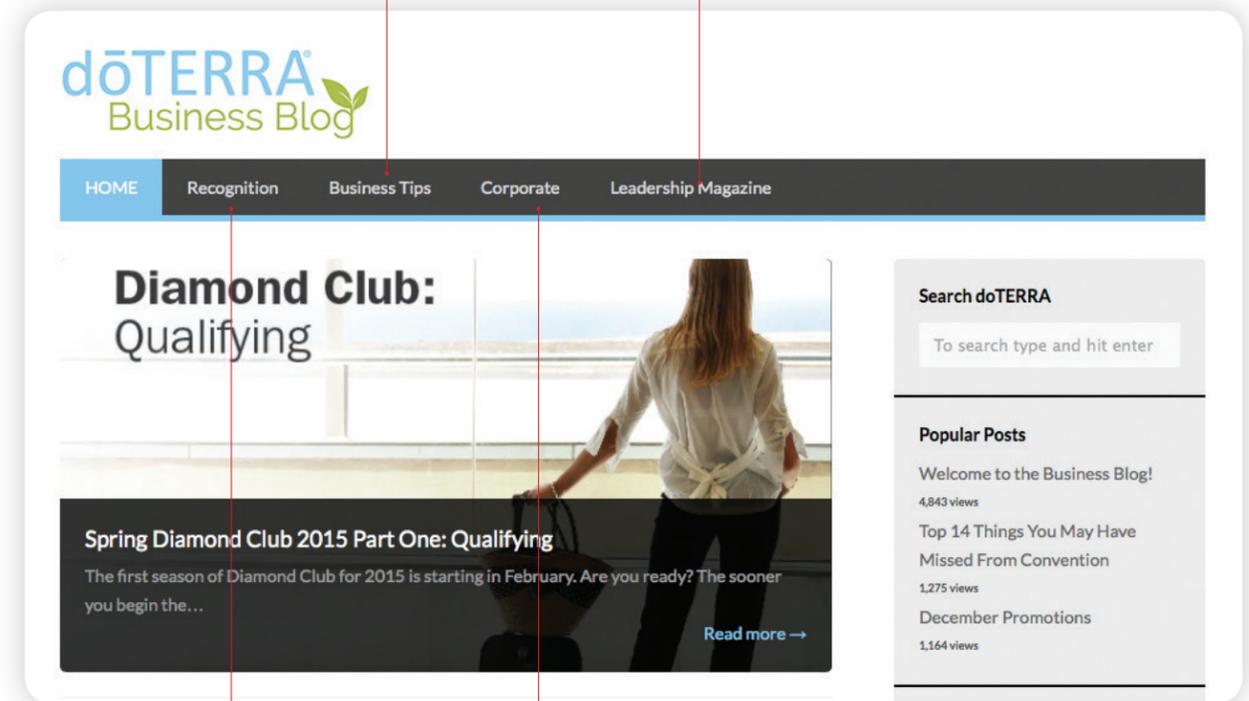
The goal of these new business-centered platforms is to make open communication between corporate and Wellness Advocates more possible, to simplify education on promotions and events, and to give leaders more recognition opportunities for their teams. As always, dōTERRA strives to be a company focused and built on the quality of our essential oils.

### Business Tips

- Expertise from our top leaders
- Answers to your essential business questions

### Leadership Magazine

- See and review current and past issues of the *Leadership Magazine*



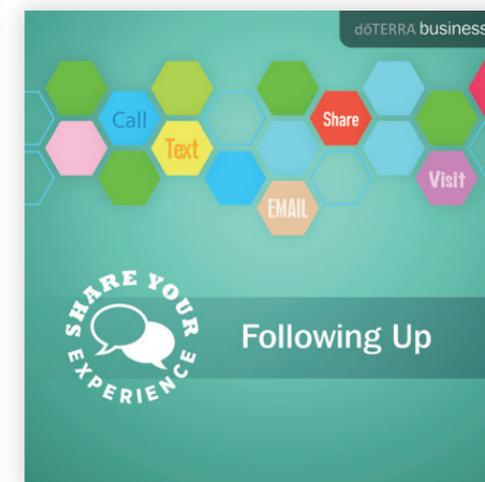
### Recognition

- Wellness Advocate spotlights

### Corporate

- Details on corporate events
- Explanations on how to effectively use business tools and programs
- Information on monthly promotions

### dōTERRA Business Facebook Posts



“My husband and I make decisions together. It’s important to me to check in with him regularly to make sure the stress and time involved is not taking a toll on our family. We really try to stay on the same page.”



Steve & Rachel Loth

FORT WORTH, TEXAS, USA

# Love First

Rachel Loth’s stepmom bought her and her sister a kit and enrolled them in dōTERRA as a gift. Although Rachel was already naturally-minded and very passionate about natural choices in her home, she was skeptical about the essential oils. Only a few weeks later, one of her five children was in need, so she looked up how the essential oils could help. When they worked the first time, she dismissed it as a coincidence. When they worked the second time, she got curious.

Her upline drove out to teach a class in her home, and she had several friends there who all wanted to sign up, including her chiropractor. Even so, Rachel was not ready to get involved with the business. She says, “When she told me that it required a \$100 a month order, I thought she was out of her mind. We had no money, so the thought of putting \$100 into oils when I could buy food instead blew my mind. I had a

photography business, it was our busy season, I was very pregnant with my fifth child, and we homeschool, so to me it wasn’t even an option.” Several months later, there were people begging her chiropractor for classes.

Their upline was unavailable, so she and her chiropractor felt like they had no choice but to teach a class themselves. They’ve taught at least one every month since. At the same time, two of her other friends who attended her first class were sharing and growing their businesses as well. A year later, Rachel realized she had a team underneath her and she needed to step up as a leader and invest in her team. She talked about it with her husband, Steve, and they agreed that they would try it for three or four months. By April she was teaching eight to nine classes a month, by August she was Gold, and less than a year later she was Diamond.

She has learned to be patient with people and to focus on building relationships before anything else. She says, “I followed up with one of my frontline leaders for at least a year before she got a kit. I had a feeling about her and I just knew there was something there. I worked on just being her friend and not making it all about dōTERRA all the time. I think it’s important to be patient, supportive, and let them know that you love them first.”

Rachel can look back and see that dōTERRA has taken her on a journey that she would have never imagined. Years ago, she couldn’t even let herself think that she and her husband would ever stop struggling financially. Through dōTERRA, she has been able to not only imagine financial freedom, but achieve it. She says, “dōTERRA fit perfectly into what I was already passionate about. It’s given me a platform that I never expected to have and I’m so thankful.”

## ALL ABOUT TEAM RELATIONSHIPS

**LOVE THEM FIRST.** “Let your leaders know that you care about them more than you care about advancing. We view this as a way for us to minister to people, and that helps us not to get caught up in the mindset of our own success.”

**SUCCEED TOGETHER.** “There are times when you have to say, ‘You’re a key part in what I’m doing this month, do you want to join with me and accomplish something?’ But, I never want to say, ‘I need you to do this for me.’ I wouldn’t want to be treated that way.”

**STRUCTURE FOR THEM.** “I’m adamant about keeping family and friends together to build support networks. I was signed up under my sister and stepmom so they both benefited from our team growth and it inspired them to build successful teams themselves. If we had been placed only for our upline’s advancement, we would not be able to work together in dōTERRA today.”

## Michael & Melissa Morgner

BOZEMAN, MONTANA, USA

# Red Carpet Dreams

**B**urnt out after 10 years of home-schooling, Melissa and Michael Morgner moved to Montana and put their six kids in public school. Melissa now had some excess energy for something new. Around that time, her neighbor invited her to a dōTERRA class, and Melissa went mostly to be supportive. She walked away impressed. She says, "I was blown away by what I learned and experienced. I realized there was a lot more to essential oils than I had thought."

Melissa looked into dōTERRA as a business opportunity from the beginning. She had been approached by a few other network marketing companies at

the same time, and saw that dōTERRA had the products that everyone needed. She says, "dōTERRA completely caught me off guard. I wasn't really looking for something and yet it was the perfect fit."

Six months later, Melissa attended convention as an Elite and went to the gala to watch her Diamond upline walk the red carpet. That event changed everything. She says, "I sat there and thought, 'I can do that.' It cast the vision for what the possibilities were and ever since then, Diamond has been my goal." Melissa had her Diamond carpet-walk song picked out a year and a half before she ever got to

use it. She had the image in her head of what being Diamond would look like, and she knew that was important for getting her there.

"I just knew that Diamond was my goal, and I knew that I wanted this for my family," Melissa says. After years of watching her husband work so hard to support their family as a real estate broker while the housing market went up and down, Melissa wanted to be able to take some of the financial burden off his back. "I finally had the time and energy to put into something, and I knew that success was possible if I just didn't quit."

**"My husband's the one who's really good at connecting with people. He's always stepping out and telling people what I'm doing with dōTERRA and listening for opportunities to share."**

This September, Melissa's hard work paid off and she and Michael were able to fulfill her goal of walking the carpet at the gala as a Diamond. Her oldest son saw pictures of it on Facebook and commented that he didn't think he'd ever seen her so happy. Melissa says, "I felt this moment of guilt when he said that. I worried that it seemed like I was happier with my success in dōTERRA than with anything else in my life. I told him, 'You didn't see me the day that you were born.'" Melissa is grateful that through dōTERRA she has been able to show her children that, like their mom, they can achieve anything they set their minds to.



**"One of my favorite parts of this business is getting to help my leaders, and to see them succeed. There's nothing better than that."**



## SHARING THE OPPORTUNITY

- 1 LISTEN.** "I'm always listening to what people's needs are, whether it's health, income, or time freedom. I pay attention to those kinds of conversations both online and in real life."
- 2 CONNECT.** "On Facebook I usually send people private messages when they've shared a health ailment or expressed interest in what I do. I don't want to hijack their wall. I just say I'd love to tell them more if they're interested. I put the ball back in their court."
- 3 BE NATURAL.** "I don't ever want someone to feel like I'm fire hosing them with information or being pushy. I want people to really see that I have a heart to serve and help them."
- 4 NUDGE.** "We can't push people, but we can nudge them to the next thing, whether that's buying a kit or hosting a class. I try not to overwhelm them with all the possibilities, but just get one yes out of them."
- 5 SHARE MATERIALS.** "Once someone shows interest, I send them some oils and information on the business. I send out *Leadership* magazines a lot. I think the variety of people in it helps people see that anybody can do this."

## Frani Pisano & Herb Hoelle

ELLENTON, FLORIDA, USA

# Love What You Do



**“Be coachable, be a team player, follow those who are successful, and don’t try to reinvent the wheel.”**

While studying to become a certified holistic health coach, Frani Pisano was assigned a health coach of her own. One day the health coach asked her if she had ever heard of essential oils. Frani had not, and right after hanging up the phone she went to her school’s online forum and found a post from Nate Hovey advertising his wife’s essential oils webinar. Frani signed up, and afterward called up Brianne Hovey, who taught the webinar. They had an instantaneous connection, and after discussing Frani’s concerns, Brianne sent Frani some samples. It didn’t take her long to become an avid essential oils user.

Frani was on Facebook one day and saw a post from a friend in need. She called her up and went over to her house with essential oils and a diffuser and gave her friend an AromaTouch treatment. She says, “She had a significant, profound shift in the time that I was there with her. When I left, I called Brianne and said, ‘You won’t believe what I just did. It was so much fun.’ Brianne was laughing on the other end of the phone and said, ‘Well that’s how easy it is.’” That’s when Frani realized that all she needed to do was share her passion from her heart and the rest would follow. She had been looking for something that would allow her to make a difference in people’s lives, and now she knew that dōTERRA could be the answer.

Having left her job to become a health coach, Frani was without the regular

### TIPS FOR STRUCTURING



**SET YOURSELF UP FOR SUCCESS.** “Plan for higher ranks. Up to Elite you just need volume, but after Elite where your volume is at in the entire structure is critical. It’s crucial to set yourself up for future success.”



**ASK YOUR MENTOR FOR HELP.** “Check with your upline that’s doing this as a business so that they can guide you and explain the different reasons of placements. Pay attention and take direction from them. Be coachable.”



**PLACE FOR SUPPORT.** “Keep together the people who will work well together. Place people where they will get the best support based on what their needs are. If they’re not ready to be on your frontline, they don’t need to be.”



**LISTEN TO PEOPLE’S NEEDS.** “If someone says they want to do this as a business, really have a conversation with them. Listen to what they’re saying and what they’re not saying, and place them accordingly.”

income she was used to. Once she decided to start a dōTERRA business, she set her sights on replacing that income. She is grateful for the support she’s received from her significant other, Herb Hoelle, whom she calls her rock, and from Brianne. She says, “Brianne is really intuitive and her brain works in a way that mine doesn’t, so it’s really

great to have her input. She lifts me up.” She also knows that Diamond Club is necessary for reaching Diamond. Through it, she was able to reach Diamond for the first time in February, the shortest month of the year. She says, “Diamond Club is just a wonderful opportunity that I think everyone should take advantage of.”

Through dōTERRA, Frani has been able to do something she’s passionate about and make money at the same time. In her past job, she was always stressed and didn’t like the person she had become. She says, “dōTERRA has changed me on a significant level and brought happiness to my life. It’s given me a business that I can have fun doing for the rest of my life.”



**“I LOVE THE AROMATOUGH TECHNIQUE BECAUSE IT ALLOWS ME TO GIVE SOMEONE A PROFOUND EXPERIENCE WITH THE OILS IN 40 MINUTES. IT IS A GREAT ADDITION TO HAVE IN MY BUSINESS TOOL BELT.”**

## Tracy Prince

HENDERSON, NEVADA, USA

# A Solid Foundation of *Belief*

Tracy Prince was exposed to essential oils early on in her career as a massage therapist and body work educator, and used them frequently both in her practice and with her family. After years of using a particular brand, she lost confidence in its purity and effectiveness. For three years, she searched for a new brand, but nothing met her standards. Her client brought her dōTERRA essential oils, asking her to take a look at them and possibly use them on her.

Clients often asked Tracy to evaluate products for them, so she left the packages on the dining room table and thought she would look at them in a few days. Every time she passed by them that evening, she felt like they were calling to her. She didn't have time to look

through all of the information, but she thought she would just open one bottle. She says, "As soon as I opened up that bottle and took in the aroma, I knew. That was the moment my life changed."

Because it was network marketing, Tracy wanted nothing to do with the business. She especially didn't want to sell the oils to her clients, but she did want to use them. As she did, clients started asking how they could get their own and she would help them get wholesale accounts. Checks started arriving in the mail, and she started to realize this business was worth looking into.

As her business grew, so did her belief. She says, "Success comes down to belief. When you have belief, it brings confidence. When you have confidence, you have assurance. That's when you're

moving forward. You just need a strong, solid foundation of belief." She didn't believe she could reach Diamond in the beginning, but step by step she built up to where she is now. "I'm just putting one foot in front of the other. You'll get there eventually if you believe it."

Before dōTERRA, Tracy had no hope of retirement. She used to tease her children that she would grow old with one foot in the grave and one at the massage table. Now, through her residual income, she doesn't have to worry. She says, "When you get to this place and you have experienced so many blessings and you have so much gratitude, you just want to help as many other people get there as you can. As your income starts to grow, it's truly a measuring stick of how many lives that you've touched."

### To Succeed You Have to Believe In...

#### THE PRODUCT.

"People need to get educated to have a strong, firm belief that the essential oils work, in the quality of dōTERRA, and what makes dōTERRA different. Looking at the testing that dōTERRA goes through to provide their CTPG® essential oils—there's just no other company out there on the market that can compete with that."

#### THE COMPANY.

"dōTERRA is a very solid company in every way. It's always striving to improve with the Wellness Advocates in mind. The company tries to make it easier for people to do well. The executive team has a win-win business philosophy. They are people with the highest integrity. I'm always impressed with their heart, commitment, and passion."

#### NETWORK MARKETING.

"I think it's important when people step into this that they understand that network marketing is a viable profession and it can be done with integrity. I never thought in a million years that I would say this, but I have a belief in network marketing. If there ever was a sure business opportunity out there, dōTERRA is it."

#### YOURSELF.

"In the very beginning, it can be hard for people to believe that they could be Diamond. They need to start small and build on what they can believe about themselves. With each experience they have, their belief is going to build. The more they go along this path, step by step, their belief in themselves is going to grow and expand."

#### YOUR LEADERS.

"A lot of times you will believe in your leaders before they believe in themselves. There will come times where your belief in them is the only thing that's keeping them in the game. You need to meet people where they're at, have patience and faith, and eventually they will get there."

"When you believe something totally with all your heart, then you can achieve anything."



## Fernando & Daniela Romay

SANTA CLARITA, CALIFORNIA, USA

# NOTHING TO LOSE

**“We’re really good together. We’re supportive of each other and we make a great team.”**  
-Daniela

After their young son passed away in his sleep for unknown causes, Fernando and Daniela Romay were unprepared for their baby daughter to suffer through illness after illness. Daniela says, “When our son died, something inside of us died too. If something would’ve happened to Sophia, I don’t know what I would’ve done.” Both she and Fernando dealt with significant depression, all the while battling financial difficulties. They felt like their lives were broken.

One day, Daniela asked her husband to stay home from work so she could get out of the house and go to the gym. It happened to be the only day Jenna Fante, who lived 45 minutes away, was having a dōTERRA booth at that gym. After talking to Jenna, Daniela struggled to believe that these oils could really solve her daughter’s problems, but she was so desperate she bought a kit and gave it a try. The essential oils worked so well, her hope quickly grew that this could be the solution they were looking for.

Before long, she was eager to share dōTERRA with her family and friends in Mexico, but quickly found that their options for selling there were limited. They didn’t let that stop them. Fernando says, “Once you’ve faced losing everything, you have nothing else to lose. Once you go across that threshold, you get



**“Believe in your dreams. Set a goal, as wild as it may be, and then just start walking toward it.”**  
-Fernando

this courage and you know that nothing is going to stop you.” Daniela adds, “It doesn’t matter what we go through in the future. We already went through the worst day of our lives and we’re still here, so we know we can do anything.”

They were determined, and did everything they could to make sure their friends and family in Mexico were able to experience the benefits of dōTERRA. As their business grew, they decided to do Diamond Club with the goal of reaching Founder in Latin America. Daniela started flying in and out of Mexico four or five times a week. One week, she came home exhausted to the brink of tears while her two young daughters clamored for their mom. She checked her back office and found that, after all her hard work, they had actually gone down in rank. Even with that kind of discouragement, they pressed forward and in the end not only reached Founder, but also achieved the rank of Diamond and won Diamond Club entirely. Daniela says, “Never in our wildest dreams did we think that would happen. We won everything. I cannot ask for more.”

The Romays are grateful that after all of their suffering, they are now able to work to relieve the suffering of others in so many ways. Daniela says, “I know what happened to our son happened for a reason. I’m trying to honor that reason, because I think this is part of why he came and why he’s gone. I feel so fortunate to work for a company that has the same kind of heart that I do.”



## HOW TO MAKE A TEAM A COMMUNITY

**Be happy for each other.** “Our triumphs are their triumphs. We’re one with each other. Many people in our organization have said how they’ve never been so happy for someone else’s success.” -Fernando

**Work with your whole team together.** “We didn’t work with one line and then the other and then the next, we worked with all four of our frontlines together, and that’s helped them to feel like one whole team.” -Daniela

**Overcome barriers.** “Though they live in different countries and speak different languages, somehow everyone on our team goes together really well. It doesn’t matter what line they are on, they know each other and work together.” -Daniela

**Share a mission.** “We all joined dōTERRA because there’s a concern or cause near and dear to our hearts. We want enthusiastic people in our group, people that share the same values as us and the same values as dōTERRA.” -Fernando

**Become a family.** “We do this to build a better world for the ones we care for, but in doing so we’ve expanded the number of people we care for. In dōTERRA, you’re a part of a family and they are a part of you and it just expands.” -Fernando

# Virtual Office

## TRAINING VIDEOS

Training people to use the dōTERRA virtual office just got a whole lot easier. Thirty short videos, approximately two to three minutes each, have been added to doterrauniversity.com in the “Virtual Office” section.

The virtual office, or back office, is available for free to anyone who enrolls with dōTERRA. Everyone who regularly places orders needs to be familiar with the ins and outs of their personal virtual office. For every business builder, a more intimate knowledge of the many helpful tools it offers is even more necessary.

Whether you need to train a new enrollee or increase your ability to keep track of your growing team, these new virtual office videos are an invaluable resource.

You can watch them all in one go, or simply work through them as a question or need arises. This is just one more way that dōTERRA offers Wellness Advocates the help and training they need to be successful.

### Topics you will find videos on:

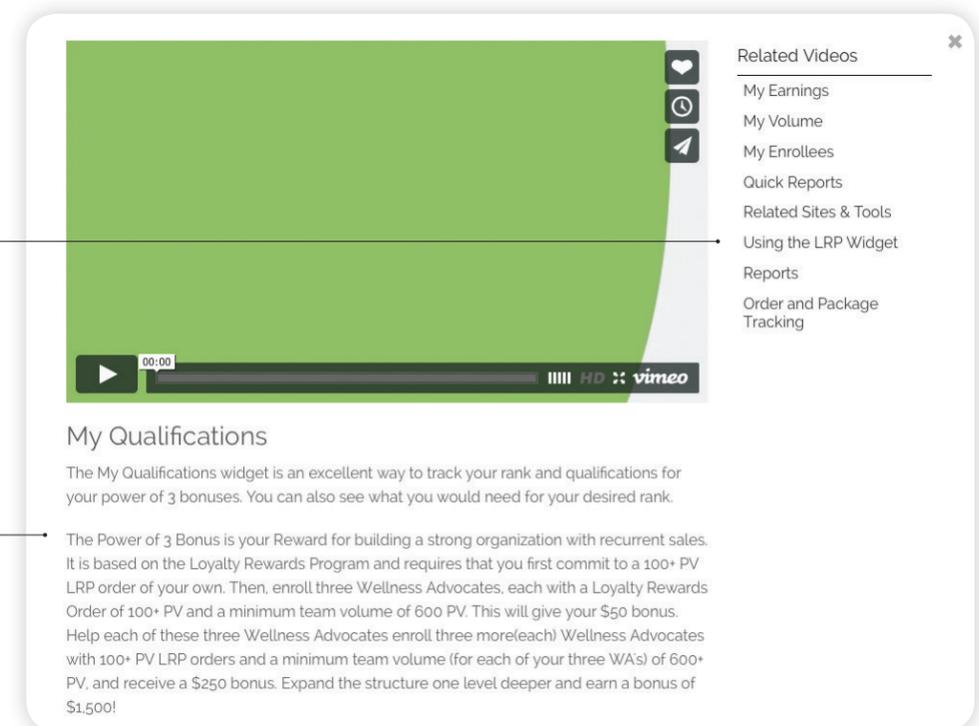
- Order and Package Tracking
- Sponsor Changes
- Detailed Genealogy
- Pinning Members
- Upgrade to Premium
- Message Center Overview
- Your dōTERRA Website

And much more!



Find the video you need under any of these six categories.

Go here to see what videos you should watch next.



Read a summary of the content of the video here.

Matt &amp; Alicia Triplett

FARMINGTON, UTAH, USA

# Global Connections

“I’ve never seen anything close to the quality of the product, the founders, and the compensation; just for that alone, people should be doing dōTERRA.” –Matt



Their reasons for starting a dōTERRA business differ, but Matt and Alicia Triplett have worked together to create a team that now dots the globe. Over the course of three years, Matt and Alicia have built their business. First introduced to dōTERRA by Alicia’s brother, Daniel Benitez, Alicia wasn’t really interested until she used Breathe on her baby daughter. From there she wanted to tell other moms about essential oils so they could help their kids.

Matt, on the other hand, was a little anti-dōTERRA at first. Finally, after trying the oils himself he admitted that they worked. When they were thinking of joining the business Matt says, “I looked at the Google trends to see if it had a lot of searches and I’ve never seen another network marketing company that had the good patterns of growth that dōTERRA has.”

With dōTERRA teams all over the world, and with family on their frontlines, the Triplett’s are well on their way to achieving their goals. The secret to their widespread success is the website Matt began, using his background in online marketing. Through do-essential-oils.com, Matt and Alicia are able to share useful trainings and tools to help their team grow wherever they’re located. It includes a feature that helps potential Wellness Advocates connect with their team locally. Matt explains, “If we have people interested in Virginia, we connect them with our leaders in Virginia, and that’s been really helpful.”

Alicia likes interacting with different cultures. Originally from Ecuador, Alicia speaks both Spanish and English fluently and teaches most of her classes in Spanish. She even translates some of the materials that she needs for Spanish

use. When she first started dōTERRA she had been working a job in human resources, but quit to stay home with the kids. It was a hard decision for the Triplett’s to make; they weren’t making much from their dōTERRA business at the time. But, she still says, “It was the best decision ever.”

When they decided to go Diamond, Matt created a dream board to fuel his focus. Alicia says, “It was cute. There was a picture of us, a big house, a car, and the income he wanted to earn. It took a lot of work to get there, but we did it.” Today, they have a house similar to the one from Matt’s dream board and they have started to see other dreams come to life. Matt says, “This is what we’re going to be doing, probably the rest of our lives. We’ve found something that we’re fully invested in.”

## Deciding to start a website?

Getting a website started can be rewarding, but it is a lot of hard work. Here are a few questions to consider before you begin:

1

### Why?

“What is my purpose for building a website?”

2

### Who?

“Do you just want to share locally or are you trying to get online contacts from other places?”

3

### How?

“How are you going to get the attention of people online? For example, are you going to share on Facebook?”

### Final Tip:

“I always tell people the only way you’re going to get your stuff shared is to have good content. No one is going to share it if you’re just selling. Follow the 80/20 rule: 80 percent informative content, 20 percent business.”

## Hiroko Yamazaki

SAITAMA, JAPAN

# DETERMINED TO SERVE

**“I think it’s important that my own family members are dōTERRA users who heavily rely on the products. That way, each family member can be a strong support.”**

Hiroko Yamazaki was first introduced to dōTERRA essential oils after a devastating earthquake and tsunami hit Japan in 2011, affecting the lives of hundreds of thousands of people. Hiroko worked as a volunteer to help the victims of the disaster, and was exposed to dōTERRA essential oils after the company donated products to the cause. As she used the oils on the victims she “was touched by their ability to help heal people both physically and emotionally. From this experience, I decided to share dōTERRA not only with these victims, but also with everyone in the world.

I had confidence that dōTERRA could help each home and family.”

Hiroko owned an esthetics salon and an aromatherapy school and was familiar with essential oils. She had also previously worked on the corporate side of a network marketing company. From these experiences, she was prepared to recognize the benefits of everything dōTERRA had to offer. She says, “I learned that the dōTERRA products and compensation plan are good tools to help my customers with their health, beauty, finances, and relationships. I started my dōTERRA business because I knew it could help people’s lives in so many ways.”

With training and help from the staff at the Japan office, Hiroko and others who were new to the business were able to learn what they needed to be successful. She says, “They held seminars that could be applied to a sharer or a builder. They provided helpful information to suit each person’s needs. Because of this, members were motivated at each level and the whole organization was accelerated.”

Hiroko appreciates that dōTERRA is a product and service-focused company that isn’t all about money. She says, “I really think dōTERRA has its own culture where we strongly recommend giving out love, learning opportunities, and service to others.” She especially enjoys giving people AromaTouch Technique, and almost every person she has given one has enrolled. After giving people samples, she follows up by offering an AromaTouch. “It lets them know that I care about them and shows my love and compassion toward them.”

For Hiroko, it was important to be determined to become a Diamond. She says, “I set the date for when I would be Diamond, and I acted upon that decision. Trusting myself was also a key point for me. When I had a strong self-trust, I was able to do the business more positively. If you trust yourself and your goal, you will be noticed by those who can support you and make it possible to achieve your goal.” She feels that the more determined you are, the faster you will achieve your goal. “We say that endurance makes you stronger, I would add that determination makes you stronger.”

### BUILDING A STRONG TEAM

#### Share.

“I share my dream, reason, purpose, and why when I talk about the dōTERRA business opportunity with other people. I ask them about their goals and the purpose of their lives. Then I show how the business will help them.”

#### Hold events.

“It’s important for me to hold events frequently to keep my motivation to share dōTERRA. It also supports my team by giving them an opportunity to bring their friends. We can all learn new information, and I will be able to support their needs.”

#### Communicate.

“It’s important to communicate with my team frequently to be able to have a good relationship with them. This kind of communication can help them use the products more frequently and motivate them to share.”

#### Follow up.

“Through follow-ups, my team members and I are able to build a strong trust and I can provide support to meet their needs. They also will keep using the products, enroll people more frequently, and be able to solidify their organizations.”

*“I feel joy by serving people.”*



## Dr. John & Jennifer Accomando

TAMPA, FLORIDA, USA

# Avenue for Growth



**“Relationships are hands-down the number one most important thing in this business.”**

As a homeschooling mom with five kids, Jennifer Accomando used social media to keep up with friends, family, and the outside world. Her husband is an oncologist, but she had been feeling the need to help their family live cleaner and healthier. One day, she saw an article on Facebook about the natural health benefits of oregano, and reposted it on her wall. Her Facebook friend Stacey Lane, whom she had met once at a coffee shop, commented on the post to ask her if she had ever heard of dōTERRA.

As Stacey told her more, Jennifer’s interest was piqued, and she eventually met with Stacey’s mother-in-law in the same coffee shop. But Jennifer already knew she wanted to buy. She bought a kit and set up a monthly order, then slowly let her growing collection gather dust on a shelf. She says, “I was still so confused about all the different options that I just didn’t use it.” Eventually, she started trying them on her family and saw their effectiveness. She enrolled her best friend, Carol-Ann Mendoza, and everything took off from there. Carol-Ann started getting involved with the business, and she encouraged Jennifer to join her.

Without her husband’s support at home, Jennifer struggled to get out and teach classes. She says, “My only means of growing that I felt was in my control was social media.” Jennifer especially enjoyed Instagram, and built a following by posting things about wellness that she believed in

“My downline and I are in a partnership together, and we have been since day one. We’re cohesive, it’s like they’re a part of the family.”

## SUPPORTING YOUR BUILDERS

1

**REACH OUT TO THEM.**  
“I’ve gotten into the habit of looking at my tree and reaching down to those business builders that are very motivated.”

2

**ACKNOWLEDGE THEM.**  
“I ask how I can help. If I see that they’ve advanced, earned their Power of 3, or gotten a new enrollment, I congratulate them.”

3

**MAKE THEM FEEL SPECIAL.** “If someone is just starting as a Wellness Advocate, it’s a good feeling to know their Diamond leader is paying attention to them.”

4

**STAY IN CONTACT.**  
“In this business, you can’t let weeks go by without talking to your business builders. They need to be in the loop and know that they have your full support.”

and wanted to create awareness about. Before long, people were coming to her with questions because they knew she had the answers. She would point those people to her Facebook group and her virtual classes, and wound up enrolling the majority of her business builders this way. She says, “I like getting relationships started that way, because who better to be in business with than people who are already like-minded.”

Even as she found an avenue for growth, Jennifer was still held back

by fear. She was afraid of speaking in public and was reluctant to reach for the higher ranks. Carol-Ann encouraged her to make Diamond her goal, and so Jennifer put it on top of her vision board just to make her happy. She says, “It’s like I was put in this position that I was a leader and people want to hear from me.” She started teaching more classes and tried to support her builders. She tells them now, “Don’t ever let fear hold you back. God has a lot waiting for you.”

Today, her husband is more supportive and has taught several classes alongside her, specifically speaking on Frankincense and On Guard. She loves that through dōTERRA they are able to give more freely, and she can help others who might be struggling find financial freedom. She says, “I’ll never forget where I came from. I’ll never forget what it meant to hit Elite. Carol-Ann and I were screaming on the phone. We try to keep that same excitement alive.”

“This business is so much easier when you have a partner.”



## Brandon & Katie Adams

BEAVERTON, OREGON, USA

# INTUITIVE CONNECTION

“I had a lot of fear in the beginning. In order to grow, I had to get out of my own way.”

Katie Adams was introduced to dōTERRA while visiting Natalie Goddard before Natalie had even begun the business herself. Natalie had the essential oils sitting on her counter, and Katie started smelling them and felt an instant connection. After a few days of indecision, she ended up buying the largest kit available. She says, “I felt like I needed them in my life. I knew they were something special.”

She also knew right away that she wanted to get the oils into other people’s hands, but she was held back by her fear. She shared with family and friends and tried to hold classes, but did everything with one foot in and one foot out. It wasn’t until her regular use of the oils made a difference in her youngest child’s premature birth that she overcame her fear of doing dōTERRA as a business. She says, “I knew intuitively that the oils were amazing, but I didn’t have a larger experience that showed that. That experience with my son helped me to know that this was something that can have a major impact on people’s lives and help them in a really profound way. When I understood that, I didn’t care what they thought anymore. I knew I had something that

could help them, and it was up to them whether or not they chose to listen, but I had to say something.”

As Katie worked to build her business, she was confronted with difficult family circumstances. After a serious back injury, her husband, Brandon, became dependent on his medication and struggled to be able to work. For a period of time, they had to move in with her parents. Katie says, “I just kept moving forward with the business. dōTERRA actually helped me to have a large support group of principled people while I managed all that was going on in my life. I think that’s been a huge blessing.” Brandon is now going through treatment for his dependence, and is able to support Katie at home while she is running her business.

As much as Katie loves the products, the business aspect of dōTERRA has become her favorite part. She says, “I love seeing people be able to create the lives that they want and to be able to teach them how to shift their perception so that they can do it.” It has allowed her to utilize her gifts and talents in ways she wasn’t able to before. “Without dōTERRA, I would be in a much different place. I can’t imagine my life without it.”



## HELPING YOUR TEAM THEIR WAY

**Make it about their goals.** “I try to help them accomplish the things that they want. Instead of saying, ‘I want to hit this, so this is what you have to do,’ I ask them what it is that they want and help them achieve it.”

**Find their why.** “Help your builders dig into their deeper why to help them accomplish their goals. It takes time and effort to push through the blocks that we all have, so they have to keep their goals in mind.”

**Help them find fulfillment.** “If they’re not sure if this is what they want anymore, I remind them that they know the oils are worth sharing. They just need to do the business in a way that works for what they need so that they can feel fulfilled.”

**Look for solutions that fit them.** “Instead of jumping into assumptions, I ask certain questions to see where people are at and how to help them. There’s so much value in evaluating what people really need and helping them that way.”

“I THINK THE KEY IS TO LOOK FOR HOW TO HELP OTHER PEOPLE AND TO WORK WITH THOSE THAT HAVE THE SAME GOAL IN MIND AS YOU.”

## Wayne &amp; Jenna Henrie

BARROW, ALASKA, USA

# Around the Corner

While attending her first dōTERRA class, Jenna Henrie immediately felt like it was something she was supposed to be a part of. She says, "I thought to myself, 'If these oils really work like this woman is saying they do, then people need to know about it.' I knew it would be so beneficial for our community and I decided I wanted to help teach people about it." Jenna's background was in nursing and she hadn't been involved in alternative health care at all before. But, she turned a corner at that first class, and realized that using natural essential oils just made sense.

Her husband, Wayne, was somewhat supportive of her holding a few classes at first. He was impressed that she didn't have to pressure people into buying because they wanted the oils and they worked. Then, as her involvement increased, the business began to put a strain on the family. Jenna says, "It was really hard. I was feeling so torn between

trying to keep the peace at home and yet knowing that I had a part to play in this." She soon realized that either Wayne needed to understand her vision, or she needed to quit dōTERRA because it wasn't worth what it was doing to their family. Jenna made the sacrifice to buy her and Wayne airplane tickets to Leadership Retreat, and it was there that Wayne also turned the corner. He says, "I was blown away. The people were impressive, the trainings were awesome, and I really liked the culture I saw. I began to understand what Jenna was trying to do." After that, they started moving forward with a more united vision, and now Wayne has quit his job teaching at a community college to go back to school for his master's degree and to start helping Jenna with the business.

Jenna has also run into struggles with growing a business out of a remote community on the northern slope of Alaska. Their small town is only accessible by plane and their internet

**"Have a vision so big that it won't let you quit."**

connection is slow. As Jenna tried to grow teams outside of her community, she had to make huge sacrifices to travel and support them, especially with her husband working full time and three little kids at home. Sometimes she would travel somewhere hoping something would come of it and nothing seemed to pan out, but she wasn't discouraged. She says, "We just continued to invest in the business, knowing it would pay off eventually. When you have a vision that propels you forward, you just find a way to work around these things. The sacrifices are for a short period, and then the rewards start coming."

Jenna's vision is to "spread hope, share health, and live well." She says, "I know that these oils can provide healing on a much deeper level than I can even comprehend. There is something very powerful here that can change the face of our community. I'm so grateful to be a part of it."

**"If you're going to put the time and effort into dōTERRA, then give yourself permission to believe that your efforts will actually produce something incredible."**

## SUPPORTING YOUR LEADERS

**INVEST IN THEM.** "We made a conscious choice early on not to let what makes financial sense dictate all of our decisions, and we believe that people are worth investing in. So, we invest a lot in helping our team be successful, whether it's assisting with finances for travel or incentives they can't afford yet. Sometimes I wonder if they see in themselves what I see in them. They have so much to give, and I feel like if we can just help them along until they clarify and refine their own vision, then it will all pay off in the end."

**BE IN THE TRENCHES.** "We never ask our leaders to do anything that we're not already doing or that we're not willing to do. We try to lead by example and not ask more of them than we do ourselves."

**SEE THEM AS PARTNERS.** "The leaders we work with are amazing. I respect and admire them for their gifts and talents, and I value what they teach me just as much as they value what we have to offer them. We purposely resist the terminology that gets thrown around about 'my frontline leaders,' 'my builders,' or 'my Silvers.' I know it's a small language nuance, but using the word 'my' makes it sound as though I can somehow take credit for who they are and what they have accomplished. I can't. They are not our 'downline,' they're our partners and our friends."



# Tax & Legal Advice

Navigating the legal and financial aspects of your dōTERRA business can be challenging. Here are some tips for getting started.

## The Basics:

- 1. Get a good tax advisor.** Everyone's personal tax situation is unique. The best way to make sure your taxes and deductibles are done correctly is to consult with an expert about what's right for you.
- 2. Be charitable.** The more you give, the more that will come back to you. The dōTERRA Healing Hands organization is a great way to responsibly give to those in need around the world.
- 3. Get out of debt.** dōTERRA is all about freedom and empowerment, and one important aspect of that is your finances. Make specific goals to get out debt, and stick to them.
- 4. Invest wisely.** Never invest in anything unless you're willing to lose everything you invest, and always remember that the best investment you can make is in your own business.

## What can I deduct as a business expense?

- Ask yourself: Did I spend the money to make money? The general rule is the deduction should be helpful to grow your business, as well as industry-accepted and appropriate.
- Consider whether an item is for your personal or business use: an iPad, product inventory, travel, home office.
- It's important to keep a record of deductible mileage, as well as a calendar of business activities: where you went, what you did, who was there, etc.
- Make sure your expenses do not exceed your profit. If your business does not make enough money to validate your expenses, tax deductions will not make sense.

## Simplify your record keeping by setting up.

- **A business credit card.** Whether the card is in your personal name or your business name, this will ensure that all business expenses are in one place for you to look at come tax season.

- **A business bank account.** Once your business has reached a certain level of income, it will be important to have all your business-related income and expenses come and go from a specific account. Check with your bank; some banks even offer free business checking.

## When do I form a legal company and why is it important?

Forming a legal company or entity protects a business from its owner's personal risks and debts, and owners from their business's risks and debts. Because of these valuable protections, it's never too soon to form an entity. Some options are:

- **Single-member LLC:** Offers limited risk management of liability concerns, and is ideal for downline and commission continuity purposes. With the assistance of an attorney or CPA the total cost to set up an LLC will range from \$1500–\$2000.
- **S-Corp:** Forming an S-Corp makes sense if you are earning a taxable income of \$45,000 per year. At this point, the tax savings from the use of an S-Corp outweigh the ongoing maintenance costs associated with an S-Corp.

## Tax Saving Ideas to Discuss with your CPA:

- A health savings account
- Retirement plans
- Employing children or a spouse
- A medical expense plan
- Fringe benefits

## Richard & Lisa Jones

FRANKLIN, TENNESSEE, USA

# A Healthy Home



### RICHARD AND LISA JONES WORK TOGETHER WITH ALL OF THEIR CHILDREN IN THEIR dōTERRA BUSINESS.

Lisa Jones feels lucky that the first dōTERRA class she ever attended was taught by Dr. Hill. Her daughter, Rachel, is a nurse and saw a flyer for a Dr. Hill class on aromatherapy posted at the hospital where she worked. After attending, she invited her mom to a

following class, and a week later Lisa had decided to enroll in dōTERRA. As she tried out the essential oils, they made such an impression that within three weeks of getting her first kit she was on a plane to convention. Lisa says, "Doing something like that was way

outside of my comfort zone, but I was hungry for oil education."

At first, Lisa didn't think she would be interested in doing a business, but the more she learned, the more she couldn't keep her mouth shut about the oils. Eventually, that grew into building a business and helping others do the same. She says, "Initially, I was blown away by the power and integrity of the

oils and their ability to change lives. I wanted everyone I knew to have oils in their homes and be empowered to care for their families. As the business grew, I realized that dōTERRA worked financially too. Now, the business excites me as much as the oils. I want everyone I know to also be empowered to financially support themselves and their families."

When they were raising their four kids, Lisa and her husband, Richard, were always the family that welcomed all of their kids' friends into their home. With that, Lisa always dreamed of having her home be a place of health and safety for anyone that walked through the door. When she first started sharing dōTERRA at her kitchen table, she remembered that dream and realized it was being fulfilled. She says, "I feel like even before I was introduced to dōTERRA, I was on the path to be here." Though Richard has continued in his career in commercial real estate, he has been completely supportive of Lisa's business from the beginning, and shares her passion for dōTERRA.

Lisa is grateful to be able to work together with her family in a successful business that grew so quickly at a point in her life when she would have never imagined it happening. She says, "I pinch myself sometimes to think that this is really my life, and that we're having this much fun doing so much good." She thinks back on how one flyer that drew her daughter to a dōTERRA class has led to thousands of people learning about the power of essential oils. Lisa says, "That's the power of one share. That's why you can't give up. That's why you can't keep from sharing with anyone. It's mind-blowing to think of all the lives that you could affect."

"Dream big, and then focus small."



## Diamond Tips

### Believe

"I 100 percent believe that if you don't quit, you will end up a Diamond. I don't think there's anything different or special about me at all. I just believe in the oils, the Founders, and myself. I believe it will work, and I want to help others believe in themselves as well."

### Act

"To overcome my fear of putting myself out there, I had to get out of my own way and just do it. Action cures fear. I had the Nike 'Just Do It' phrase on my mirror my first year because I knew I needed to get out of my own head and not worry about the fear."

### Serve

"The other phrase on my mirror was, 'It's hard to be nervous when you're focused on service.' I was constantly sharing and listening for needs. You have to be a good listener, be truly authentic, and care about the health and wellbeing of those around you."

## Bill & Deena Jordan

SPOKANE VALLEY, WASHINGTON, USA

**“I am still so impressed with the potential, power, and purpose of this company. I want to be a part of it.” –Bill**



# Be a Part of It

After finishing her second life coaching session with Andy Goddard, Deena Jordan asked him in passing about his and his wife's essential oil business. She had used a few essential oils before, and was interested to hear about them. When she sent him the invoice for the sessions, he offered to pay in dōTERRA oils instead of cash. Deena agreed. After receiving the oils, she first opened a bottle of Lavender and knew immediately that

these were different than anything she'd ever used.

She ended up calling Natalie Goddard to ask how she could get more. A month later, Natalie called and said, "I think it would serve you best if I came and taught a class." Deena invited 12 people to that class; 12 people came, and all 12 signed up. As they were leaving, Natalie started talking to Deena about structuring her team. Deena responded

that there was no way she was doing dōTERRA as a business. The next week she got a check for \$148. She says, "That check changed my life."

Deena began teaching classes and attended convention that year with her husband, Bill. While she spent most of her time life coaching several dōTERRA leaders, Bill attended all the sessions. He says, "I just could not believe how powerful the oils were and

**“Keep going, even though there are road blocks in the way. When you look back at where you’ve come from, it will give you hope that in the future you will be able to achieve whatever you want in life.” –Bill**

## GOALS V. INTENTIONS

**INTENTION:** “An intention is something we want to do but have no control over, like a rank. A lot of times we set a date with an intention then we attach our self-esteem to it. If we don't hit that intention, we believe we aren't good enough. That really is very counterproductive.”

**GOAL:** “A goal has to be measurable, doable, and something we can control. In dōTERRA, it can be how many classes we schedule, what educational videos we're going to watch, what phone calls we're going to participate in, etc. I teach people how to set their goals, and then their intentions, which is when ranks become involved.”

how they were changing people's lives. I really wanted to be a part of that.” After convention, they started working together and have been at it ever since.

Deena's experience as a life coach has prepared her to know how to help her team be effective leaders. She says, “If a team leader is telling me about how someone isn't doing what they want them to and coming to me with a victim story, I call them on it. I tell them to concentrate on what is in their control, and to focus on what they can do. Because of that, I really don't have a lot of drama on my team. They know I'll call them on it every time. Usually, they get to the point where they're doing it themselves. It's been a huge asset to have healthy leaders.”

Because of their dōTERRA business, Bill will soon be able to retire from his job, and the Jordans will be able to spend their time doing the things they've always wanted to. Bill says, “The vehicle to do that is having a purpose and then having the mechanism to fulfill that purpose. dōTERRA has given us those things so that we can go out and help people in the world.” Deena adds, “I have so much gratitude for where we are right now. I love being a part of dōTERRA.”

**“I invite people to embrace all five gifts of healing that come with dōTERRA: physical, emotional, spiritual, social, and financial.” –Deena**



## Ky & Dr. Zia Nix

NEW YORK, NEW YORK, USA

# A BRIGHTER FOCUS

**D**r. Zia Nix knew intuitively that essential oils were powerful, and felt drawn to them when her friend Karen Atkins showed them to her. She began using Elevation immediately and gradually felt a difference in her life. When her kit arrived in the mail, she began using the oils on her patients in her chiropractic practice. She fell in love and told everyone about them, like she did with anything else she was excited about.

In her practice, Zia only worked three days a week and traveled the rest of the time. She had a comfortable life and loved what she did, so she had no desire to pursue a dōTERRA business. It was attending convention that got her excited about the company itself, and she started sharing with everyone about the great business opportunity as well. She began teaching monthly classes at her office, which soon grew to weekly classes. She decreased her practice from three days a week to one. She says, "I was not looking for a change, but this just fell into my lap."

**"My business grew organically, but it grew out of a passion and a love for sharing and a diligence with creating a business that works."**

**"Joy and passion are the key ingredients."**



Then, Zia lost a baby after trying to get pregnant for a long time. She took time off to recover at home with her husband, Ky. When it was over, she had lost money with her practice while her income with dōTERRA had grown. Zia says, "I really got to experience what it felt like to be supported by my team and experience residual income. I took it as a sign from the universe that it was time to let my practice go." She decided to close her practice and turn her focus to helping other people achieve the same time and financial freedom that she had.

Zia credits dōTERRA with healing her fears of commitments and relationships and preparing her to meet her husband. Ky was a personal trainer who was involved in a fitness and nutritional network marketing company, and has now agreed to join her fulltime in dōTERRA. Zia says, "It was not an easy decision for him to come with me, because it's really impossible to focus on two network marketing companies at once. He knew there was no way I was leaving dōTERRA, and it will be so much more powerful to have both of us working together."

With dōTERRA, Zia is working harder than she ever has in her life, but also having more fun working than she ever has. She says, "It's given me a lot of hope and excitement about the future. The future seems brighter, and full of possibilities."



**"Though this business is stressful, we can never allow ourselves to be stressed out. When people decide to do business with us, it's because they want what we have, and no one wants to be stressed out. Build in time for self-nurturing, family, and balance."**

## RAISING YOUR UPPER LIMITS

### What is an Upper Limit?

"Even millionaires have upper limits. People can only have so much success in their lives until they run into their upper limit. They'll do something to bring their level of joy down to a manageable level that's familiar to them."

### Handle the joy.

"You have to ask yourself how much joy you can handle. If you were to actually create everything that you have been working on and achieve all your goals in life, can you really handle it? Most people would hit their upper limit."

### Accepting Abundance.

"It's important for people to work on their relationship with money and their ability to be OK with receiving abundance in their lives. Until that happens, even if we try to help them, we cannot force success upon them. They will ruin it every time."

### A Level 10.

"Someone has hit their upper limit if business is booming and they go home and fight with their wife, or their health declines. We need to be OK with all aspects of our lives being at a level 10. You have to be always working on raising your upper limits."

## Nathan & Mindy Spradlin

FRANKLIN, TENNESSEE, USA

# FIND THE TIME

“BE POSITIVE, GO FORWARD, AND DON’T CLAIM DEFEAT AS SOON AS IT HAPPENS.”

Mindy Spradlin’s sister, Mary Crimmins, is also a Diamond and signed Mindy up for dōTERRA as a Christmas present two years ago. Mindy didn’t know Mary was signing her up, and she didn’t know anything about essential oils. When the need arose within her family, she found them to be effective and from there she wanted to learn more. Her sister was already enthusiastic about the business aspect of dōTERRA, but Mindy wasn’t interested. She says, “I didn’t have time. I was a stay-at-home mom of four, I ran another business out of my home, and my husband was in paramedic school and working two jobs.” Though they were in financial need, Mindy didn’t see dōTERRA as the solution.

After a few months of using and casually sharing the oils, Mindy agreed to hold a class, which was successful enough to cause her to reevaluate the business opportunity. She says, “I knew people wanted the oils and wanted to share them with their friends, so I thought I might as well make money off of it. From that point forward, I dove in 100 percent.” Once she saw the potential, she got serious about it and hasn’t stopped since.

Going into the business as a very busy stay-at-home mom, Mindy discovered the art of finding hidden time. She says, “The time is there, you just have to figure out where it is. For me, it was after I put the kids to bed every night, getting up 30 minutes earlier in the morning, or taking 15 minutes here and there to get work

## TIPS FOR SHARING



**BE INTENTIONAL.** “Especially if you’re a mom that’s home a lot with your kids and not out there interacting with people on a daily basis, you have to be very intentional about connecting with people.”



**UTILIZE SOCIAL MEDIA.** “It’s free and easy to connect with a lot of people in a short amount of time. Educate yourself on social media and know what the options are. Know how to effectively use them. You can learn about it right from your couch.”



**TAKE ACTION.** “I hear people talk about the things they want to do, the people they want to reach out to, and the events they want to have. The rubber has to meet the road. Be willing to take action and actually do the things you want to do.”



**IGNORE WHAT PEOPLE THINK.** “I knew that there were going to be people that were going to think what I was doing was stupid. I had to come to the realization that I didn’t care. I was changing my life and helping my family and if people thought it was dumb, then so be it.”



“I love running my own business, and it’s great to realize I can do that and take care of my family.”

done. When I began, I felt like I had zero time, but what I found is if you’re serious enough about something and you want it to happen, you have enough time.” She also found it was important to give up the idea of everything being perfect. She couldn’t expect herself to hold a class in a spotless house with a huge spread of food or to always have the laundry folded. She couldn’t be too hard on herself if things didn’t always turn out

the way she wanted. She says, “Things are inevitably going to fall off and you’re going to drop the ball somewhere, but be willing to say, ‘I can still do this,’ pick up the pieces, and continue on.”

Mindy’s husband, Nathan, was relatively neutral about dōTERRA in the beginning, but attending convention ended up being a game-changer for him. He’s now more enthusiastic about sharing dōTERRA with others. Because of

dōTERRA, he only has to work one job, and on his days off is able to spend time with the family and fully support Mindy in her business. Mindy is excited to be able to show her children that she can be a devoted mother and pursue what she’s passionate about at the same time. “My eyes are being opened to new opportunities. I now have the means to dream about ways to affect people positively that I couldn’t do before.”

## Lucas & Nikki Topham

SARATOGA SPRINGS, UTAH, USA



# GET Uncomfortable

When Nikki Topham's friend put two drops of dōTERRA essential oils on her hands, the effect was so powerful that Nikki called her the next day saying, "I have to know what you put on me." Her family had used essential oils for 12 years, and nothing had worked as well as dōTERRA. After she began using dōTERRA, Nikki's friend asked her several times if she wanted to get involved in the business, but Nikki told her over and over that she wasn't a salesperson. It took another even more powerful experience with her daughter to change her mind.

Even after she decided to participate in the business, Nikki didn't know how she was going to do it. As a homeschooling mom of four kids, she felt that she didn't know anyone to share with. Her social anxiety was strong enough that even one-on-one consultations made her uncomfortable. She says, "I had to immediately step out of my comfort

zone. I had to not make it about me, but make it about serving other people." When she consciously looked for someone to serve every day, she was always able to find people to share with.

Within a few months, she was able to comfortably supplement her husband Lucas's income. They stayed there for a while, until one day Nikki decided she wanted to be more than comfortable. She says, "I just started seeing the possibilities. I wanted to help my leaders that I cared about get financial stability. I found a mission of getting these oils into more homes and building more relationships."

The Tophams know that a big part of sharing the business opportunity is finding joy in their own journey with dōTERRA. Nikki says, "I had this moment in my business where I was running and trying to reach my goals and I didn't want to let anyone down—and I was

exhausted. I sat back and I realized that nobody else was going to want to do this with me if I didn't even want to do it." Lucas adds, "She was running on empty to the point where it wasn't fun anymore. We had to go back to why we were doing this and find out how to do it so that we could enjoy the benefits."

For a while Lucas was hesitant to get involved in the business because he didn't want to get in the way of how much he saw his wife flourishing and growing. Nikki says she couldn't have done it without her husband, but Lucas insists, "She could, and she did." Now he's getting involved in order to catch up to his wife's growth. The Tophams see that through dōTERRA you can become who you really are. Lucas says, "As you grow, your personality is set free. You don't have to pretend to fit a certain mold, box, or job. You can be successful as who you are."

**"WORK ON RELATIONSHIPS, AND THE OPPORTUNITY TO SHARE OPENS." -NIKKI**

### Believe in Your Leaders

"Don't get caught up in the outcome. Be willing to get uncomfortable." -Lucas

#### STEP BACK.

"I've had to learn to stop taking care of everybody. Sometimes that's gotten uncomfortable, but I had to step back and let people take the reins."

#### LET THEM TEACH.

"At first, I taught classes for everybody and it wasn't helping them grow. A lot of times, I just had to open up the idea that they could teach instead."

#### ASK QUESTIONS.

"Ask your leaders who are scared of teaching classes what skills they feel they haven't developed yet. Listen to what their reservations are."

#### SET EXPECTATIONS.

"Now, we set clear expectations up front with people of how many classes I'll teach for them before I move to supporting them while they teach."

#### LET THEM SHINE.

"Part of believing in your leaders is letting them become leaders themselves. When you're doing all the work for them, it doesn't allow them to shine."

#### DON'T HOLD BACK.

"I think about how it feels to know what we've accomplished, and I don't want to hold that back from anyone else."

## Brad &amp; Darci Richardson

SIERRA VISTA, ARIZONA, USA

## dōTERRA ROCK STARS

Darci Richardson was introduced to dōTERRA by her midwife mentor, Stephanie Fritz, who is now a Diamond. Darci wasn't that interested, but she felt obligated to enroll for the sake of her mentor. She proceeded to have several incredible experiences using the essential oils on her family, and started sharing them with everyone.

Her husband, Brad, was soon exasperated by the amount of oils she was giving away. Darci says, "That's just who I am. I want to heal the world. I had people coming to my house at 10 PM asking for more." Many people she shared with didn't even know that there was a business aspect of dōTERRA, because Darci didn't pay attention to that. She just wanted everyone to have the oils. Finally, Brad declared they weren't going to be losing any more money. He looked into the

compensation plan and learned what they needed to do to get a paycheck.

Darci managed to reach Silver without really knowing what she was doing, and she dragged Brad to leadership retreat. They heard from other leaders who had reached Diamond and had it broken down so that it sounded doable. Darci says, "It changed reaching Diamond from something that was kind of mysterious and hard to put numbers around, to something Brad could totally put his brain around." They went to dinner, sat down, and mapped out how they were going to do it.

Brad is a vice president at a credit union, but saw dōTERRA as a chance to have more flexibility in their lives with their eight homeschooled kids. He calls Darci his "rock star." He just tells her what she needs to do and where she needs to go,

and she gets it done. He says, "As long as we can get her there and she can do her thing, she will get people excited, encouraged, and ready to go. Then we move the 'rock star' someplace else and I work with those people to make the business side happen."

The Richardsons have involved all of their eight kids in their business, and know that they could never have done it without them. Darci says, "The only way we can do so much is because they're all onboard. They do the grocery shopping, they do their chores, and they are built-in baby-sitters. We're all in this together. They're so excited when we reach our goals. I think it's important for them to feel a part of it rather than burdened by it." Brad adds, "Our whole family is excited. We love it and we're not stopping."

## TEACHING MOMS TO USE ESSENTIAL OILS ON THEIR CHILDREN:

**"A lot of moms are scared because they don't know how to use essential oils on children, so they buy a kit and let it sit on the shelf. I want to empower them to know what to do."**

**DON'T FORGET THAT MISSING LINK.**

"So many times we teach a class with adults, and then we expect that they're just going to know how to use it on little children. We can't forget that."

**MAKE THEM FEEL COMFORTABLE.**

"We do a lot of classes teaching moms how to use the oils on their children. When they feel more comfortable, they are empowered."

**MAKE IT EASY TO UNDERSTAND.**

"I wrote a children's picture book about the ABC's of essential oils that explains what to use them for, how to take them, and how 'hot' each one is."

**TEACH THEM ONE-ON-ONE.**

"It takes 15 minutes. Take that one-on-one time and give these moms a gift that they can share with other moms."



**“ My family comes first, and the business comes second. I tell my team if I don't answer the phone, it's because I'm taking care of my kids. To me, there's nothing wrong with that. ”**

-Darci



# 20 SECONDS OF Courage

BY ALICIA SIMON

**T**alking to random strangers is oddly one of my strengths. I find it intriguing to strike up a conversation about nothing with someone I don't know. However, without fail, the moment I'm inspired to share dōTERRA with a stranger, the voice in my head begins shouting reasons I shouldn't. Believe it or not, it's even worse with those in my closest circles—my family and friends.

How many people have you started to talk to about dōTERRA, but within seconds that inner voice talked you out of it? That voice may have said, "They won't be interested," "The last person rejected me," "They're too busy," "I don't have time," "I don't have any samples or business cards on me," "I'm not properly dressed," "I need to create a spreadsheet of all my contacts first" or, "I have no idea what to say." This voice will stop you from talking to anyone—friends, family, and especially those that are not-yet-friends.

Now consider this: How would your life be different if the person who introduced you to dōTERRA allowed their inner voice to stop them from sharing with you? What life change are you withholding from the person with whom you refuse to share? What if you hold the key to unlocking that person's financial freedom?

Whenever I allow that inner voice to hinder me from speaking up and sharing with someone, I know there's something within me creating feelings of fear and inadequacy. I distinctly remember a time in our business when my personal contact list was dwindling fast. Every time I set out to find new contacts, I was stifled by that inner voice. Once I realized what was happening, I spent an afternoon in self-evaluation, finding answers to the following questions:

- 1. What do I have to lose?** I have nothing to lose. At the end of the day, I will still have my faith, my family, and dōTERRA.
- 2. What do I have to gain?** If I set out to make a new connection, I may gain a new friend.

**3. What do I have to give?** I have the gift of my friendship, my leadership, and safe, natural, effective health solutions.

**4. Who needs it?** In my opinion, everyone.

**5. Should I take it personally if they say no?** They are not saying no to me, and they may not even be saying no. They may be saying, "Not right now," "I need more information," or "I need a heart connection first."

**6. Am I prepared?** I am if I have the mindset (I am growing daily through personal development), the toolset (I am stocked with samples, handouts, websites, business cards, invitations, etc.), and the skill set I need (I am plugged into and learning a proven system with ingenious mentors and an account manager).

**7. What's driving me?** Am I moved by my why, or am I moved by a fear of losing something or not measuring up?

**8. What are my intentions?** Am I trying to meet a two-contacts-a-day quota or am I sincerely looking to change a life?

When I completed my self-evaluation, I realized it was my limiting beliefs and fear that were blocking my new connections. A friend shared this quote: "Fear gives a commentary on what you see before you even live it. Fear finds evidence to support what it wants you to believe. Fear lies." It was up to me to change my beliefs, to feed my faith and starve the fear. I had to reprogram what the inner voice was saying to this: "I have nothing to lose and everything to gain. I have been entrusted with a priceless gift, not to be clinched tightly in closed fists, but shared generously with everyone. No matter what happens, I am prepared, and I am ready to make a new friend today."

One of my recent devotions used a phrase from the movie *We Bought a Zoo* that challenged me to be fearless in sharing my faith with everyone I meet. Benjamin Mee, played by Matt Damon, says to his son, "You know, sometimes all you need is 20 seconds

of insane courage. Just literally 20 seconds of just embarrassing bravery. And I promise you, something great will come of it."

On a Friday morning flight, two years ago, I decided to exercise 20 seconds of courage and interrupt a conversation two ladies were having in the seat in front of me. One of those two ladies was dōTERRA Blue Diamond, Sharon McDonald. What if I hadn't said a word? What if instead, I just sat there and allowed my inner voice to keep me in silence? I did speak up and something

great came out of it. Had it not been for 20 seconds of insane courage, I might not be in dōTERRA today. I might not have the pleasure of beautiful connections to amazing men and women, a growing team of outstanding leaders, and I might not have the pleasure of changing lives and homeschooling our little ones every day, side-by-side with my husband. Simply 20 seconds of courage changed our lives forever. What will it do for you? ♦



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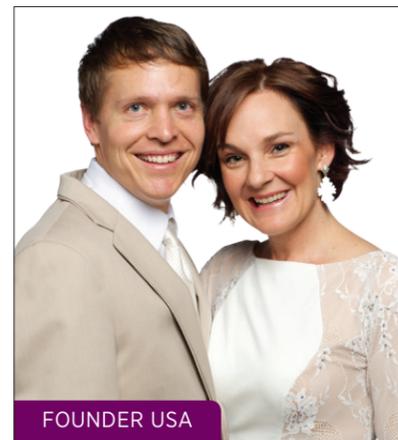
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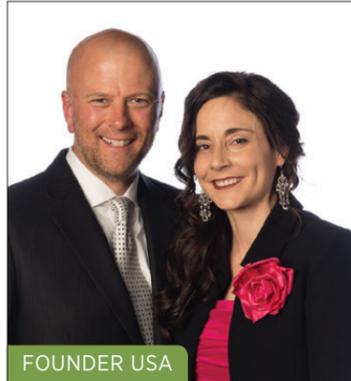


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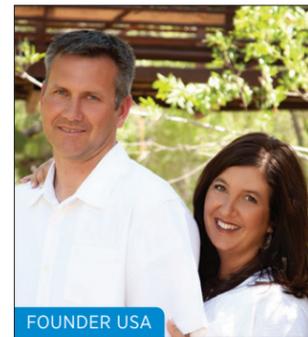
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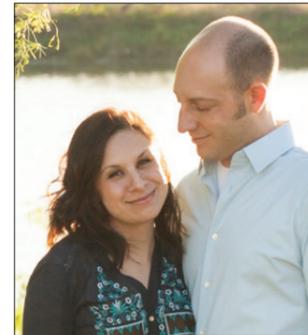
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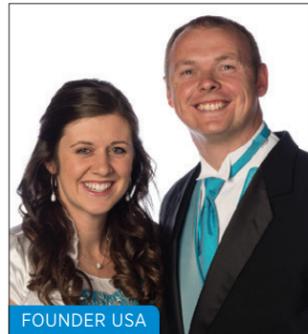
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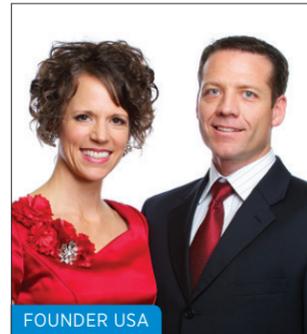


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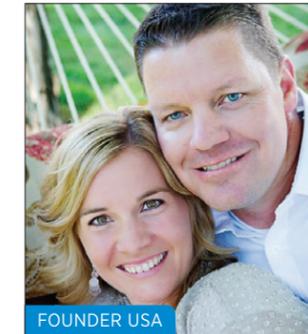


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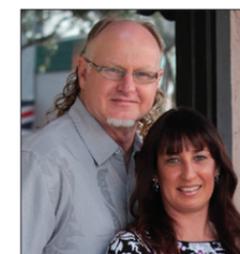
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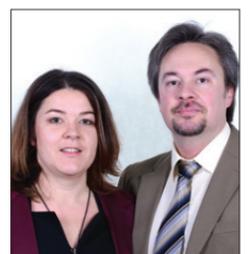
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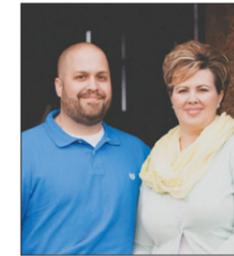


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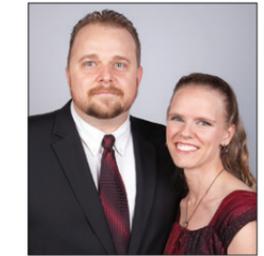
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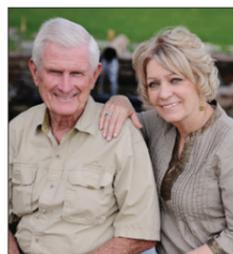
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JAE HYEON JU



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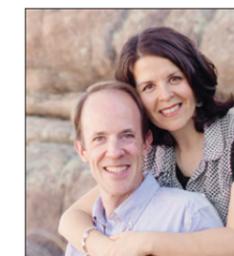
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FERNANDO & DANIELA ROMAY



RYAN & JANESSA SALSBERY



ERIC & GALE SANDGREN



BENJAMIN & STEPHANIE HOWELLS-SCOVILLE



TOM & ERIN SMEIGH



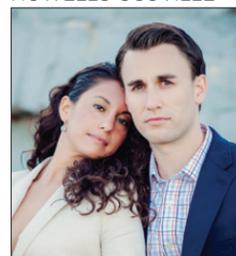
ADAM & RIGEL SMITH



WILL & MARCY SNODGRASS



ROBERT & SHARLA SNOW



MARIZA SNYDER

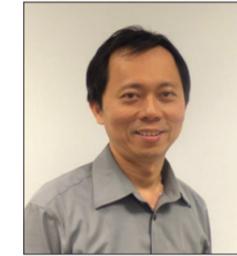
DIAMONDS



NATHAN & MINDY SPRADLIN



CHRISTINE & WADE STOLWORTHY



WEN-CHANG SU



GERARD & TARITA TEHOTU



EVAN & ADRIENNE THOMAS



BILL & ERLEEN TILTON



FOUNDER TWN

CHANG CHAO T'ING



FOUNDER CAN

BRAD & DAWNA TOEWS



LUCAS & NIKKI TOPHAM



BETTY TORRES-FORBORD



MATT & ALICIA TRIPLETT



FOUNDER TWN

HAO HENG TSAI & HSIN YUN CHANG



FOUNDER HK

STEPHEN & YVONNE TSAI



MARK & LORI VAAS



ADAM & RIGEL SMITH



WILL & MARCY SNODGRASS



ROBERT & SHARLA SNOW



MARIZA SNYDER



MARK & TAMALU WATKINS



JOHN & SHAUNA WETENKAMP



RICHARD & HEIDI WEYLAND



DALLON & EMILI WHITNEY

DIAMONDS



ROB & MELISSA WILSON



JILL WINGER



SCOTT & SUSAN WOOLEY



HIROKO YAMAZAKI



HAN YANG



EDWARD & LINDA YE



ELENA JORDAN



FOUNDER JPN  
NISHIDA YOSHIFUSA



FUMIKO YOSHIMOTO



FOUNDER JPN  
MIHO YOSHIMURA



KRISTI ZASTROW

**DIAMONDS NOT PICTURED:**  
LIZETH BALDEMAR DE ARRAS  
YOSHI CHIHARA & MARI HIRANO  
MAO DU  
CHIH-HSIANG LIAO

WANCHING LU  
GEORGE SHEPHERD  
JENNIFER VASICH

PLATINUMS



KELLY ALVIS



KARLA BANKS



FOUNDER LA  
ANA LEDA ARIAS BARRANTES & CARLOS GILBERT PANIGUA BLANCO



ASHLEY BEANS



LISA BEARINGER



JERRY & AIMEE BECK



FOUNDER CAN  
HARLAN & MARIE BERWALD



JAMIE BOAGLIO



CRAIG & CONNIE BOUCHER



DR. JAMIE R. & CHRISTINA BOYER



CHARLENE BROWN



ADAM & CAREY BROWN



STEVE & BRENDA BROWN



CLAUDIA CALDERON



JOSHUA & MARY CARLISLE



ELIZABETH CENICERROS



WEN CHEN



BRIAN & MERIDETH COHRS



CAROL COLVIN



ALICIA COTTAM



ERIC & TIFFANY DAHL



DURELL DARR



ROGER & MARLYN DIDERICKSEN



MARK & KERRY DODDS



CURT & TONIA DOUSSETT



HEATHER ESSLINGER



MARCIA FRIACA



PAUL & STEPHANIE FRITZ



VINCE & TERESA GARCIA



DAVID & CRYSTAL GARVIN



DAREN & CRYSTELLE GATES



LEON GREEN



CARY GRIFFIN

PLATINUMS



LACEY GRIM



MELISSA GUTHRIE



MATTHEW & SEANTAY HALL



EMILY HANSON



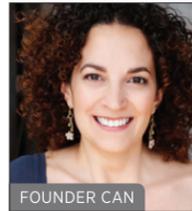
MARK & ALICIA HAUGSTAD



LORI HAYES



ALLISON HAYS



MARISSA HEISEL



WAYNE & JENNA HENRIE



JESSICA HERZBERG



JON & EVE HEWETT



FOUNDER HK  
WAI KEUNG HO



BRENT & ANNIE HONE



JARED JARVIS



STEVE & SANDIE JENSEN



D'ARTIS & TIFFANI JONES



RACHEL JONES



NICK & DYANNA KILLPACK



HAENG SUK KIM



CAROL KING



ROMMY KIRBY



CHRIS KIRSCHBAUM



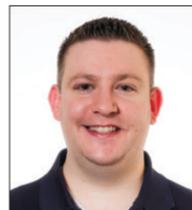
PAUL & NANCY KNOPP



MIKE & MEGAN KNORPP



DEBBIE KRAHN



ANDREW LA TERRA



MARY LAGASSE



PEGGY LANGENWALTER

PLATINUMS



CYNTHIA LANDES



ARLA LEINS



JOHNATHAN & RACHEL LINCH



JESSICA LITSTER



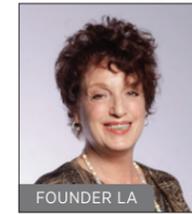
FOUNDER TWN  
HSIAO CHUN LIU



SHELLY LOYD



FOUNDER TWN  
FU LUN LU & YI HAN SUNG



FOUNDER LA  
ADELE LURIE



TRACY LYMAN



MICHELE MALCHOW



EMILY MARTIN



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



KERI & KEITH MCCOY



BEBE MCFALL



MEGAN MCHARGUE



ANGELA MOFFITT



HOWARD NAKATA



DAWN OLSEN



JAMES & CHRISTINE PAYNE



KYLE HESS & BRITT PIRTLE



JANET RAMER



FOUNDER CAN  
BARBARA REMPEL & DAL BRYANT



FOUNDER AUS  
MICHAEL ROTHSCHILD



IGNACIO SANTOYO & SILVIA MARTINEZ



ADRIAN & ROXY SARAN



JIM & SUSIE SCHIERING



JULIE ANN SCOTT



AMY SELLERS



FOUNDER AUS  
MARK & HELEN SHAW



ELENA SIMMONS



KIRK & LANA SMITH



THERESA SOUCY



TAMMY STEUBER

PLATINUMS



DAVE & CALLIE  
STEUER



DENNIS & JANETTE  
STEVENS



JULIE STOESZ



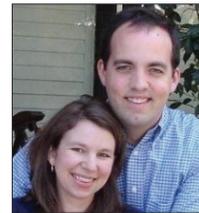
LIM JOUNGH SU



SHEILA  
SUMMERHAYS



SAMUEL & MELISSA  
TAEU



JASON & ALLISON  
TRIPP



BILL & MARILYN  
VANDONSEL



EDDIE & ANGELA  
VILLA



NICOLE VINCENT



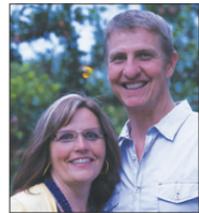
CHAD & SUSIE  
WALBY



ERIC & SANDRA  
WANG



WENDY WANG



PAUL & DENISE  
WEBSTER



CHARLES & AMY  
WIDMER



RON & LIZ WILDER



DEREK & SUZANNE  
WILLIAMS



CRYSTAL WU



TUNG HAN WU



ATSUKO YOSHITOMI



CHOI JONG YUN

**PLATINUMS NOT PICTURED:**  
SCOTT & SHAWNDR A ANDREWS  
PAUL BERGMAN  
MELFORD & CONCETTA BIBENS  
GINNA CROSS  
DANIELLE DANIEL  
ROGER & EMMANUELLE DUCE

JASON FILA  
CHRISTINA GARDNER  
GAYLE HODGES & BRADLEY VANESS  
BERNADETTE O'DONNELL  
ANGELA PETERS  
SHERRI PRICE

GOLDS



MARTY & KINDRA  
ADAIR



RACHEL ADAMS  
GONZALES



JODY AITON



LACEY  
ALBRECHTSEN



BRAD & KATHY  
ALLREDGE



COLEMAN & HILARY  
ALLEN



TODD & KIM ALLEN



EVIE ANDERSON



GREG & CARMEN  
ANDERSON



MIKE & JESSICA  
ANDERSON



LEANNA ANDRADE



DEAN & KATHIE  
ANDRUS



SUE ARAKAWA



JANAE ARANCIBIA



ROBIN ARNOLD



JAMES & ANGELA  
ATKIN



BRENT & KRISTI  
AVERETT



ROBYN AZIMA



KEITH & LORI BACON



ANDREA BAEZA &  
DAVID APOSTLOVSKI



CAREY BAILEY



BENJAMIN & JADE  
BALDEN



DEAN & CONNIE  
BARGEN



JEFF & TAMARAH  
BARTMESS



ANGELA BARTRAM



DEBBIE BASTIAN



FOUNDER EU  
MONIKA BATKOVA &  
MARTINA VALNICKOVA



CARLY BAUTISTA



BRIAN & HEATHER  
BECKWITH



JOE & ASHLEY BELL



YOHAN & LAURA  
BEGHEIN



FRED & JANEICE  
BENSON



MICHELLE BENSON



VICTORIA BENTLEY



SONNA BERGHAIER



BRET & AMY  
BIGELOW

GOLDS



RONDA BIRCH



VERA BLOUIR



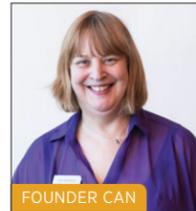
JANE BODILY



JON & KENDRA BODINE



JASON BORUP



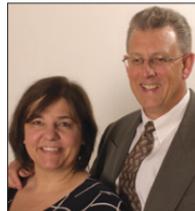
JONI BRADLEY



JASON & KAMILLE BREUER



CHRIS & ALISA BRIDGES



SCOTT & LEESA BRIDGES



KEVIN & LATARRAN BROWN



LISA A BROWN



MAUREEN BRUNDAGE



TONI BUNTING



JARED & REBECCA BURT



MATT & DEANA BUSHMAN



SOON BYUNG & DONGCHOL BEH



ERICA CAMPANELLA



BILL & DONNA CARD



HEATHER CARLSON



JONATHAN & AMY CARVER



BUCKY & ANNA CASH



DOUG & RACHELLE CASTOR



LACEY CHALFANT



DIANE TENNEY CHATTERTON



JACLYN CHILD



PHILIP & HELEN CHUNG



SHANNON R CLOUGH



ALLISON COCHRAN

GOLDS



EVE COLANTONI



AMIEE CONNER



CINDY COONS



TOM & ANITA COTTAM



CRAIG & KRISTIN COTTLE



ANDREW & KELLY COUCH



CRYSTY COVINO



WENDY COX



BRANDI CROSBY



CYNTHIA CROSBY



SPENCER & JAN CROSLAND



RANDY & QUINN CURTIS



SHELLY DAUGHERTY



JARED & MINDY DEGRAFFENRIED



MIKE & KELLY DOLLINGER



JULIE DRIGGS



JEFF & GINNY EISEMAN



SHANE ENGLAND



DENNIS & MARY ENGLERT



JOEL & FAY EPPS



RYANN & MATT ETTER



DR. MELISSA & EVAN ESGUERRA



HALEY FACHNER



SALLY FARB



SALLY FARNICK



KNUT & CHRISTY FEIKER



DANA FELDMEIER



MICHELE & DANIEL FENDELL



YUWEI FENG



SHARON FILA



CARA FINES



LYNN M FINGERHUT



JAKE & JOANN FOWLER



MEGAN FRASHESKI

GOLDS



JENNIFER FRINK



NATHAN & KRISTEN FUCHS



LISA ANNE GAFKJEN



VICKI GALLOWAY



JACKIE GARCIA



JAKE & LINDSEY GARRISON



NATHAN & JOANNA GEIGLEY



MICHELLE GETZ



RACHELLE GIBSON



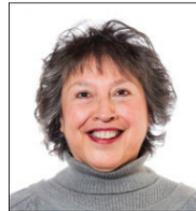
LINDSEY GIFFORD



TIM & KAREN GILROY



CARMEN GOLDSTEIN



LUCY GONZALES-ROMERO



DANA & SUMMER GOODAN



LEAH & ADAM GRAHAM



ROSIE GREANEY & ADAM COPP



KACEY GREEN



DARREN & ROSIE GREMMERT



KENT & HELEN GRISWOLD



TASHA HAKEEM



RYAN & KENDRA HALES



TERESE HAMILTON



TIM & AUDREY HAMILTON



WENDY & CURTIS HANSEN



ARIANA M HARLEY



DAVID & JOLENE HARRIS



JASON & TRACY HARRIS



NATALIE HARRIS

GOLDS



SALLY HARVEY



BLUJAY HAWK



SARAH HENDERSON



EUGENE & DIANA HENKEL



IAN & PAOLA HERREMAN



JASON & STEPHANIE HILL



MAGGIE HILL



HUI YU HING



HOLLY HIRT



MARK & TRICIA HOFFMAN



ANNABEL HOLDER & NICHOLAS BROWN



SEO HOON



MICHELE HORNBY



KAREN HUDSON



CORY HUGHES



BRIAN & ALLISON HUNT



BJ & MEGAN HUNTER



MICHAEL & NANCY HUTCHINSON



HIROMI IKEDA



NANCY ILLMAN



CYNTHIA INCZE



SCOTT & TONI JAEKEL



MATT & SARA JANSSEN



DR. BARBARA JENNINGS



AARON & HEIDI JOHANSEN



NANCY JOHNSON



GORDON LAWSON & RENEE JONES-LAWSON



STACY JONES



NOELLE JOYE



CHIAO EN JUAN



SPENCER & CYNDE KAMAUOHA



RUZNA KAMOOR



LEAH KARRATTI



REBECCA KASELOW



KATE KETTLEWELL

GOLDS



FOUNDER EU  
BRIAN KIEL



YOUNG SUOL KIM



CHANG HO KIM



CHRIS & TARA  
KINSER



YASUKO KOBAYASHI



DEAN & TERESA  
KOERNER



JENNA KRAHN



JAMES & KRISTEN  
KROPF



FREDDY & MANDY  
KUHN



MICHELLE KUNTZ



LEE IN KYUNG



ALLEN & HEIDI  
LAFFERTY



JON & DUQUESA  
LAMERS



MARGIE LASH



SCOTT & JESSICA  
LAWSON



JAMES & MICHIE  
LAYTON



DAVID & SARIAH  
LEALE



JANYCE LEBARON



MARLIES LEE



FOUNDER CAN  
SUZIE LEROUX



DAVID & EMILY  
LESHNER



KYLENE LESSIG



FUXIAN LI & LING  
LING ZHANG



MANIX LI



NANCY LINDER



FOUNDER CAN  
HEATHER LINDHOLM



HONEY LOGAN



GIOVANNI LOPEZ

GOLDS



FOUNDER LA  
SOFIA LOPEZ DE  
LARA



CHARLENE LU



BEN & MARIA  
LUEBKE



HEIDI LUEKENGA



LISA MACHAC



FOUNDER AUS  
TANYA MAIDMENT



JULIE MARGO



BERNY & JANET  
MARQUEZ



MINDY MARTINDALE



JOHN & PATTI  
MASON



MIKI MATSUMOTO



JANICE MAYNARD



SEAN & ALICIA  
MCBRIDE



KELLY MCBRIDE



JENNIFER MCCLURE



GINA MCCONEGHY



SUZANNE MCGEE



MIKE & MELISSA  
MCGREGOR



JEANNE MCMURRY



SEAN & JEN MCPHIE



LISA MECKLE



BRAD & ANGELA  
MELTON



MONA MERZ



BRANDON & MELISSA  
MILLER



TERESA MILLER



JUDI MINCKLER



YOON SANG MOK



CYNTHIA MOODY



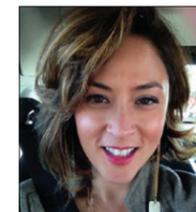
CRAIG & KIMBERLY  
MOORE



BERIT MUNRO



HOLAN & CASSY  
NAKATA



EMILY NAVAS



DR. MARTHA  
NESSLER



FOUNDER EU  
CHRISTIAN & MARJA  
NEUDEL

GOLDS



RAY & LAUREN NEWSOM



JOSH & SHANNAN NIELSON



RYAN & JAIME NORRIS



JAMES & SHERI NORTON



ANNA OFFMAN



MUNEHIRO OKUMURA



TAMMY OLSEN



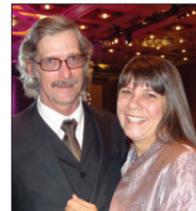
KRISTIE OLSEN



KERY O'NEILL



KIM OVERPECK



RONNIE & BONNIE OWENS



TERRI PACE



TRAVIS & SARA PALMER



BRADY & HILLARY PARKIN



COURTNEY PARKINSON



LAURA PASTERNAK



SHEEN PERKINS



CHRISTINA PETERS



MIKE & ELAINE PETERS



TIM & BRENDA PETRU



JESSIE PINKERTON



ALLISON PREISS



CHARLEY & JESSICA PRESTON



CINDY PRICE



SHANE & BROOKE PUGH



JOSEPH & CATHERINE PUTUTAU



WILLIAM & ALICE RAHN



KEVIN & CINDY RAINEY

GOLDS



BRIAN & AMY RANCK



CHERYL RASMUSSEN



LESLIE READER



TAMI REDMON



LARISSA REED



SUSAN REIS



RUTH REYES



BRAD & DARCI RICHARDSON



JENNIFER RICHMOND



JILL RIGBY



NISHA RIGGS



J. PATRICIA QUIROZ RIOS



DANIEL & JAMIE RIP



BRUCE & SARADEL RIRIE



ELAINE RISER



VANESSA ROACH



CANDACE ROMERO



DAVID ROOKSBERRY



BRITTANY ROSCHECK



MIKE & JO ROTHS



MINDY ROWSER



DEVOLA SAMUELSON



STACEY SARROS



CHRIS & SARAH SAVAGE



JOSIE SCHMIDT



LESLIE SCHMIDT



TENILLE SCHOONOVER



TERRY SCHULMAN



ROBERT SCOTT & MARLYSE OKANO



KAZUMI SEKIGUCHI



NANCY SERBA



CHRISTOPHER & EMILY SHAWCROFT



KESHIA SHEETS



JOAN SHODAI

dōTERRA® CONSULTANT Recognition

GOLDS



LARRY & NIKKI SHORTS



KYMBERLEE SIMANTEL



MICHELLE SIMMONS-BROWN



FOUNDER AUS

ROBYN SIMON



NICOLE SLONAKER



MATT & MELISSA SMITH



JOHN & JENNIFER SORENSON



SPANDALIVING



DON & PATTI SPIEGEL



DAVID STEPHENS



PHIL & LEEANN STORK



MELODY STRAPPELLO



JAMES & TAUNYA STRUHS



MARA TABARES



CHEIKO TAKEKAWA



TOMOKO TAKENAMI



NAOKO TANAKA



WILLIE & AMY TAULA



KELLY TAYLOR



THOMAS & BROOKE TAZBAZ



MARTINA THIAGESAN



ELIZABETH THOMPSON



KERI THOMPSON



DR. LYNN THOMPSON



FOUNDER CAN

PATTI TINHOLT



JUSTIN & TRACY TIRET



CHAD & SARAH TOWE



FOUNDER HK

VICTOR TSAI

GOLDS



DUANE & CRYSTAL TUCKER



JENNIFER UPCHURCH



MEMO & KIM URETA



WAYNETTE VANFLEET



LAURA VARNADORE



CYNTHIA VELEZ



CAROLINE VINAL



DANA & ZACHARY VINEYARD



CATHI WAALKES



ALAN & CHERYL WAELEBROECK



JUSTIN WAI



JED & PAM WALDRON



KELLY & WARREN WALKER



LORINDA WALKER



BRETT & JENNY WALSH



JAIME WALSH



LANA WARNER



BROOKE WARTELL



TOSHIMASA WATANABE



ROGER WEBB



BRETT & DEBORAH WHITE



NICOLE WHITE



FELICIA WILLIAMS



LORI WILLIAMS



NORMA & GEORGE WILLOCK



DINAH WILSON



VICKI WILSON



WENDY WILSON



TRAVIS & STEPHANIE WINGER



DALE & LILLIAN WINKLER



DENA WOULFE



LANCE & CHRISTINE WRIGHT



MANDY YEUNG



KEIKO YOSHIDA



TOMOKO YUTAKA



AMANDA ZUCCATO

**GOLDS**

**GOLDS NOT PICTURED:**

3 GLOBALNET INC  
STEPHEN & JULIE AHLSTROM  
KAZUYO AKIMOTO & MASATO SONE  
JUDY ANTAL  
DON & LYNDA ASHCRAFT  
JAMES & TRUDI ASKEW  
JENNIFER ATTAWAY  
JOSH AXE  
KATHLEEN BAIRD  
ALAN & MUNDI BANKS  
YOLA BARBOUNIS  
JENNIFER BARNETT  
KAYELYN BASTIAN  
CAMILLE BAWCOM  
JENNIFER L BEJCEK  
SARA BENNION  
JANNA C BERRY  
JANICE BITTNER  
BIANCA BOVA  
MICHAEL & MICHELLE BOWLES  
JENNIFER BRADY  
MIRIAM BREWER  
MELVIN & BETH BREWER  
PATRICK & KATHRYN BROWN  
BENJAMIN & CAMILLA BUCHTA  
MIGUEL & STEPHANIE CALDERON  
MATTHEW & NOELLE CARROLL  
WAYNE & MARIDEE CASH  
ANDREA M CAUFFMAN  
HUN IM CHOI & DAE YONG PARK  
TERPSY & SAVVA CHRISTOU  
TROY & DOROTHY CIVITILLO  
JAKE & FALAWN CLAYSON  
JOSEPH & MELISSA COOK  
CHRISTINE D CREEL  
BARRY & KELLI CROSBY  
PENNY CURB

SUSAN DAVIDSON  
EMILY DAVIS  
KENDRA DAVY  
LISA DEGRASSE  
ADRYAN DUPRE  
SUSAN & WESLEY DYESS  
VIVIAN M ENGELSEN  
CHRISTIAN & ELISABETH ENSOR  
SCOTT & ELIZABETH FENTON  
EDWARD FILA  
MARTIN & GLENDA FLYNN  
DEVAUGHN FRASER  
SHELBY FREED  
YOUKO FUJIMOTO  
HONG GAO  
RYAN & STACI GARNER  
DONA GAY  
ARLEENE E GIBBONS  
SUSAN GROBMYER  
KIM GUILLORY  
ALEJANDRO & CECILIA GUTIERREZ  
KAREN A HADLEY  
DANIELLE HAHN  
ELIZABETH HALAUFIA  
ABIGAIL V HANSEN  
CURTIS HARDING  
NICK & KELSZI HARRIS  
BRIAN & PAMELA HAUFSCCHILD  
BERIC & LORI HAUKAAS  
DANIELLE M HEIZENROTH  
KRISTIN HELTON  
SUSAN HELZERMAN  
MICHAEL & BETH HICKS  
HEIDI HIGGINS  
LEE A HINDRICHS  
BRIANNA HOLBROOK  
CASSIDY HOLDSWORTH  
CAROL HOLTZ

NICOLE HORSCH  
DENVER & LAURA HUDSON  
DEBORAH J HUSBANDS  
MICHAEL & DAWN HUTCHISON  
MARISSA HYATT  
REHANA ISMAIL  
JASMINE L JAFFERALI  
SARAH JENSEN  
JARED & RACHEL JONES  
SHANDI JOSEPH  
CHIA-HE KAO  
KRISHEL KARRAS  
SHINYA KATAYAMA  
KRISTAL KENDALL  
JENNIFER KEYS  
JEROD & AMY KILBER  
SEUNG MYUN KIM  
NAO KURIKI  
TARA E LINGER  
KUO P'U LI  
CHIA-LING LIU  
HOLLY LO  
THOMAS & ARI LOWER  
BETTY MAGILL  
JASON MARDELL  
KARLENE MARKHAM  
VICTORIA MCADAMS  
CHRISTINE MCCUE  
TANYA MCKIBBEN  
HEATHER MCKINNEY  
BRAD & ANGELA MELTON  
ALLISON MENDELSON  
KEITH & KELI MESSERLY  
HOLLY MILLER  
KIMBERLEY MILOUSIS  
HIDEAKI MINAMI  
JON & MEGAN MINNIG  
NATE & DANA MOORE

LORENA ALVARADO MORALES  
HUMIHIRO NAGATA  
YUKARI NAKAGAMI  
ANDREA M NATELBORG  
PEGGY NEDERLOF  
ROBERT & HELEN NELSON  
CANDI NEWTON  
RENEE NOVELLO  
JEFFREY B NYMAN  
FRANK ODDENS  
HEIDI OLSEN  
SARAH O'MALIA  
VANESSA BOSCARIELLO OVENS  
PAMELA PARKINSON  
RAY & TAMMIE PERKINS  
ELIZABETH PETERSON  
WENDY & NATHAN PITNEY  
CYNTHIA PORTER  
TRESSA PORTER & RALPH  
VALERIO  
HATHER & WAYNE PULSIPHER  
KELLEN & KRISTIN PURLES  
KERRI RAMIREZ  
JACOB & CORRIE RATZAT  
MEGAN REEVES  
JAMILA LESLIE D REMINGTON  
HEIDI K RHYS  
REBEKAH RIZZO  
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CORT & KARLI ROSZELL  
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Recognition is based on the highest rank reached two times in the previous six months. Recognition is current as of October 2014.

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