

LEADERSHIP

A man and a woman are standing in a grassy field next to a blue building. The man is wearing a brown shirt, blue jeans, and a black cowboy hat. The woman is wearing a brown vest over a teal lace-sleeved top and blue jeans. They are both smiling and looking at the camera. The man has his arm around the woman's waist.

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cover story

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Congratulations on Reaching Presidential Diamond

Christian & Jill Winger

CHEYENNE, WYOMING, USA



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

Jill: We had to really level up our personal development to get to Presidential Diamond. Reaching Diamond was about enrollments and working with volume, but for Presidential Diamond we had to develop ourselves into leaders and mentors. We had to do a lot of self-examination and figure

out what was holding us back and how we were transferring that subconsciously to our leaders. We had to dive deeper into our team and learn how to motivate our leaders and work with them more effectively. I discovered I had some limiting beliefs around success. I thought that if we got to Presidential Diamond that our lives would be crazier or that people would think of us differently. It was something I had to overcome before I could push forward wholeheartedly.

There was also the temptation to just hang out at Blue Diamond—we had a great salary, we were comfortable, and we got a lot of perks. Then I started to see my leaders subconsciously capping themselves. They only wanted to get to Blue Diamond, and I realized it was because they couldn't visualize getting past my point. I saw that I had to keep growing as well in order to keep them motivated.

What was it like to have Christian come home from his job?

Jill: Christian quit his traditional employment when we were Blue Diamond. Everyone in dōTERRA holds up getting your spouse to come home as the ultimate goal. It was exciting and fun, but I was surprised the day he came home by how scared I was, even though we had a great salary and our team was super secure. We were in uncharted territory. I had to learn how to trust the process and trust what we built.

Christian: You tend to think of your traditional job as a security blanket. When you're an entrepreneur, you have to be willing to take a risk, but once you quit your day job, your security blanket is gone. It just brings it home that this is real now. Our business is what we're depending on. We've had to really own that this is a business, not a hobby. This is what we do. This is why we get out of bed in the morning.

How do you work together in the business?

Jill: How we work together is a little different than some couples in dōTERRA. Christian is more of a support in our business. He helps with mentoring, especially when I get stuck, and he travels with me and helps with the kids as well. He still has a lot of projects that he works on his own, especially with our homestead.

We had clear conversations and outlined roles before Christian came home. It was really important to him that he didn't feel like he was going to be the laundry doer, the dishwasher, and the diaper changer. He's always been the breadwinner and a really hard worker, and he needed to know that he was still contributing and that he was a really valuable part of the team. So, we talked a lot about how we could share the responsibilities so he wouldn't get dumped with the house chores. We actually kept our babysitter even when he came home from work, just so we would have those clear delineations of what his roles were. We still had concentrated work times for both of us so the childcare wouldn't automatically get all shoved on him. Having our clear roles defined ahead of time played a huge role in our success when he came home.

At this stage, what motivates you to continue building your business?

Christian: This has made things bigger. We're from such a small town in Wyoming, we got used to doing things here. We were operating on our own little island and it was easy to forget about the rest of the world. Now that we've seen the impact dōTERRA can have, we've learned to think bigger. It's brought things to the forefront of my brain that I never would have thought of before.

Jill: I never would have imagined when we got married 10 years ago that we would both be full time with our family. We had such a small vision back then of what life was capable of being. Looking at where it is now—it's completely changed everything for the better.

We've had our dreams realized, so just to hang out and hide in our little homestead and never share what we have and think we've done enough is not fair to the people around us who really need this. Our focus now is teaching people to do what we've done, and that's so rewarding. 💎



Time Management for Presidential Diamonds

Set the example.

"We've had to learn how to manage our time better to more effectively show our team how to manage their time. Before I quit my job, they saw that we were successful, and they saw that we were super busy. We never had time for anything and we were always running 100 miles an hour."
—Christian

Stick to a schedule.

"Next thing you know, everyone on our team was trying to mimic us. They thought that was what it took to be successful. We realized that was not what we wanted, for our lives or theirs. So, we learned to set a schedule just like we would in a traditional job."
—Christian

Know your seasons.

"Getting particular with our time management was a big part of what took us from Diamond to Presidential Diamond. In this business, you have to go through some periods of imbalance and that's OK, as long as they're for a season."
—Jill

Mature your business.

"I used to want to work 24 hours a day. I was always available. People could call, email, or text me at any hour of the day and I would respond within five minutes. It was fine for that period. It got me to Diamond and created a lot of growth, but as the business has matured, I've had to change that."
—Jill

Create a steady pace.

"Now, I schedule dōTERRA days, I schedule days to work in the garden, I schedule in kid time, and I schedule Sundays as our rest day. Scheduling in all aspects of our life and not just the business has made sure that we don't burn out and we can keep the steady pace of what we're doing."
—Jill

■ Tara Bliss

BURLEIGH HEADS, QUEENSLAND, AUSTRALIA

“Choose ‘I’m inspired’
over ‘I’m overwhelmed.’”

BURSTING WITH RICHNESS

Tara Bliss can't remember who first introduced her to dōTERRA essential oils. She says, “They just seemed to float into my consciousness at a certain point.” She started seeing them everywhere—social media, local markets, yoga classes, etc. She started buying them online or from friends, and “it was love at first sniff.”

She was an enthusiastic product user for years before she even realized dōTERRA was a network marketing company. Tara had the impression that these companies were for middle-aged women who wanted to earn a little pocket money (“Charming, I know,” she says). As a best-selling author and coach, Tara was busy with her own online business. But, she says, “Though my business seemed perfect and successful from the outside, I was burning out and craving connection. I was ready for more systems and

support in my business because I sensed the way I was currently operating wasn't sustainable.”

Shortly after, she came across Hayley Hobson's website and enrolled with her. As Tara researched the compensation plan, it became clear that this was the support she had been looking for. She says, “This business leverages the energy of community (and particularly with my team, sisterhood) in an age where we need it most. We are moving from an archetypal ‘I’ to ‘we’ and network marketing or, as I call it, ‘collaborative business,’ provides a framework and opportunity for the lone wolf to join the wolf pack. Together, we rise.”

Today, Tara is motivated to provide residual income for every household. She says, “My why is to help others create a life that can look after them even when they're unable to look after

themselves. People die, people get sick—life happens, and when it does, cash flow should be the last thing we're worried about.”

Her husband, Glen, has always supported her in all of her projects. Tara says, “He wholeheartedly believes I can do anything I set my heart and mind to.” As a chef who is not in his “zone of genius” in front of a computer, he may never join her in dōTERRA, but he supports her through his enthusiasm and encouragement.

“My life is bursting with richness from the phenomenal friendships that have blossomed in my life through dōTERRA,” Tara says. “Sometimes I need to pinch myself when I think that my business partners have become some of my closest friends—like family. Undoubtedly, this is the highlight for me. The six-figure income is just a beautiful bonus.”

TO GROW YOUR BUSINESS

SURRENDER

“Because of my business experience, I tended to get in my way a little, instead of surrendering more to the dōTERRA culture and business model. I needed to relax a little in order to really allow the magic to happen.”

EMBRACE

“My innovative nature thought I needed to reinvent everything, when in fact all I needed to do was walk in, embrace the systems, model the habits of the people who walked this path before me, and imbue the experience with my energy and unique essence.”

CULTIVATE

“Leadership isn't necessarily innate. I truly believe it's a skill that can be learned and cultivated. Although I was a coach and speaker, I had no idea how to lead teams of people until dōTERRA. My first few months were filled with awkward team calls and feelings of inadequacy.”

HAVE COMPASSION

“I look back at those moments with compassion for myself, knowing I wouldn't be who I am today without walking those uncomfortable edges. Don't compare yourself to people who have been doing the business longer. Everyone started somewhere, and your time is now.”



■ Benjamin & Jade Balden

FINLEY, NEW SOUTH WALES, AUSTRALIA

A Noble Purpose

While Jade Balden was visiting family in Utah, her mother-in-law shared dōTERRA essential oils with her. Jade was sold on the products after only 15 minutes. She went back home and started researching everything she could about them. For two months, she just used the oils with her family, then she called up her cousin Debbie Gordon to ask how she could buy more. Jade enrolled and received business materials in the mail. She says, "Even though I didn't quite understand the business, I was curious to see how I would do. Up until then, I had never seen an essential oil class."

Jade felt inspired to start sharing with friends and family and helped some of them enroll. Then Debbie called and asked her how she had been doing the business. This surprised and scared Jade, who hadn't realized

she had been doing the business, and she took a step back from it to reevaluate. A month later, she realized she had felt much more empowered and happy with her life when she had been sharing dōTERRA. She felt an impression that the business was something she needed to do.

Trained as an elementary school teacher, Jade felt that she wasn't prepared to be a businesswoman. Still, she was confident she would be able to learn. Many of her family members, including her parents, were first generation Vietnamese immigrants to Australia who owned their own businesses. They had risked their lives to escape a communist regime to find freedom, and being their own bosses represented a part of that freedom. With this background, she knew she could be successful at dōTERRA.

Her husband, Benjamin, was a full-time law student when she started. After finishing his degree, he worried about finding a job that would cover both their living expenses and his student loans. Jade told him that she felt confident their dōTERRA business would cover it, and sure enough it did. Three months after Jade reached Diamond, Benjamin was able to quit his job as a lawyer and join her in the business. She says, "Even though we've only just started working together, we are very excited and productive."

Now, they both have more time for each other and their children. Jade says, "I love the fact that I can decide when, where, and how we work. I feel more peace and joy. I've really learned what it means to find yourself when you lose yourself in the service of others."

"Love motivates us to seek personal empowerment for ourselves and others."



DEVELOP AN ABUNDANCE MENTALITY

1

You've got time.
It's never too late to start.

2

You've got energy.
When you have a passion
for something, you'll find
extra energy for it.

3

There is never a shortage
of interested people.
Don't stress over a person
you could have signed
up or wish was placed
elsewhere. You'll find
someone else.

4

Trust that God/the
universe will guide and
provide. This work is
easier than you think.
Just release the need to
control everything.

"Discover a strong, passionate, noble purpose for doing dōTERRA. It can't just be for the money, because the big money doesn't come until later. Your why will carry you through the beginning stages."

Dr. Sandra Hanna

LAGUNA NIGUEL, CALIFORNIA, USA

An Oasis

“Instead of finding excuses, find a way.”

While holding a health fair in her wellness center, Dr. Sandra Hanna was introduced to dōTERRA by an attendee, Sandra Pascal. She says, “I was hooked after the first oil that I tried.” It had been a hard year for her wellness center and she’d had to do some layoffs, so once she saw how much money she could make by selling dōTERRA products at her office, she was eager to give it a try. She says, “These were the right products at the right time for me.”

As a chiropractor and acupuncturist, Sandra made the goal to reach Diamond to ensure that she would be able to allow her wellness center to continue to grow. She says, “It’s almost like dōTERRA is an investor in my center now.” Many of her leaders are either associates or clients of hers, and she also works with many colleagues who now sell dōTERRA through their own businesses. She is always careful when

sharing dōTERRA with people she works with. She says, “I lead with the oils and always give people the option.”

With two little boys at home, Sandra has her hands full running two businesses at once. She has learned to carefully plan her weekly schedule and carve out 5–10 hours a week for dōTERRA. She says, “It can be done no matter how busy you are. If I can do this, anybody can. You just have to make the time.”

Sometimes people on her team think they can’t succeed because they aren’t experienced chiropractors like she is. Sandra says, “I just remind them that there are no chiropractors that are Presidential Diamonds right now. A lot of people that are at the top of dōTERRA are not doctors. They’re just regular people that have the same vision and dream. They made a plan, they had a good vision and why, and they got it done.”

She knows she will never stop her work as a chiropractor and acupuncturist, but dōTERRA now makes her work possible. She says, “dōTERRA gives me the ability to practice the way I want to practice without financial constraint. It allows me to take vacations and spend more time with my family and still get paid.” She also hopes to use the funds dōTERRA gives her to expand her wellness center. “I want to make it even bigger and better for the people who are caught up in Orange County’s fast-paced society. I want to make it an oasis for people to be able to revive and rejuvenate themselves.”

Sandra has seen that building a dōTERRA business has made her a better person in all aspects. She says, “You can’t be the same person that you started as in your dōTERRA journey. I’m now a better leader, boss, chiropractor, businesswoman, and health-care professional.”

“Reaching goals is 90 percent mindset and 10 percent skillset.”



Sharing dōTERRA with Health-Centered Businesses

Show the symbiosis. “I love working with other chiropractors and other people in the health care and fitness world. dōTERRA has an easy symbiosis with their businesses.”

Share examples. “I know what works for these businesses because I’m doing it myself. They can just walk into my office and see how I do my retail and my classes.”

Highlight discounts. “In many ways, dōTERRA is just another supplement company they can sell in their office, only it gives great discounts and points for loyalty that other companies don’t.”

Teach how to share. “I teach them to still make sure they’re putting their clients first and not looking at them with big dollar signs on their foreheads. We just give them an opportunity with authenticity and compassion.”

Sean & Jenni Hulburt

PORTERSVILLE, PENNSYLVANIA, USA

Trail Blazers

Jenni Hulburt was introduced to dōTERRA during a yoga class at the health club and spa where she worked as a personal trainer. She had been approached several times in her career by other direct sales opportunities but had never been drawn to the mission and the products like she was with dōTERRA. She says, "It actually caught me off guard when I found myself really interested in the dōTERRA business opportunity." She started sharing with her clients and soon saw what a great tool the products were. After that, she knew she wanted to make them a part of her work. "It aligned with my passion

to lead others in a healthy lifestyle that was inspired by nature."

She and her husband, Sean, had goals of getting out of debt and building their own home without a mortgage. Six months after joining dōTERRA, they moved from Arizona back east to live with family while they found land to start building their dream home. Sean continued to work as a geologist, but Jenni began building an online health and fitness coach business alongside her dōTERRA business. She says, "I was excited and afraid. I felt like I was blazing a new trail, finding a new way to get

across the mountain." She felt a lot of pressure to succeed in order to achieve their goals, and she did Diamond Club while living out of a suitcase in her family's home for almost a year.

After finding the acreage they wanted, Jenni and her husband moved onto the property and lived out of a camper for seven months while they built their home with their own hands. Jenni did Diamond Club again during this time. She says, "I was putting a lot of heart and hustle into pushing my business to Diamond and also into building our home." By that fall, she reached Gold

"Your life and business are an adventure. You can do anything. It's your move and your creation. If you don't like where you are, then change it."



"When we long for life without difficulties, remind us that oaks grow strong in contrary winds and diamonds are made under pressure."
-Peter Marshall



CLIMBING THE MOUNTAIN

FOCUS ON THE BASICS. "Building a business and living a life that you love is a lot like backpacking or going on a hike. You have to think of the basic necessities that you need for your journey and then leave the rest behind."

FIND YOUR OWN PATH. "You can't get hung up on what you don't have, what's blocking your way, or how long it might take you. You just have to pick up your backpack, look at your map, and figure it out."

COMMIT TO REACHING THE TOP. "A lot of times you might look up and see the mountaintops are so far away. Building a business can feel like that, but you have to put one foot in front of the other and commit 100 percent."

HAVE CONFIDENCE IN YOUR SUCCESS. "Believe that you will get there. Mountaintop success comes from thinking different, being different, and having the confidence to follow your dreams. Blaze the trail by taking steps boldly."

and a couple months later they moved into their home. A year after that, she reached Diamond.

"I don't know what else I could have done that would have made it possible to build a home without a mortgage, and be so personally, professionally, and financially blessed at the same time. dōTERRA has been such a gift, as it's allowed us to start building our home without a mortgage, and do so in a relatively short amount of time," Jenni says. Within the next year, Sean hopes to leave his job to start a woodworking business and sawmill, and they also hope to expand and finish their current home. "We're living our dream. We never aspired to keep up with anyone else. We're blazing our own trail and that's resulted in a life that we love. That's come with hard work and persistence, but you blaze a trail by taking steps boldly."

Building dōTERRA Whatever Your Circumstances

Part 1: Building a dōTERRA business without your spouse

For the next three magazines, we're going to be doing a series featuring the stories of some of our leaders to illustrate how dōTERRA can be built no matter your life circumstances: married, single, with or without children, working a full time job or not. Illness, finances, and tragedies have been obstacles for many, but many have also overcome those to still accomplish their dreams.

In this issue, we will be featuring leaders who have built their business without their spouse. Their spouses might be supportive, but not actively involved in building the business. In some cases, they never plan to. Each one proves that being a power business couple is not required to succeed in dōTERRA.

Below, our leaders share their experiences:

Maria Luchita Blankenship, Silver

My husband has not had time to join me in the business, but has always supported me in it with encouragement and parenting along the way. I know I'm going slowly with everything going on in my family, but there is no replacing the time I have with them. I believe anyone can make this business work at their own pace, whatever works for their own family situation. Each person has to be OK with his or her circumstances and sacrifices.

I choose to sacrifice building quickly in exchange for time with my family and the ability to not miss out on any events. It requires a lot of planning and some frustration along the way. I have to keep in mind the end goal. Knowing my children have both parents present for them is important to us.

Kaitlyn Sosebee, Silver

dōTERRA is the best job for a stay-at-home mom. Most of the time my business and my time with my kids don't compete—they meld together seamlessly. When I had my baby last year, I took the month off and I still made money through my unilevel. My husband is in the Air Force and he's gone a lot. I can take breaks to take care of my kids while he is gone serving overseas and work harder when he is home to help me. This job is perfect for a military wife as well. Military wives struggle finding jobs and moving up the corporate ladder because we move every two to four years (I've lived in four states in the

last year). dōTERRA is a great way to stay out of that cycle. My business goes wherever I go.

Amy Philbrick, Silver

I am currently working a 40-hours-a-week job, along with being a mother and wife and growing a business. It is difficult at times as my job tends to pull so much of my time. But, I have been able to grow and build with dōTERRA in the last year and a half to have a solid Silver team under me. I have an amazing husband and parents who are all my village to help raise my son and daughter. I am willing to sacrifice short-term time with my family to grow my business so that someday I can be home with them full time for the first time ever in my life.

Kirsten Cruzen, Silver

My family and I live in New York City, and for me to replace my husband's income I would need to be making over \$300,000 a year. From a financial standpoint, it's very challenging to think

of him quitting his job to join me in the business. Also, he really enjoys his work. However, I do really want to build my business to the point where he could have more freedom and flexibility in his work life. I'd like him to be able to take a job with a pay cut if it's a better fit for his career and his interests. I'd like him to be able to retire earlier and to not have to worry so much about financing our kids' college in 10 years. These are the financial dreams that I am working hard to build.

Eliza Akana Yoshida, Silver

I work approximately 45–50 hours a week at my full time job. I do many of my classes on the weekends when my children are napping. The rest of what I need to do for my business gets accomplished from 8:30–10:30 at night when the house is quiet and everyone is sleeping. I make sure that quality time with my children is not compromised. I find that I have to be flexible, focused, and dedicated to keeping my family, house, job, and dōTERRA business in balance.

Shannon Morais, Gold

My spouse is legally blind and disabled with physical and mental illness. While he is supportive and loves the oils, he cannot participate in the business. There is always time to work dōTERRA, even with a blind husband and five kids. Working dōTERRA has brought our

family out of government assistance. After having to work two jobs for four years, I have been able to quit both. One of my favorite moments after hitting Premier for the first time is when I received a letter that we no longer qualified for food stamps. We have been able to stop the cycle of generational poverty in our family. This business has created opportunities for us that I never thought were possible. This business is not easy, but it's worth it.

Danielle Hardee, Platinum

I am an attorney and sacrifices have to be made while I'm working, building a business, and raising my family. I am not at every game, but I am at some games. My husband and I communicate clearly with our boys about what I am doing and why I am doing it. I try to incorporate dōTERRA authentically into everything I do. It's really not as much about balance as about finding opportunity. You don't have time, you make time. Instead of saying, "I am too busy," for anything in life, substitute, "This is not a priority for me." That's more honest and accurate. It if feels right, you've got your priorities right.

Look for articles in our next two magazines on the challenges of building dōTERRA as a couple and while single (both with and without children). ♦



“Expect adversity. This business is not easy and you have to work through it. Without pressure there is no Diamond.” –Dale

NEW dōTERRA DIAMONDS

Dale & Jennifer Jaramillo

ALBUQUERQUE, NEW MEXICO, USA

Just Getting Started

A holistic health-care practitioner first gave Jennifer Jaramillo some dōTERRA essential oils, and Jennifer bought the oils from her at retail for five months. After seeing amazing results, she decided to get her wholesale account. It took another two months before she enrolled her first Wellness Advocate and for her to discover what an LRP order was. Because the oils dramatically changed her well-being, she became very passionate about sharing the product with everyone she came in contact with.

When she started dōTERRA, Jennifer was completing her master's degree in education, teaching first grade full time, and raising her three boys. She was too stressed to think about the business. As Dale moved up the corporate ladder, she was able to take a part-time teaching job with a family school, which freed up some time to teach more classes for dōTERRA. She built herself to Silver and

convinced her husband, Dale, to come to convention with her.

Dale had been using the oils, but was skeptical of network marketing until he attended convention. He says, “I was blown away by the integrity and the vision of dōTERRA. There was joy and happiness in the atmosphere and you could sense it. That opened my eyes and broadened my horizons.” He came home and started to seriously look into the business. He had been working at a corporate job for up to 80 hours a week. He said, “I looked at Jennifer's team growth and I looked at the dōTERRA corporate growth and I was impressed. I was especially inspired by the business potential and the power of residual income.”

Their plan was to grow dōTERRA to a level that would allow Dale to go back to teaching high school, which would free up more of his time to dedicate to his family and to help with the dōTERRA business. Then, Dale was laid off his job. He says, “It was not how we had

envisioned it happening, but God was telling us to trust Him.” They looked at their finances, and decided that they had 18 months to dedicate to building their dōTERRA business and replacing their income. Jennifer resigned from her teaching job that May, and they went full force into the business together.

“We would not be where we are without Dale's support,” Jennifer says. “Dale took our business to the next level, no doubt.” It was a transition to combine their working styles, but Dale brought organization and structure to Jennifer's passion and spirit, and together they have been able to reach Diamond.

For Jennifer and Dale, their dōTERRA business has only just gotten started. Jennifer says, “My mission is to get this product to every single family I come in contact with so they can know the benefits of having it in their home.” Dale adds, “Our overall dream is to see others achieve the freedoms we have realized. We really just want to give back.”

REACHING DIAMOND AS A COUPLE

BELIEVE IN YOURSELF.

“You have to believe in the product and believe in yourself. I knew I was going to be Diamond. I knew I wanted to make \$10,000 or more a month and that I wanted to be in the *Leadership* magazine. I knew I was going to get there, I just didn't know how.” –Jennifer

CREATE A STRUCTURE.

“Jennifer's belief level was through the roof, and I think having that vision and drive is absolutely necessary. All I did was give her a clear pathway to get from point A to point B. We developed a structure and implemented a process that worked. The challenge was to find a way to bring structure to the organization while still having fun.” –Dale

COMBINE STRENGTHS.

“Now we have a 16-foot-wide whiteboard in our office with everything laid out: our road map, our schedule, our calendar, our number updates, our action plan. When Dale came onboard I had a hard time organizing everything because I wanted it my own way, but he has really made a difference.” –Jennifer

DIVIDE BY ABILITIES.

“Jennifer teaches the oil classes and shares the product with people. Once people get to the point where they want to build, I take ownership. It's about 80/20—I do the business aspect 80 percent of the time, while she does it 20 percent of the time, and vice versa with the oils.” –Dale



*Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.

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Aaron & Jessa Johnson

CASTLE PINES, COLORADO, USA

Provided a Way

“I know there are people out there who need their hope restored, so nothing is going to stop me.”

Jessa Johnson had already been using a different brand of essential oils when her friend introduced her to dōTERRA, but over the course of two weeks she saw her friend four or five times, and every time her friend invited her to a class. Finally, Jessa attended

the class and knew within a couple days that she not only wanted the oils, she wanted to do the business.

She made the goal to make \$5,000 by the end of the year to help pay for her sons to go to private Christian school. Two months into using the product for herself, she had a major breakthrough. She says, “After that, I didn’t care if I ever made a dime because it made such a difference in my own life. I was on fire, and I felt like it would be selfish of me to keep something like this to myself.”

By the end of the year, she was Gold. She says, “I love that the dōTERRA compensation plan blesses me financially at the same time that I’m helping others.” Diamond wasn’t on her radar at first, but as she continued to help people, she saw that it would be possible. She did Diamond Club and reached Diamond on the last day. “That morning I was whining to God in my prayers that I had worked so hard for the past four months and I wasn’t going to reach my goal.” That day, one of her leaders sold a Diamond Kit, and that made it happen.

Her husband, Aaron, is a computer programmer who loves his job. Though he won’t be joining her full time in her dōTERRA business, Jessa appreciates the help, advice, and support he always gives her. She says, “I would not have been able to even get started without him supporting me.”

She also says that her team members are more than her business partners, they’re her friends. Because of this, she wants to do everything she can to help them reach their goals and change their lives financially, just as hers has been.

Two years ago, Jessa was hit in the face with a softball and her front teeth turned black. To fix the problem, she needed intensive jaw therapy and implants for seven teeth. The total cost for these procedures is through the roof, so Jessa had resigned herself to living with the issue for the rest of her life. Now, all the money she is earning with dōTERRA has gone toward fixing her teeth. “But it’s happening,” Jessa says. “dōTERRA has provided a way and has given me the confidence to smile again.”

“The only way to fail at dōTERRA is to flat out quit.”



COMMITMENT & BALANCE

Get your family onboard. “Once we saw that this would change our life financially, we sat our kids down and explained that I was going to be gone more for a little while. My whole family was onboard, and my kids love dōTERRA.”

Set boundaries in your time. “Currently, I don’t work more than two evenings a week and I never work on Sundays. Those are things that we’ve had to put in place or else the business would take over my life.”

Make the most of your time. “Whether you have one hour or 20 hours to put toward the business, make sure that you’re not spending that time organizing your oils. Make phone calls, teach a class, make a new contact, or sample. Consistently do those money-making activities.”

Make short-term sacrifices. “Diamond Club was definitely a time of imbalance in my life. I had to let go of some things that were important to me in order to pursue this goal. But, now that my business maintains itself more, I’m able to go back to them.”

Prioritize family time. “If I’ve just picked up my kids from school, I’m done. I’m not on the phone and I’m not answering texts or Facebook messages. I try to protect that time so my sons still know that they’re number one in my life.”

Nate & Kelly Bailey

SMYRNA, TENNESSEE, USA

FOR FUTURE GENERATIONS

“Sometimes we need to step back and realize this is a journey not a destination. The beauty is in the journey and in the process.” –Nate

Kelly Bailey had been trying to improve her diet and live a more natural lifestyle for the past 15 years. When she attended her first dōTERRA class, she was blown away by what she learned. She says, “I enthusiastically tried to reteach the class to my husband when I got home.” Her husband, Nate, had grown up using essential oils, so he was completely onboard with using them for their family. He even suggested that Kelly should work to see if she could get the oils paid for.

After using the oils for six months, Kelly felt impressed to pursue dōTERRA as a business. She was already running her own fine art and graphic design business while raising two small children, and didn't think she had any extra time. She decided she would give it as much effort as she could for

90 days, and if it didn't work then she could give herself permission to stop.

“If I hadn't given myself that amount of time I'm not sure that I could have justified all of the effort that I was putting into it,” Kelly says. “I was doing dōTERRA for 25–35 hours a week on top of everything else.” They ate out instead of cooking, they didn't get a lot of sleep, and they didn't watch any TV. Because of this sacrifice, they were able to reach Silver in 60 days and Kelly backed off her design business and focused solely on dōTERRA. “I know this fast track isn't for everyone, but for me it was absolutely worth it. We saw the fruits so quickly that it wasn't guesswork. We knew this was going to work.”

Today, Nate has been able to step back from his real estate endeavors to

spend more time with the family and he intends to slowly get more involved with dōTERRA as well. Kelly says, “Nate and I are equally as passionate about helping people dream big, become debt-free, and live with purpose as we are about the product. dōTERRA has changed our family's life forever. We can literally spend as much time as we'd like with our precious children, who will only be little for so long, and we never worry about how we'll pay for things or retire or travel. We can be generous with others and that ability will only grow as our business does.”

Nate adds, “What motivates us is the ability to change others' lives for future generations. Everything we do matters. Everything we do now has a rippling effect on future generations. We want to be able to inspire, teach, and help others grow.”

IMPORTANT TRAITS FOR SUCCESS

Determination

“It comes down to being determined in educating, following up, making sure people understand how to use their membership, and caring about those people. If you do those things, you're going to grow.” –Kelly

Belief

“You have to believe you can do it. When you start to doubt yourself and think, ‘Other people can do this, but not me,’ that's when you get in trouble. If you believe and just keep trucking, there's no way not to succeed.” –Kelly

Production

“Focus on income-producing activities. Just like in most businesses, that's prospecting or talking to people. The next thing is teaching, and the last thing is following up. The business comes down to those things.” –Nate

Simplification

“Don't spend your time trying to create a website or a logo, buying business cards, or alphabetizing your oils. As humans we tend to complicate things, but it has to come back to the core things in order to progress.” –Nate



“Believe in your leaders. Sometimes their belief level is not high enough. I make a point to tell them the qualities I see in them that make them perfect for dōTERRA and their faces just light up and they start to believe in themselves.” –Kelly



“Lead by example. If you get out there and show people that this is doable, you really have control of your own success.” *–Bailey*

NEW dōTERRA DIAMONDS

Matthew & Bailey King

CEDAR FALLS, IOWA, USA

Take Off

“You don’t have to be just like us to be successful. Anyone can truly do this based on the amount of effort that they put in.” *–Matt*

A relative sent Bailey King some information about using essential oils with kids, so Bailey started re-searching more about it online and enrolled in dōTERRA with a kit. She says, “That kit sat in our closet for probably six to nine months because we had no clue what to do with them. I’ve still never in my life been to a class.”

Eventually, she gave the oils a try and loved how well they worked for her family. Some friends asked her to teach a class and, coming from a background of teaching elementary school, Bailey agreed easily. Halfway through the class, tornado sirens went off in their town, and everyone crammed into the Kings’ tornado shelter. A couple ladies were feeling claustrophobic, so Bailey passed around some dōTERRA Serenity® and within minutes everyone was calm and asking questions about the oils.

Bailey’s husband, Matt, is an engineer and they had a photography studio, so they were busy enough and not thinking about the business. Fourteen days after enrolling people from her first class, Bailey’s upline called and asked where they were going to place people. Bailey says, “I didn’t even know what that meant. It was like a foreign language to me.” As time went on, Matt started looking into the compensation plan. As they realized what ranks meant and what they could achieve, their competitive, goal-driven sides kicked in and the business started to take off.

At the last minute, the Kings participated in Diamond Club and did about 115 classes in 120 days. They took second place and went from “super baby” Silvers to Platinum and hit Diamond a few months later. Bailey says, “Diamond Club propelled us like crazy, and then we

started dreaming big.” Matt still works as an engineer, but they have hopes to get debt-free in the next two to three years so he can come home and join Bailey full time in the business. They even participated in Presidential Club this summer after their fourth child was born in June. They love to turn their dōTERRA trips into family vacations. During Diamond Club, not only were they reimbursed, but they were making money as they traveled together. Matt says, “We’ve been able to free up our time through dōTERRA. We now have more options to do what we want, when we want.”

They are grateful to have something to offer others, not only for their health with the oils, but for their finances through the business opportunity. Bailey says, “It’s motivating to realize what an effect you can have on people’s lives.”

NECESSITIES FOR ACHIEVING AS A COUPLE

PRIORITIES

“If you have an understanding that this is a four to six year career of using all your extra free time and prioritizing it toward dōTERRA, you can really move quickly with a whole lot of effort.” *–Bailey*

SACRIFICE

“For Bailey to teach classes, she has to sacrifice her time with the kids at night and our time together, but we see the future is not far away when we’ll all be spending a lot more time together.” *–Matt*

VISION

“Because we’re both so involved, we have the exact same vision and goals. Matt is willing to do supper and bedtime alone, knowing that we’re getting closer to the next step.” *–Bailey*

GUILT-FREE

“Being home with the kids all day helps with the mom guilt. I don’t feel like I’m missing out on time with them. Now, Matt can have more time with them, too.” *–Bailey*



*Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.

Bernadette O'Donnell

ASHBURN, VIRGINIA, USA



From Broken to Wonderful

“I want to spread my success to my team members because I believe in them and want them to do it too.”

Bernadette O'Donnell said no the first time Rebecca Hintze introduced her to dōTERRA. She says, “I thought I didn't have enough money. I was

recently divorced and felt broken.” Later, when Bernadette was in need, Rebecca emailed her and Bernadette told her to come over and show her the oils again. She says, “She rubbed them into my feet and I was in nirvana from then on.”

As a massage therapist, Bernadette was familiar with essential oils, but could feel

that dōTERRA was different. She says, “I jumped into LRP with commitment, and I know that commitment helped me.” She started sharing with her clients and having events right away, and with the support of her upline, her business started to grow. “I was the little engine that could. I just kept going.”

It was while attending a conference with Rebecca that Bernadette realized her healer heart and desire to help others could also allow her to help herself. If she reached Diamond, she could not only help many more people, but she could also have the income and confidence she wanted in her life. She says, “My upline's one statement helped me to go to Diamond. She said, ‘You can do it. I believe in you.’ Her words and her confidence were so important to me.” She advises anyone to turn to their upline or some kind of coach who can encourage them with affirmations whenever they are feeling low.

Since reaching Diamond, Bernadette has found joy in helping her team members reach Silver and Gold and seeing the difference it makes in their lives. She says, “My vision has also opened up more about who I can help with the money that I make. It makes me feel so good. I get excited that I can really participate and help women advance, have confidence, and be free, because I feel so free now that I'm in dōTERRA.”

Her life has changed unbelievably, she says. “People have looked at me before and said they thought I was quiet and reserved, but now they see a different side of me. dōTERRA has given me permission to expand and become more of my true self. I've gone from broken to wild and wonderful, and I'm so grateful.”

“The most amazing thing is how this has changed me. I have become a positive, uplifting person that is full of gratitude.”

“Everybody has a body, so you can share dōTERRA anywhere.”



BE UPLIFTING

1

FOCUS ON PEOPLE'S NEEDS. “I respond to their needs first and then invite them to the other oils. If they have their needs figured out, then it opens them up to learn more.”

2

LAUGH AND HAVE FUN. “It's like learning to dance. You have to practice before you get any good at it, and the more you practice the more you can have fun and relax.”

3

WATCH YOUR WORDS. “The word ‘not’ is a virus, so be aware when you say it because it can bring you into a slump or a fog and make you unfocused.”

4

CONNECT HEART TO HEART. “Look to your leaders' strengths and figure out their love language. Put their dreams in front of them and help them develop.”

Leader



Betty Torres-Forbord
Blue Diamond

You asked, they answered. We took your most pressing questions about the business and asked some of our top dōTERRA leaders for their advice from their years of experience.



What do you do when you lose frontline leaders?

In this situation, I have found the problem is usually caused by the fact that you, as their enroller, were eager to build your own business and you either placed someone who never intended to build in a key position or you listened to someone's words rather than paying attention to their actions. To avoid this situation in the future, make sure that anyone you are investing in as a frontline leader is:

1. Committed to a Loyalty Rewards Program (LRP) monthly order of at least 125 PV between the first and fifteenth of the month;
2. Showing up at events;
3. Bringing guests to events;
4. Expressing the desire to build a business after a critical conversation where you clearly outline these expectations.

More time, product experience, and information will equal more intelligent and mutually beneficial enrollment and placement decisions.

So, now we know how to avoid these situations in the future. For now, here are your options for replacing a frontline leader:

1. Transfer a new person into their account with the consent of the current owner;
2. Look for another personally enrolled person in that leg who is building and work closely with them;
3. Focus on a new or developing leg. Always keep in mind that if you need three legs, you want four, because of situations like these where that extra leg will come in handy.

How do you find the belief in yourself that you're capable of success in dōTERRA?

I find that the most important way to build belief in yourself is to stay connected to people who are also building a dōTERRA business. If there are events in your local area, you need to be present at all of them with your team and your guests. If you don't yet have local events, build a system where you parlay the one-on-ones into in-homes and then into larger venue events that will serve to validate the dōTERRA message to everyone's guests. Build relationships with others who are building in your area regardless of their team affiliation. The success of an area is the result of many teams working together and strong local events will benefit everyone.

Seek out people who are higher ranks in your upline by going to the upline listing in your back office and making contact with them to let them know you have the desire to build and ask for their suggestions. They will be very happy to hear from you!

Another critical behavior that will help you believe in your success is to read at least 10 pages every day in a personal development or a professional network marketing book and report via text to one or two accountability partners. When you are in your car, listen to audiobooks to build your knowledge base and help you grow personally. Remember, if you want your business to keep growing, you need to keep growing.

How do you transition from the excitement of sharing to the close of the sale?

I believe this transition is a process and it is important to give your prospects information over time rather than overwhelming them with everything all at once. Eighty percent of prospects enroll after five or more contacts. Be sure your follow-ups are within 48 hours of each other so your prospect remains interested and excited. When you give them information, you can word it something like this, "If I give you my website, will you have a chance to check it out in the next day or

two?" Then, set a time to follow up by giving them a choice, "Would Wednesday or Thursday work best?" Set a specific time by asking, "Would afternoon or evening be best? What's a good time? OK, I will call you then." Be sure to put the appointment on your calendar and call at the scheduled time. When you call, extend a friendly greeting and quickly move to, "What did you like best about what you learned on my website?" The way they answer this question will tell you what to give them next and if they are interested in living, sharing, or building. If they didn't have time to look at it, reschedule the call.

Our goal is not to "close" people; instead, it is to "open" them for more information and the purpose of each contact is to schedule the next contact. At some point, you can ask, "What additional information may I provide you with that will help you make a decision?" If they attended an in-home, webinar, or larger venue event, at the end you can ask, "What did you like best about what you learned tonight?" After listening carefully to their answer, you can ask, "Which enrollment kit best serves your need?" Finally, "Would it be OK if I set up your wholesale membership tonight?" If you have taken the time to build a relationship, sample products, and educate them, they will be ready to make the decision that is right for them. 💧

Bobby & Aubrey Pruneda

KAYSVILLE, UTAH, USA

It Gives Me Butterflies

Aubrey Pruneda had always tried to find natural options for her children, from using cloth diapers to making her own baby food, so when she was introduced to dōTERRA it was a perfect fit. She says, "It was no questions asked. This was what we had been searching for without even realizing it. I didn't realize dōTERRA was a network marketing company, all I knew was they had a product that I needed in my home that day."

She shared the product enthusiastically, and slowly realized that there was a business opportunity as well. Her

husband, Bobby, had a successful sales career their whole marriage and Aubrey had always stayed home with their four kids. When Bobby was promoted to a management position of a large team, he started focusing more on his own personal development, and over time Aubrey was inspired by his example. She says, "I think something switched in my mind and I saw that if I could apply myself the

way he was that I could make something out of my dōTERRA business."

As she started writing down her goals and reading motivational books, Aubrey's belief and vision grew and that made all the difference. She says, "As soon as I put my mind to it there was no turning back. From that point on things started clicking." Her enrollments

increased dramatically and she started moving up in rank quickly. The only thing that changed was her belief. She then made the goal to bring Bobby home from his job.

Bobby told Aubrey that he would quit his job if she doubled his income. She worked hard and not only was able to achieve this goal, but also won second place in the incentive trip and was able to bring Bobby with

her to the Dominican Republic. She says, "Even though it was a lot of work, I don't think I've ever been so determined in my life." Bobby was impressed with what he saw of the company and the founders on the trip, and came home and put in his two weeks' notice.

"It's so nice to have him home because I couldn't do it all by myself anymore," Aubrey says. Bobby has been able to step in with taking care of things at home while he finds out where he fits

into Aubrey's business. Bobby says, "A lot of people don't get to experience this side of marriage where you're actually partnered up on all levels. We're still learning and growing, but it's just awesome."

They know they're never going to stop because they're so motivated by how many people they can still help. Aubrey says, "I'm more on fire than ever before. It gives me butterflies to think of the impact that we can make."

"When you eliminate any limiting beliefs, you'll be amazed every single day at what you can accomplish."

—Aubrey

POSITIVE EMOTIONAL HABITS

Train your mindset.

"Your emotional habits play a huge part in getting to whatever rank you want to be. You have to train yourself to have a specific mindset."

Get rid of the bad.

"I had a lot of bad habits. I gave excuses. I had doubt and fear. I would stress and overanalyze. I felt defeated sometimes."

Rewire with the good.

"I realized that I needed to rewire and retrain my habits to be where I'm excited, motivated, inspired, grateful, and living in a state of abundance and gratitude."

Do it every day.

"I'm still not perfect at this. It's something I have to do all the time. I have to wake up and tell myself my daily affirmations every morning."



Matt & Tenille Schoonover

POWELL, OHIO, USA

“This has been a wonderful journey. I am forever grateful that my friend stepped out of her comfort zone to tell me about the oils.”

When a friend introduced Tenille Schoonover to dōTERRA essential oils, she told her they were all-natural and had no synthetics. Tenille says, “That mentality is right up my alley, so I said I’d try it.” The oils worked so well that she was intrigued enough to attend a class. She went home and told her husband, Matt, that she thought the products were fantastic and wanted a kit. Her husband had seen her get excited about things before that ultimately never went anywhere, so she told him she would make room in their budget and use the oils for a few weeks, and if she was still excited by the end she would buy a kit. She says, “I didn’t even wait that long because I was still so excited a few weeks later.”

Tenille shared the oils casually for about three years. She was busy working full

time, coaching softball, and had four kids, so she didn’t think she had time for a business. She says, “Now I realize that it just wasn’t a priority at the time.” As time went on, she saw some of her friends start to succeed with dōTERRA and she realized the potential dōTERRA had to help her support her family. She has been the sole financial provider for her family for 13 years while her husband is a stay-at-home dad, but she wanted to have the freedom to spend more time with her family, so she made the goal to reach Diamond.

From then on out, she made dōTERRA a priority in her life so she could have the time and financial freedom she desired. She says, “I used every extra bit of time I had and used it toward dōTERRA.” She made sure when she had time she wasn’t rearranging her oil

cabinet, but was focused on income-producing activities like contacting and following up. Sometimes, she had to sacrifice going to her kids’ sports games or be away in the evening when they were home from school. But, she says, “Sometimes you have to make those sacrifices short-term to be there for your family long-term.”

Since she graduated from college, Tenille has worked for her family’s manufacturing plant that was started by her grandfather in 1954. As of May of this year, she has resigned to be home with her family full time. She says, “I never even dreamed that would even be an option for us. dōTERRA has put a whole new perspective on my life that I didn’t know I wanted. Now we get to be together as a family. My kids are growing up and I get to be a part of that.”

START SIMPLE

DON’T OVERCOMPLICATE.

“I do not like to overcomplicate things. When people want to start doing this as a business, I tell them to try to just start simple.”

FOCUS ON CLASSES.

“Just invite people to a class, teach a class, and then follow up with them. That’s really all you need to do at the very beginning. Your upline will help you with the rest.”

EDUCATE YOURSELF.

“One time a week do two things: educate yourself on one particular dōTERRA product, and learn one thing about the business side of dōTERRA.”

LEARN ALONG THE WAY.

“This way, you can learn along the way as you’re teaching classes, but you’re still focusing on keeping things simple.”

“When you work with your team members, you become friends with them and you’re passionate about their goals too. God has given me such a wonderful group of leaders and I want them to succeed.”

PRIORITIZE FREEDOM

Tomas & Suzette Severo

PROVO, UTAH, USA

FOR THE BETTER

Tomas Severo had been working on the corporate side of a different network marketing company when his wife, Suzette, heard about dōTERRA. Tomas was going to school for international business at the time, but when Suzette saw this was a company that provided room for growth, she jumped in to the business.

Suzette had just gone through an ectopic pregnancy and was suffering from depression because of her fertility issues. She says, “I needed something to help liven me up. I was a CNA for a long time and I did hair for a long time, so I loved to better people.” She saw that dōTERRA had a product that could help better others, so she got involved to help bring purpose and joy back into her life.

Tomas grew up in a rural town in Mexico where he had to drop out of school at the age of 13 to help support his family of eight siblings. He would work all day in the heat of the sun with his machete, but he knew he wanted more for his life. When he was 19, he moved to join his older brother in the United States. He did not speak the language, even to say, “Hi, my name is....” He says, “I had to



“Everything is possible when you concentrate on the thing you want the most and work hard.” –Tomas

leave everything and everyone I knew and start over again.” He worked and earned the money to pay for school to learn English, to get his GED, and to finally earn his bachelor’s degree.

“One of his goals was to become a millionaire someday,” Suzette says. “That’s not very possible when you’re working for someone else. With dōTERRA, it is possible.” Though they ran into many challenges along the way, once Tomas graduated from college and was able to devote himself to dōTERRA full time they were able to reach Diamond. Tomas says, “Since a young age I have wanted to build something that is not only good for me, but for other people as well. dōTERRA has that opportunity. It’s helped me develop and inspire and motivate development in others.”

Much of the Severos’ team resides in Mexico, as well as other countries. For Tomas, his experience at previous companies, his background as a child, and what he studied in school have combined in their dōTERRA business.

Now, they want to reach Presidential Diamond so they can help Tomas’s family in Mexico and be able to go through the process of adopting children of their own. Suzette says, “You can come from anywhere. Anyone can do this. You don’t have to start with money. If anyone has the motivation to better people’s lives along with their own, then this is the place for them.”



“Our huge motivation is to help people better themselves and have things they wouldn’t normally have.” –Suzette

TIPS FOR GROWING INTERNATIONALLY

- 1 BE HUMBLE AND OPEN.** “When you work internationally, you have to be very open to learning from another culture. You need to be humble and try to understand others.” –Suzette
- 2 DON’T PRESSURE.** “If people don’t feel that you’re trying to understand them, they will run. They don’t want to feel pressured to do things a certain way just because that’s your way.” –Suzette
- 3 ACCEPT INCONVENIENCE.** “You can’t make someone do something because it’s more convenient in your mindset. From their cultural perspective, it might not be.” –Suzette
- 4 LISTEN AND LEARN.** “Listen to them and learn as much as you can about them. In the end, the extra effort you put into growing internationally will be worth it.” –Tomas
- 5 ENJOY THE BENEFITS.** “It’s worth it because you get to travel and gain a lot of friendships with people around the world that you never would have met otherwise.” –Suzette

Brady & Michelle Cannon

NIXA, MISSOURI, USA

WHEN YOUR HEART Is in the Right Place

Michelle Cannon used the product for three years before a friend introduced her to the business side of dōTERRA. Before that point, she had never even enrolled. Her husband, Brady, had been going to school to be an anesthesiologist assistant for eight years and they were on rotation, moving from state to state every six weeks with two little kids. Michelle says, "Basically, I sat there wondering what on Earth I was going to do with my time. I was so lonely. I had no family close by, I had two babies, and we were poorer than we had ever been before." After really thinking about it, she called her upline and said she wanted to do the business. She told her upline, "I don't know how I'm going to do this because we move so often, but I'm going to make it happen."

She started posting about essential oils on Instagram, seeing social media as her only means for growing a business at the time. Michelle says, "I didn't ever

know anybody, and by the time I got to know people we were leaving." However, she still encourages her downline to focus on classes, not social media. "I advise them to use it as a tool to benefit their business, not as the only tool to grow a business." Once Brady's rotations ended and they were able to get settled, she started focusing more on in-person classes. This helped solidify her team, because, she says, it's much easier to get someone on regular LRP at an in-person class than it is with a one-time social media enrollment.

Six months into building her business, Michelle reached Platinum, and that showed Brady that her business could really go somewhere. Since that time, he has joined her in the business and focuses on team trainings and the back office while she focuses more on the product side.

The month Michelle received her first Diamond check was the same month

Brady received his first check after eight years in school. Michelle says, "We got the same amount and we both laughed." Her husband wondered why he had even bothered to go to school when it had taken him eight years to reach what Michelle had achieved in one. But Michelle knows that because of the experiences they had, they have a different respect for money. They're not going to buy big, expensive things with their new income, but instead pay off their debt so they can live financially free.

They know that dōTERRA came into their lives at the right time. Michelle says, "If I had done this five years ago, I don't think my passion would have been the same. It's been so amazing to help other families who are struggling like we were. We went from negative dollars to two incredible incomes, from nothing to more than we could imagine. It's shown us that when your heart is in the right place, you're blessed."

"My Instagram is @oilmagicbymichelle. Every single day, I post compliant tips on how to use your oils. When I enroll people, I can always send them there and help them incorporate oils into their daily life habits. My page is up to almost 46,000 followers. It's such a wonderful community."



A LEADER WHO CARES

CREATE LASTING FRIENDSHIPS

"The leaders I have seen succeed are the ones who have gotten to know each other, not just for the business, but because they're truly friends. They care about each other. When you can create these wonderful, lasting relationships, your mind switches from this being a means to an end to get through a rough patch or to try and make a little extra money, to this is what you're doing forever because you've made friends that you want to be around for the rest of your life."

HAVE THE RIGHT INTENTIONS

"When people come to me and say, 'I need money now, what do I do?' In my mind I think, 'OK, this will only last two or three months.' Because this is not a money-in-two-months kind of business. I can tell a difference when people come to me saying, 'I'm looking for something to add into my life that fills my time doing the right things and lets me be a mom. I would love to learn about the business side.' When people have the right intentions and it's not a race or a competition, I can tell that they're going to be a solid leader."

FOCUS ON OTHERS' SUCCESS

"This journey has not been for me. It's been about finding success for people under me. When you really put your focus on your team, when you love, appreciate, and praise your team, then things will align, because you're doing this for the right reasons. Obviously I want to push for Blue Diamond, but I'm not going to push for it until I can help my leaders see their clear vision of pushing for Gold. We want our leaders to know how much we appreciate them, because without them this wouldn't have happened."



“Because of dōTERRA, I know that if anything were to happen to me or my job, my family will be able to maintain our lifestyle. That’s better than any life insurance policy.” –John

NEW dōTERRA DIAMONDS

John & Erika Cappelmann

PALM BAY, FLORIDA, USA

A Full Life

“Don’t give up when the going gets tough. You’re not going to be an overnight success; you have to think long-term. Keep plugging away, be consistent, and encourage others to do the same.” –Erika

Erika Cappelmann had long been looking for an opportunity to be in charge of her own schedule and do something she was passionate about. She spent her career in graphic design, though she never enjoyed it. When she moved to Florida, she became a real estate agent and was successful at that before the market crashed in 2008. Years earlier, she had once tried her hand at network marketing, but she didn’t like the product in that company, so she gave it up quickly.

When her friend Wendy Berry introduced her to dōTERRA, Erika was intrigued by the opportunity. As she prayed about it, she saw doors opening and objections being overcome. She saw that essential oils were a product that everyone could use and she wouldn’t have to push something on

people that they didn’t need. Erika says, “I started seeing it as an avenue to get the freedom I wanted. God started putting people in my path that needed the product and I saw how I could empower and help them.”

She went all in with a Diamond Kit, and decided she was going to commit 100 percent. Erika worked consistently, making smaller goals as she went, until one day she knew her team was ready to go for Diamond. She made the goal to reach it in the month of her fortieth birthday, and gave up all her Thanksgiving and birthday plans to travel and help her team reach their goal. Then, on the third anniversary of her enrollment, she reached Diamond.

dōTERRA has brought Erika outside of her comfort zone, forcing her to work on her fears for the sake of others. Her

husband, John, who has become more and more supportive as time has gone on, says that he’s seen the business change her and create relationships that she will have for the rest of her life.

Now, Erika is excited to have the finances to really make a difference for others. She says, “I just want to help others achieve what I know is achievable.” She compares the gratitude and success of the people she sees in dōTERRA with others around her who hate their job and their commute, never have time to be with their family, and are always scrounging to make ends meet. “It breaks my heart to see that and I just want to touch as many people’s lives as I can. I want to empower them to be happier and to live life to the fullest because life is short.”

BE A REAL LEADER

Don’t build without builders.

“Early on, I didn’t have any builders in place. It was just me and my dream, and I built people to their ranks.”

Don’t enable people.

“I was enabling people and doing it for them until I couldn’t handle it anymore. This way, you end up drowning rather than moving forward.”

Empower them to take control.

“Instead, you need to empower people to step up, be leaders, and take control of their own business and their own team.”

Align with people who will grow.

“Find people who want to do this business with you and align with them. Have them grow and learn as you do.”

GET TO KNOW dōTERRA CORPORATE

Karalee Mora

Director of Marketing, U.S. and Canada



Karalee Mora has been working in direct sales since she was 18 years old. Some of her sisters worked in a call center for a direct sales company and, since Karalee was attending college majoring in microbiology, she started working at the same company in the quality assurance department. She did the same microbial testing day after day, and a few years later she knew this wasn't where she wanted to be. She switched her major to communications, approached the marketing department, and asked them to give her a chance. They hired her as a science writer, and Karalee excelled there for six years. She then moved to another direct sales company to manage their recognition department for another six years.

KARALEE'S FAVORITE PRODUCTS



Immortelle

"This product saved my face. I love it."



Lemon

"I don't care much for water, so if I drink water I always have to have lemon or lime squeezed into it. So, coming here and having Lemon essential oil was really nice because I could add it to my water."



Hair Care System

"I use our shampoo and conditioner faithfully and the root-to-tip serum. I have naturally curly hair so even when I blow dry, it's frizzy. I like the serum to tame all my fly-aways."

"I had this theory that direct sales companies only last seven years," Karalee says. "The first company I worked at started going downhill right around their seven-year mark, and at my second company the same thing started happening." The company was downsizing, and they told Karalee she would have to lay someone off on her team. She says, "I had been pretty unhappy for about a year and a half there because of the direction things were going, so I laid myself off instead."

She decided to go back to school and get her MBA. She applied for a job as an executive assistant at dōTERRA, thinking she could work there part time while she got her degree. After interviewing with Rob Young and Greg Cook, they both declared her grossly overqualified and offered her a position on their marketing team instead.

Today, Karalee is a director over a team of 14 people who run a wide variety of marketing platforms for dōTERRA—and the company is still thriving after eight years. She says, "I love being the voice for such an amazing company. It makes my job easy."

What challenges do you face in your position at dōTERRA?

When I started there were 30 employees and Wellness Advocate numbers were only four-digits long. Now we have more than 2,000 employees and more than a million Wellness Advocates. Keeping up with such a fast-growing company is difficult. I think the biggest challenge for our

department is the variety of customers we serve. They're from all different cultures and backgrounds. Some of them are familiar with natural alternatives, and for some this is their first venture. Some are business builders, some are sharers, and some are consumers. We have to provide information that fits all aspects of our consumer base and that resonates with everyone across the board. It's a lot. But, I would say our biggest accomplishment as a department is making essential oils mainstream and attainable for everyone.

What is your favorite part about your job?

I love the creative aspect of it. Essential oils have thousands of uses and we get to play with all of them in all formats: videos, social media, print, etc. We get to come up with new and creative ways to use essential oils and educate individuals on those, and that never gets boring. We have a product that is so versatile and easy to use that it makes that creativity simple. Also, with things like the dōTERRA Healing Hands Foundation™ and Cō-Impact Sourcing®, we have so many fun and inspiring stories to tell. We're not fighting to gather content—it's readily available.

What do you want Wellness Advocates to know about what you do?

We're open to feedback. We don't face the same challenges you face in the field with sharing and developing a business. Let us know when things are not working or when more materials are needed. If we don't know, we can't help. We're here, ready and willing to do whatever you need. 💧

Karalee's marketing team covers a wide variety of platforms including:

- **Social media** (Facebook, Instagram, Pinterest, Twitter, YouTube, and blogs)
- **Promotions**
- **Magazines and brochures** (*Living and Leadership* magazines; *Live, Share, Build* brochures; *Welcome to dōTERRA* brochure; etc.)
- **dōTERRA tools** (order forms, PowerPoints, etc.)
- **Translation and development of marketing tools** for French Canada and U.S. Spanish
- **SEO**
- **SWAG**



“You can’t start a dōTERRA business without using the products first.”

NEW dōTERRA DIAMONDS

Hoon Seo & Mi Sook Chang

SEOUL, SOUTH KOREA

Essential Oil Enthusiasts

“You need absolute patience, because a dōTERRA business can’t be built all at once.”

Hoon Seo was introduced to dōTERRA essential oils by Jung Hoon Lee. Hoon then applied for a job in the dōTERRA corporate office in Korea, which had just opened. He saw how beneficial the oils were for his family and he saw that the direct sales industry was growing quickly, so when he was presented with an opportunity to become a Wellness Advocate, he decided to take it.

Like many other Wellness Advocates, dōTERRA was Hoon’s first experience with direct sales. Previously, he was a general manager at SC Johnson in South Korea. He did a lot of consumer research into their air freshener products while he worked there, and came out understanding the aroma industry well. He knows from that experience that essential oil use in Korea will only continue to grow and become more commonly used.

Hoon’s wife, Mi Sook Chang, liked the products as much as Hoon and they both shared them so much that they became Silver rank within four months. Mi Sook was not as familiar with the enrollment process and the managing part of the dōTERRA business, so Hoon helped her with those aspects and soon saw that a dōTERRA business fit his personality well. Then he attended convention in the United States and he says, “It tremendously helped me to have vision. Experiencing the stunning growth and real culture of dōTERRA spurred me to work hard.”

His wife has always supported him in the business, and she still shares the products with their neighbors and educates them on their usage. His children share equally as enthusiastically, and all of their school teachers are enrolled in dōTERRA because of their recommendation.

Because of the benefits he saw his family receiving in the beginning, Hoon knew dōTERRA had to be successful. He says, “The quality of the essential oils and the other products is so outstanding that there’s no chance they will be anything but popular.”

For Hoon, the most important thing is to let people experience the products and educate them on how to use them. Even if someone seems like they would be willing to do the business, he says you should still emphasize and focus on the products with that person and encourage them to use the products with their family first. He says, “Later I can bring up the business and talk about the compensation plan. It would be such a waste of time and effort to only talk about the business to make money, and not make someone an essential oil enthusiast first.”

STEPS TO CREATING BUILDERS

Learn and experience essential oils for yourself.

Find consumers, not builders, and make them oil enthusiasts.

Once you have enthusiasts, you don’t have to persuade them to become builders. They will naturally share oils with others and enroll them.

After that, you can help them grow as leaders by providing them with training systems.

Rosie Greaney & Adam Copp

BRITISH ISLES



Across the Hemispheres

“We know each other’s strengths and weaknesses inside and out, so we can hold each other accountable constantly. We have grown so much.”

While on a business trip in the US from Australia, Rosie Greaney was introduced to essential oils by Roger and Cindy Anthony. Once she saw the results, both Rosie and her

husband, Adam, started asking for more. When they flew back to Australia, they met with Seth Risenmay who explained the business opportunity to them as well. They were impressed with the culture of dōTERRA and the quality of the oils right away. Rosie began sharing the oils, but they weren’t focused on the strategy and structure behind the business until 2013

when Rosie moved back to Europe with their 10-week old son. There were no jobs in her country due to the recession, so Adam flew back and forth between home and Australia every seven weeks to see them. Rosie knew the local market was in need of essential oils, so when Seth reached out to them and asked if they were ready to create financial freedom in their lives, they committed to build the business.

“Wellness Advocates who are passionate about the essential oils and the education behind them are infectious to be around. This is what creates the foundation for the business opportunity to work.”

Adam and Rosie made sure to take full responsibility for their business from the start, but they had great support from their upline, their family, and from the community. Adam says, “The culture is great. A lot of really great local people actively helped Rosie organize all her initial classes with no self-interest. That was a great starting point for us in Europe.” Since that time, their team has spread across Europe and Australia.

They always wanted to be Diamond for their own independence, for their team’s belief in the opportunity, and to have an impact on people’s health and wellness. They decided they were going to do it no matter what it took and consciously tried to create successful habits and routines in their everyday life. From there, it was a gradual progression. Their advice: “Don’t treat your dōTERRA business like it lives and operates in a parallel universe where challenge and adversity do not exist. Think about someone who earns as much as a Diamond in the corporate world and what challenges they have to overcome to put it in perspective. Have belief in yourself and your team.”

Now, Rosie and Adam have been given back their freedom and their family. They say, “We suffered with having our choices limited and lived under hard circumstances. No one owns us anymore. It’s worth all the fear and all the time and money you invest. We made dōTERRA our number one priority above everything else for just over two years, and now we have the rest of our lives to prioritize our ideal life around our business. It’s literally life-changing.”

PERFECT THE BASICS

1

SHARING OILS. “In the beginning, we held a lot of classes, at least two to three a week, plus one-on-ones. We try to do two classes per month now that are well-prepared and have great content. Our main way of sharing is through one-on-ones. We find them more personable and effective. We also try to share oils with five people a week.”

2

FOLLOW UP. “A lot of people are scared to follow up, but if you have taken the time to really get to know people and their needs, then when you follow up you will do it with the right intention. If someone has given you their time or invested in the product, the least you can do is follow up and provide support. Focus on what the person needs, not yourself.”

3

SHARING THE BUSINESS. “We have found that allowing people to explore the business side of dōTERRA on their own terms is powerful. If you let other people set the tempo and see that they can make their own choices, it takes the fear away from sharing. It is when we create expectations of what sharing or doing the business looks like to us that we fear rejection or let down.”

4

MOTIVATING BUILDERS. “Make it about their goals. Your goal is not enough for them to move. Sometimes that means slowing down, but if they are not running for their goals you cannot drag them. It’s also really important to work closely with your team early on when they start and build a strong relationship.”



Juan Carlos Suarez Hernandez & Araceli Valencia Sanchez

CEDAR HILLS, UTAH, USA

AN OPPORTUNITY TO GROW

Juan Carlos Suarez Hernandez was introduced to dōTERRA by his friend Perla Baldemar, who shipped oils all the way to Cancun from the US so he could try them. They worked so well on Juan Carlos and his whole family that they soon became avid users.

The market was brand new in Mexico at the time. Juan Carlos was busy running a business with his brother, and his wife, Araceli Valencia Sanchez, was busy raising their five boys. Then, Juan Carlos shared the product with his brother and showed him how to enroll and get his product for free. As they started to share more and more, they soon saw that they would be able to achieve the success and freedom they wanted through this business.

There were times when Juan Carlos felt like quitting dōTERRA because the challenges of opening a new market were so difficult. Always it was Araceli that talked him out of it. She told him, “You shouldn’t see this as a problem, but as an opportunity to grow.” Another time, she told him even though he had been successful in his own business, he should



still follow the pattern that Perla had set for them since she had already been successful in dōTERRA. Juan Carlos says, “Without my wife, I would never have gotten this business off the ground.”

Before they could strive to reach Diamond, they first had to believe that it was possible for them. Then, they had to set a date and plan strategies with their leaders. They made it about their leaders’ goals and followed up with them weekly to make sure they were progressing the way they needed to. Juan Carlos says, “It was hard work and we had to constantly strive for it, but we didn’t give up.”

They are grateful that because of this business, they can be there for their boys during the most important stage of their lives. Juan Carlos says, “We can use our time to have more memorable moments with our children and we can do our work anywhere we want.” He also believes in including his family in the business as much as possible, so his children will know what it’s like to work as a team.

“Our life has changed 100 percent,” Juan Carlos says. “We have everything parents could desire. We have the time necessary to be with our five beautiful children, and the finances necessary to help them with everything they need from us. The best part is we can teach them to work in a business and we are opening up the options for their lives. We don’t have to wait to retire—we can be with them now.”

“Some people never win because they are afraid of losing. Through dōTERRA, we can become the people we want to be inside.”



HOW TO FOLLOW UP WITH LEADERS	
EVALUATE THEIR TEAM.	Help your leaders evaluate their structures and how close they are to their rank and Power of 3 goals. Never make demands of them.
FOCUS ON THEIR GOALS.	Follow up on their goals and make new ones. Offer promotions and incentives to help them get new people on LRP and new enrollments.
MAKE THEM FEEL IMPORTANT.	Listen to them. Remember the commitments you made to them and tell them how you fulfilled them.
BELIEVE IN THEM.	Make them feel that they are more courageous and intelligent than they believe. Show them that you believe in them.

Jared & Rachel Jones

DAMASCUS, OHIO, USA

FOR OUR FAMILY

Four years ago, Rachel Jones started looking for more natural ways to be proactive about her health care. As a registered nurse, she liked to research health and know what all her options were. During this process, she came across a blog post about dōTERRA essential oils and her interest was

piqued. She reached out to the woman who wrote the blog post, who sent Rachel some samples. Months later, Rachel finally felt ready to jump in and enroll.

The more she used essential oils, the more Rachel shared them with her family and friends. She soon began

holding classes and enrolling people. As time went on, she saw her upline achieve success and how beneficial it was for her and her family, and that inspired Rachel to do the same.

Rachel was diagnosed with a serious health condition, which made it difficult to

continue to working as a nurse. She saw dōTERRA could replace not only her income, but it could also give her new opportunities to help others. She says, "I saw that this could be on my own time and wouldn't compromise my health. I could do something I loved and provide financially as much or more as nursing could."

She ended up reaching Diamond when her second daughter was three months old. Rachel says, "When she was born, it just encouraged me to do this for our family." She also wanted to show her team that it was possible. "If you want to do this, you will make

the time to do it. Despite illness, despite a newborn, you have the choice to make it work or not."

Her husband, Jared, has been able to quit his job as a network administrator at the same hospital where Rachel once worked as a nurse. Their dōTERRA income has given him the freedom to take a job at their local church helping with their IT, audiovisual, finances, and facility. He also does what he can to support her in dōTERRA. He says, "Just because we hit Diamond doesn't mean we don't continue to dream and have goals. We know that as we continue to build, encourage our team, and be influencers, we will continue to grow and thrive."

dōTERRA has allowed Jared and Rachel to grow in ways they never thought possible. Rachel says, "I never considered myself a leader, but I've learned that's something you grow into if you choose to. I had to get rid of the idea that I wasn't a leader and believe that I was so I could become one." She's also been forced out of her homebody comfort zone as she has traveled all over the United States for dōTERRA events. Jared says, "This has brought us together in new ways. It's been so special to share these experiences together."

"By helping others and blessing them with the opportunity and the oils, we get those blessings in return." -Rachel

THE IMPORTANCE OF EDUCATION

FOCUS ON IT

"Education is something that is really important to me. One of the reasons why I chose dōTERRA was because I wanted to create a team that would be educated."

SUPPORT OTHERS

"I don't like to have people just get their oils and then that's it. It's so important to be there to support people whether they want to do the business or not."

BE AVAILABLE

"We need to be available and help people on this journey of using their oils and understanding all the benefits that they can receive with them."





Comparing Compensation Plans

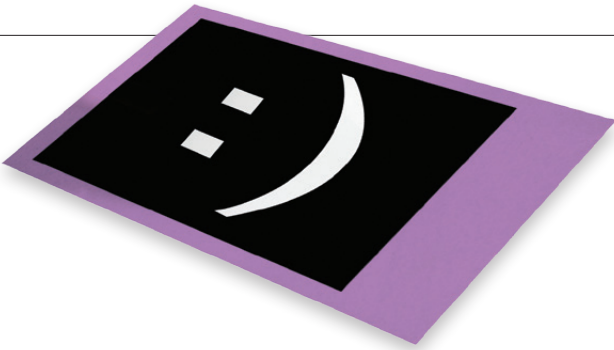
DID YOU KNOW that the minimum required OV (team volume) for a dōTERRA Presidential Diamond is 162,000, while other companies require

their top leaders to have 1 million or more in team volume? dōTERRA is also unique in that it has a retention rate of more than 70 percent; other

companies average 10–20 percent. A major reason for this loyalty is that dōTERRA provides a product people love and need. A second reason is that

WHAT ARE THE THREE TYPES OF COMPENSATION PLANS?

BINARY	BREAKAWAY	UNILEVEL
<ul style="list-style-type: none">• Only two people can be placed on your frontline.• Compensation is based on the group volume of each leg.• Commissions are usually paid on the weaker leg.• This plan is not driven by levels, but the volume within an organization is limited for payouts.• When a distributor doesn't qualify, commissions return to the company.	<ul style="list-style-type: none">• Your business-focused downline breaks away from your team when they decide they want to build for themselves.• There are monthly team volume requirements for all leaders.• When a leader breaks away, they take their volume with them.• Leaders are then paid on the number of generations of downline groups.	<ul style="list-style-type: none">• Each builder is paid on individual levels.• Structure is very important. The placement of individuals in your downline is key.• Requirements for rank and bonuses are based on OV and width.• There are no limits on width or depth, but you are only paid on a limited number of levels (seven in dōTERRA).



our compensation plan is designed to benefit our Wellness Advocates not only in the beginning, but also—and especially—over the long-term.

In the direct selling world, there are three basic compensation plans: binary, breakaway, and unilevel. Of the three, dōTERRA decided that

a unilevel plan was the best option for Wellness Advocates. Why? The answer is in the comparison.

WHAT ARE THE PROS AND CONS OF EACH PLAN?

BINARY	BREAKAWAY	UNILEVEL
<p>PROS:</p> <ul style="list-style-type: none">• The plan is easy to explain.• There are frequent payouts. <p>CONS:</p> <ul style="list-style-type: none">• Usually people are only paid on their weakest leg. There is no reward for the leg that represents the greatest amount of effort.• You have to have two legs to get paid.• The plan faces regulatory challenges, both from the FTC and abroad.• It is only good for single-product companies.• It is more beneficial for business owners than consumers.• Revenue is not continuous—it will be up sometimes and down just as quickly.	<p>PROS:</p> <ul style="list-style-type: none">• Your payout could be very large.• It is a great plan for those with exceptional recruiting and selling skills. <p>CONS:</p> <ul style="list-style-type: none">• The plan itself is difficult to understand.• Distributors have a tendency to stockpile product.• The plan pays the highest levels the most money, while significantly less goes to the lower levels.• There is a low retention rate.• It creates competition within the organization.	<p>PROS:</p> <ul style="list-style-type: none">• It provides a great option for part-time distributors.• There are supplemental bonuses.• The payouts are large.• There are no limits on the number of people who can be on a distributor's frontline.• Residual income is secure <p>CONS:</p> <ul style="list-style-type: none">• There are limited levels of pay.• It requires time and hard work to build.• It is usually slower to build.• There are smaller checks initially.

UNILEVEL PLUS. In looking at the pros and cons, the founding executives decided that the unilevel plan would be the most likely to achieve their goals for dōTERRA. However, they

wanted to create a way that those who were just starting to build the business could earn money as well. That is why they added Fast Start and Power of 3 bonuses. In this way you can build a long-term income, but have bonuses to

get you there along the way. They also added the Founder's Club and Bonus Pools, so that your hard work and effort to get to higher ranks will be even more beneficial. 💎

Find more business tips on the dōTERRA Business Blog at: <http://doterra.com/US/en/blog-business>.





NEW dōTERRA DIAMONDS

Hagan & Dena Jordan

SUWANEE, GEORGIA, USA

It's Going to Happen

With a background as a nutrition coach, Dena Jordan was already interested in healthy living. When her friend introduced her to essential oils from a different brand, Dena decided she wanted to do her research first. She found Carmen Johns through a comment on a blog post about an essential oil DIY recipe. Carmen ended up sending Dena some dōTERRA samples for her to try. As Dena continued her research, she knew that she had to go with dōTERRA. She says, "I could just sense that I could trust them. I loved what I saw, read, and heard about the heart of the company and the integrity of the leaders."

Six to eight weeks after first contacting her, Dena called Carmen and enrolled. About a month later, Carmen asked if Dena would be willing to host another leader's class in her home. Dena agreed and had a couple friends enroll from that class, but for a long time still didn't think of herself as doing the business. She

gave so many oils away, her husband, Hagan, said she should look into at least earning enough to cover her expenses. She says, "To me, it was a ministry. I just wanted to give people these oils because they helped us so much." It wasn't until Carmen told her she was close to hitting Gold that it occurred to Dena that she should start taking the business seriously.

Hagan has a very demanding job that requires a lot of hours and travel. Meanwhile, Dena has had four kids in the last six years. While building the business over the last two years, Dena has learned that not only can anyone be successful in dōTERRA, but it's a culture that makes it easy to include your children. She can schedule classes in her home for after

her kids have gone to bed, or even have her kids tell the class about their favorite oil and show how easy it is to use the oils on your children. Dena says, "We all have to do what we can with the time that we have. Sometimes I want to do more and wish I had more time, but I have to remind myself that this is a busy season in my life. This business might grow faster for some than others, but I really believe that if you stick with it, it's going to happen."

Today, Dena looks forward to giving Hagan the freedom to do what he wants to do with his career, and she is grateful for the opportunity to use her gifts to help others. She says, "Oftentimes, as a stay-at-home mom with four little kids, I feel like I'm stuck in my own little world of diapers and feedings. Raising my children will always be my priority, but it's a powerful thing to be able to touch someone else's life because of the gift of these oils."

"With dōTERRA, I can help other people and help my family financially while doing something I love. Why not?"

OPEN UP ABOUT THE OPPORTUNITY



Don't be embarrassed.

"In the beginning, I was embarrassed to tell people I was doing a network marketing business. I was really self-conscious about it and quick to say, 'I'm not doing this for the money. I just want to help people.'"

It's not a bad word.

"Then I read some personal development books and that turned things around in my mind. I got a better understanding of the fact that network marketing is not a bad word, especially when we have a company like dōTERRA."

Be proud of dōTERRA.

"As I looked into how the pay model was set up and heard more about the heart and integrity of this company and the stories of lives being changed, I realized it's not a bad thing to be a part of an awesome company and to do well financially for my family."

Talk to everyone willing.

"I used to never talk about the business side, and now I feel like I'm doing people a disservice if I don't. It's such a great opportunity that I try to talk to everyone about it—at the right time and in the right way, if they're open and willing to listen."

Right time, right way.

"If you don't know someone well and they seem apprehensive, don't share the business yet. You need to build the relationship first. But, when you can tell someone is open to the idea at all, talk to them right away. They might enroll that day, or they might enroll in six months."

*Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.

Drs. Bradley & Jennifer Keys

ST. THOMAS, VIRGIN ISLANDS, USA



CHANGE TO SPARE

“I just love this company. dōTERRA has done an outstanding job with the culture that they have created.”

Dr. Jennifer Keys was introduced to dōTERRA when Melody Watts gave her some samples at a chiropractic conference. Jennifer tried them and thought they smelled nice, but didn't notice them making much of a difference.

At the time, Jennifer had just graduated from school and was working at a high-stress job in Las Vegas. She was not taking very good care of herself and felt like she was at the end of her rope. Melody popped into her head, though Jennifer hadn't spoken to her in months, and so she gave Melody a call and a bought a kit from her. Jennifer says, “I was super abrasive. I said I was only enrolling with a wholesale account because it was cheaper and I was just starting out in my career so I was super poor. I had tons of limiting beliefs.”

After changing her diet and her lifestyle, Jennifer felt like she was back to her normal self within a couple weeks. Though she had told Melody she was never ordering again, she bought \$2,000 worth of product by the end of the month, before she even got on LRP.

She'd had such a powerful experience that she started sharing dōTERRA with others, including her chiropractic clients. With all her enthusiasm, she hit Silver in two months, still not intending to actually do the business.

With these limits in her mind, she plateaued at Gold for more than a year. Then one day she had a mentoring session with Melody that really got her fired up. At the end, Jennifer looked at her watch and saw that it was time for her to go into work. Instantly, her demeanor changed. She says, “I was obviously not excited about going to work and the atmosphere I had to deal with there. That's when Melody said, ‘Hey, you seem pretty miserable right now. Have you ever thought about doing dōTERRA as a business that can actually replace your income?’ And I said, ‘No, but I probably should.’”

The more she looked into it, the more Jennifer saw that she had no option but to do something like dōTERRA. She and her husband, Bradley, are both chiropractors and, without dōTERRA, they would be paying off student loans for the rest of their lives. She says, “We both want to be able to practice chiropractic because we love to, not because we're so financially strapped that we need to.” That desire motivated her to push to Diamond, and she succeeded.

Today, Jennifer and Bradley have moved to the Virgin Islands, fulfilling a dream of Jennifer's, and hope to one day save enough to start their own private chiropractic practice without any debt. Jennifer says, “dōTERRA has changed my life financially, but it has changed who I am the most. If dōTERRA hadn't been the catalyst to open up my eyes to personal development and the power of manifesting, I wouldn't be who I am and where I am today.”

Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.



MANIFESTING A POWERFUL LEADER

UP-LEVEL “Work on up-leveling yourself and manifesting what you want. Some of us are natural leaders, but I don't believe that most of us are—and you have to be a leader. You have to be vibrating high so you can attract people. Only when you attract people can you help them so they can help you and help more people in turn.”

ATTRACT “Someone who is on a level three is not going to attract someone who is a 10. If you want to attract a 10-out-of-10 kind of person to your business, you have to be an 11. We have to be naturally seeking to better ourselves and surround ourselves with better people. When I up-leveled myself is when I started attracting committed builders.”

BREAK THROUGH “You have to be a little bit of a life coach. A lot of people don't succeed in this business purely due to their limiting beliefs. You have to help people break through that and you have to get through your own stuff in order to do that. The products are great across the board, and everyone has access to many resources. The only deciding factor is belief.”

REFRAME “Talk people through their limiting beliefs. Sometimes just identifying what is going on is enough. A lot of times people don't even realize what they're feeling or why they're not moving forward. Just changing their perspective makes a big difference. Sometimes it takes a while, and sometimes just one conversation can reframe their thoughts.”



Debbie Krahn

STEVENSVILLE, MONTANA, USA

“It’s so humbling and motivating to have my whole family onboard. We really have a family business and we’re all involved.”

Truly Astounding

Debbie Krahn was working in a wellness shop as an office manager when she was introduced to dōTERRA. One of her boss’s clients, Amber Sellers, came out from Utah and taught a class. Their shop had essential oils, but Debbie was excited to learn more about how to use them. She attended the class with her daughter, purchased some oils, and knew within days that these were different. She got

really excited and started sharing them with everyone she knew.

She immediately opened up her house to weekly classes every Tuesday night. Debbie simply showed a webinar and passed around the oils. She’d had a bad experience with network marketing before, but Amber told her she just needed to meet the owners to discover how their vision really

made dōTERRA different. So, Debbie attended convention that fall. She says, “From that point on I knew I was going all in,” and she began actively looking for partners in the business.

Her first goal was to make it to Silver and replace her income. Though she loved her job, she loved sharing dōTERRA more and as she started to travel, having a job made things difficult.

“There is healing that’s going on in our family through this culture that we’re creating of living well and sharing with others.”



After a year she replaced her income and quit her job to focus only on her business. After that, she went quickly to Gold and Platinum. Then, she went through a difficult divorce and stayed at Platinum for almost three years.

It was Peggy Smith who kept encouraging Debbie to go for Diamond for her team. Finally, she realized Peggy was right. She says, “This isn’t just about me. It’s about so many people on my team who desperately need the financial help. This can change families. I am Diamond so that they are Diamond.” After she made that decision, Diamond started to happen.

Debbie is grateful for many great leaders who have shown her that she had to work on herself before her business could grow. She says, “I’ve taken a lot longer than most to get to Diamond because I had work to do on myself and that’s OK. It’s a journey and we just have to enjoy it and be committed to learning and growing. Allow yourself to stretch and it will happen.”

Because of dōTERRA, Debbie not only has a retirement plan but gets to do what she loves. She says, “To think of where I came from six to seven years ago and see where I am now is truly astounding. It’s amazing what dōTERRA has done for me and my family.”

WORKING WITH INTROVERTS

Love how they need it. “I had to realize that everyone has a different personality and respect that. I had to learn to give love and communicate the way they need it. I learned to let them be who they are instead of trying to change them.”

Help them grow as they are. “I’m outgoing and not afraid to talk to anyone, but when I look at some of my most faithful and successful builders, many of them are introverts. I had to learn to plant seeds for them and help them grow the way they want to grow.”

Encourage, don’t push. “Introverts are quiet about gathering information they need, then they have to go home, think about it, and make a decision. You have to allow them that time and encourage them where they are. Don’t push them, but be available when they need you.”

Learn from their strengths. “I’ve learned so much from the introverts I work with. They have been so valuable to me. We all need each other. It helps so much to surround yourself with people who have strengths that you don’t.”





“My leaders are amazing. They are total rock stars and I wouldn’t be where I am today without them.”

NEW dōTERRA DIAMOND

Mary Lagasse

KIHEI, HAWAII, USA

MORE THAN OILS

Mary Lagasse used essential oils as a massage therapist and yoga instructor, but never understood the full extent of their benefits. She was just coming back into working after the birth of her son when she saw Brianne Hovey’s ad on Craigslist for a spa rep. The idea was Mary would be an independent contractor for Brianne and promote dōTERRA to spas in Hawaii. But, as Mary started training for this position and learning more about dōTERRA, she told Brianne that she wanted to get in on the business opportunity.

As a single mother, it was important to Mary that she be able to provide for her son no matter what, and she saw that dōTERRA could give her that through residual income. She had to scrape money together to afford her LRP the first few months, but she knew it would be worth it. She says, “I had to sacrifice at first, but I knew it would get me so much more later.”

Her growth in the business, like many others, has been an up-and-down journey that took a little bit longer than she thought, but she never gave up. At first, she focused too much on recruiting spas and now tells her team to find builders before approaching large businesses. Despite these challenges, Mary reached Silver in six months, then was motivated to reach Gold in order to be an AromaTouch® instructor. She quit her job as a massage therapist, did Diamond club, and skipped over Platinum to Diamond. She says, “I dedicated 100 percent of my time to dōTERRA. I had to make an income as a single mom, so I pushed through it and made it work.”

After hitting Diamond the first time, Mary’s fourth leg dropped out and she struggled to get back up again. But, whatever her rank, her dōTERRA income has been a source of security for her no matter what has happened in her

life. She has been able to take time off to care for her aging parents and she is always able to be there for her son. She says, “I feel very fortunate that I have dōTERRA. If I had a regular job, I could never have taken that time off and still paid my bills.” Since coming back from her time off, she has been able to build her business to a more solid Diamond and plans to grow to Blue Diamond soon.

She’s excited to continue growing her business so she can give back to the community and set an example for her son. She says, “I want him to see how he can help other people in the world. I want to be a great mentor and inspiration for him to show him that he can do whatever he wants in life.” Mary knows that she could never be where she is without dōTERRA. “I feel super strongly that dōTERRA is so much more than an essential oil company. If people get involved in this business, it’s going to change their lives. It did mine.”

INCORPORATING YOUR CHILDREN INTO YOUR BUSINESS

Make it work.

“A lot of people say they have time constraints, but you can make this work with your lifestyle. If you have kids, incorporate them into what you’re doing.”

Get creative.

“In the beginning I knew I had to make this work with a kid and make him a part of my dōTERRA life. I couldn’t have gone as far as I have if I had not been so creative in this.”

Take them to classes.

“I take him to classes a lot. I do mommy groups where I have everyone bring their kids and they play together while we learn about essential oils.”

Let them help.

“My son is my little helper and he’ll help me put gift bags together for events or put labels and caps on oil bottles. He’s at an age where he can do that.”

Set an example.

“dōTERRA gives me the time freedom where I can plan it around my schedule. I feel like it’s a good way to show my son that there’s a different lifestyle besides a 9–5 job.”

“dōTERRA is not just an essential oils company. They’re giving back to people and they have a bigger view on life.”



Sofia Lopez de Lara & Jose Rodrigo Aladro

PACHUCA, HIDALGO, MEXICO

DEDICATED TO THE FULLEST

“I share dōTERRA so more families can be whole.”

When a friend invited Sofia Lopez de Lara to a meeting, Sofia liked the oils a lot and wanted to try them with her children. After using them for three months, she was surprised at the results she saw and started sharing with her friends and family before she knew anything about the business.

Her husband, Jose Rodrigo Aladro, was out of work at the time, so once the business was explained to her she knew it was no coincidence that dōTERRA had appeared in her life. She dedicated herself to the fullest, reached Gold in five months, and became the first person in Founders Club in Mexico.

Because she was one of the original Wellness Advocates in Mexico, Sofia started with zero. She says, “No one believed in or knew about dōTERRA.

There were no materials in Spanish and the product took two weeks to arrive, but it was worth it. dōTERRA has changed every aspect of my life.” A lot of her work was focused on translating and developing materials to make it possible to spread information about the use of the oils and the business opportunity. Now, these efforts have made it possible for her team to teach their teams what they need to know.

Sofia started working toward Diamond once she was solid at the rank of Platinum. She says, “I was conservative. I prefer to move cautiously. I knew that Diamond would happen in time if I was patient and persevered. I moved up in rank little by little, ensuring that I had stable and organic growth.”

She is motivated to continue building because she knows there are always

more people who are in need of the oils. She sees her business becoming more stable every day, especially because of the hard work of her leaders. Sofia knows that anyone can succeed if they, “never give up, enjoy their work, and persevere.”

In the three years since dōTERRA arrived in her life, Sofia has seen a 360 degree turn. She says, “I went from being a struggling mama of three little kids to, in a few months, having a happy, healthy family and a business with no limits. My nights of worry have passed into nights of true rest. dōTERRA brought hope into my life. Now I am a businesswoman from home and I have the opportunity to care for others, help more people achieve their dreams, and have a healthier life. I enjoy my work and this way of life.”

ADVICE FOR THOSE JUST STARTING OUT

1

Decide to do things you have never done.

2

Define clear goals that are achievable in a short amount of time.

3

Have a positive, dedicated attitude of service.

4

Always look for the good in the people on your team.

5

Study and teach yourself.



“Don’t put off holding classes. Dare to do them. Don’t wait to have more oils or know more. It’s enough to share what you have already tried. Take advantage of any moment.”

Executive Spotlights

Mark A. Wolfert

MARK WOLFERT

Founding Executive General Counsel

When Mark's son, Drew, first came to work for dōTERRA in 2008, he was one of three people in the call center. Drew would bring home essential oils, and Mark's friend and former co-worker, Greg Cook, would also bring essential oils with him when they went out for lunch together. Mark took these oils home and shared them with his family. As the Wolfert family started to use the oils, they realized they actually worked. Mark says, "My first exposure with essential oils was probably no different from anyone else. We all have stories and experiences about how essentials oils have benefited us and our loved ones."

What is your role in dōTERRA?

I am the General Counsel for dōTERRA and one of the seven dōTERRA executives. I oversee the legal department, government relations, and anything that has to do with helping protect dōTERRA, its employees, and its Wellness Advocates.

What is one of your biggest professional challenges?

I spend a lot of my time helping train and educate dōTERRA employees and Wellness Advocates to promote the business in an honest and ethical way. I feel very responsible for protecting the company and safeguarding this opportunity

for all of us. We want to keep the business thriving and growing in a manner consistent and compliant with the law.

What do you see for dōTERRA in the future?

We doubled the size of our business in 2014, and we are still growing at an astounding rate. What's most meaningful to me however, is the expanded outreach that dōTERRA will have with people throughout the world. Not only are we sharing the highest quality essential oils with more people, we are providing an opportunity to more people for greater financial stability. We continue to source an increasing amount of our oils in third world countries, where we partner with local growers and farmers. This impacts many people in a positive way. It raises their standard of living and gives them steady employment for a fair wage.

Could you tell us a little about your personal goals?

I love people and helping others. We are involved with dōTERRA because of the good we can do. Our passion is with our charitable organization, the dōTERRA Healing Hands Foundation™. We hope to help elevate, motivate, and inspire as many people as we can. That's where our joy and satisfaction come from. Anyone who has been around dōTERRA long enough knows we really mean that. We want to create more jobs, opportunities, and freedom. We feel a keen sense of responsibility to keep this business going for others and their families.

What do you do for fun?

I love to be with my family. We like to travel and eat good food together.

What's something no one knows about you?

I'm a shy person. I know that might surprise people, but I don't like the attention. Getting up on stage at convention or other meetings is not my favorite thing. I'm always trying to get out of it. 💧

Random facts:

- Mark has been married for 37 years and has five children and six grandchildren.
- Mark's favorite place to travel is Germany, because he has family there.
- His favorite movies are *You've Got Mail*, *Sabrina*, and *It's a Wonderful Life*.
- His favorite products are dōTERRA Breathe®, DDR Prime®, Deep Blue Polyphenol Complex®, Digestzen Terrazyme®, and Correct-X®.

Jon & Emily Pfeifer

GRAND JUNCTION, COLORADO, USA

LIFE'S PURPOSE

“Never let a problem to be solved become more important than a person to be loved.” –Thomas S. Monson

In 2010, the Pfeifer family was under massive emotional and financial strain. Emily Pfeifer's childhood friend Kalli Wilson drove her whole family out to Colorado to give them AromaTouch® Techniques and show them how dōTERRA essential oils could give them emotional support. Emily says, “We were so impressed with the oils and noticed how effective they were immediately. The results spoke for themselves and we had amazing experiences just in the days that they spent with us.”

Kalli invited Emily to join her in the business, but Emily and her husband, Jon, weren't ready for that yet. Emily says, “We had just invested a massive amount of money into our graduate school education and really thought of ourselves as a lawyer and a musician. We were tunnel-visioned into that and had never thought about being entrepreneurs at anything.” Over the next four years, they saw how the business changed Kalli and her family's lives and became more and more impressed with the culture of dōTERRA. They knew they needed more in their lives, so they opened their minds, called Kalli out of the blue, and asked her to tell them more about the business.

Both Emily and Jon volunteered in the Peace Corps early in their marriage, so they identified with the mission of dōTERRA to serve others and help change the world. They went into the business with the intention of sacrificing their time for the next two or three years in order to be successful. They knew they would need to work hard and invest most of the money they made at first. When they did Diamond Club, they pulled their kids temporarily out of sports and music lessons and bought freezer meals so they could go all in. They have made sure that their children were onboard with their goals as well. Emily says, “We've talked to them about the pros and cons of creating residual income and all the great things our family is going to be able to do. If I didn't have that buy-in with the kids, I wouldn't be able to do it.”

In the beginning, Emily thought she was leaving her true purpose in life—music—to save her family financially with dōTERRA. Before long, she realized she is fulfilling the same purpose in dōTERRA that she had been when she taught music—she is empowering people to have confidence and shine. She says, “I realized God is allowing me to do what I really love and what I feel like I'm on this Earth to do, but in a way I never thought possible.”

“The secret to success is: 1) Figure out what you want in life. 2) Figure out the price that needs to be paid to get what you want. 3) Resolve to pay that price.” –Emily

A TEAM WITH A VISION

CREATE A VISIONARY CULTURE.

“Have a vision for what you're trying to create with your team. It's not just about selling oils or creating financial freedom—it's about creating a culture with other human beings.”

KNOW WHAT MAKES YOU UNIQUE.

“You have to understand the mission of this company and what makes your team unique. You have to be able to speak about that with passion to draw people to you.”

FOCUS ON YOUR PURPOSE.

“Whatever you feel like you're on Earth to do, dōTERRA will take that and times it by 1,000. It will increase your impact more than you could ever imagine.”

ATTRACT AMAZING PEOPLE.

“That purpose needs to be at the core of how you recruit builders, because amazing people will want to be a part of something amazing.”

RECRUIT AHEAD OF TIME.

“We recruited our whole frontline before we started teaching classes, which is unconventional, but it allowed us to recruit partners that are amazing, ethical people.”

“Select who you work with wisely, commit to each other, and obsess over their success and not yours.” –Jon





NEW dōTERRA DIAMONDS

Ryan & Beth Phillips

SANTA CLARITA, CALIFORNIA, USA

An Unexpected Ride

One day, Beth Phillip's accountant gave her some PastTense® to try. Beth was so shocked by how well it worked that she bought a bottle. She came home, excited to tell her husband all about it. She wanted him to come with her to a class, but his work schedule was so busy that it took them three months to attend. Luckily, they were well followed-up with, and finally attended a class and enrolled. Beth said she wasn't interested in the business, but she agreed to work to pay for her oils.

From there, Beth's goals kept getting bigger. She earned enough to pay for a trip to New York for her family. Then she reached Silver. Then she set her sights on Diamond. For a while, she worked a full-time job and grew her dōTERRA business at the same time, but after a year she knew she couldn't

do both anymore. Her husband, Ryan, told her, "You only get to live once. Do what you love. You obviously love dōTERRA. You light up when you talk about it." With that encouragement, she quit her job to focus only on dōTERRA.

Wanting to keep building momentum, Beth has been working almost seven days a week for four years, never saying no to anyone or anything. Now, she's trying to work on plugging people into systems and showing them how to find answers to their own questions. She hopes this will soon bring more balance to her life. She also hopes to be able to reach Blue Diamond and bring Ryan home from his job to work with her in the business. Beth says, "Ryan has always been very supportive. He helps me out so much at home and I'm so grateful. I couldn't do this without him."

Their hope is to soon not be tied to home by a job so they can travel the country with their kids and support their growing teams everywhere they go. Beth says, "We've seen what a blessing this can be to people's lives. We want to help our builders grow and reach their goals. We want them to find the level of success that brings joy to their families."

She knows everyone in dōTERRA loves to learn about essential oils, but the most important thing she's learned is how to improve herself. She says, "It's been a crazy, unexpected ride. I heard somewhere that you never want to see on your tombstone, 'She had so much potential.' What dōTERRA has done for me is make me get out there and do things I never thought I could do and become someone I never thought I could become."

PERSONAL DEVELOPMENT IS KEY

Raise your leadership ability.

"Personal development plays a bigger part in this business than I ever imagined. This isn't a solo endeavor, so whatever you want to accomplish is restricted by your ability to lead others. In order to increase your effectiveness, you have to raise your leadership ability."

Invest in and grow yourself.

"If you're looking to hit the higher ranks and go all the way, you have to invest in yourself and grow as a person. As you grow, your business grows. They're totally intertwined. The only way you're going to get better is by finding the spots where you're weak and working on them."

Take the time to learn the skills.

"They don't teach network marketing in school, so these are skills that have to be learned. Taking time to do that is going to have the biggest impact on your business. Your head knowledge doesn't matter if you can't lead a group of people."

"This is network marketing. You have to have a network, and the only way you're going to do that is by actually getting out and being around people."

"Our biggest obstacle most of the time is what we're telling ourselves in our heads. We're our worst critics and we hold ourselves back more than anything else does. We have to get out of our own way."

*Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on doterra.com.

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Alessio & Wendy Giannuzzi

SALINAS, CALIFORNIA, USA



“My son, Giorgio, has been such an incredible support. He’s 12 years old and he comes with me to so many of my classes. I don’t know if I would be able to do as much as I am without him. He makes it easier.”

“I want to see more balanced communities, I want to see more connecting, and I want to see people truly caring for each other and looking out for each other.”

Create a Movement

Wendy Giannuzzi worked at a chiropractic office as a massage therapist, and one day was helping them hold a booth at an expo in San Francisco. One of her co-workers knew Corinna Barrus and Joy Bernstein, who had a dōTERRA booth nearby, and he suggested Wendy go check them out. Wendy thought essential oils just smelled good and did nothing else, but she visited the booth. Corinna and Joy put oils all over her and Wendy noticed a difference in the crispness and the purity of the smell. By the next day, she felt such an effect that she decided to enroll.

She had her first class within 10 days at the chiropractic office, and received a check the following week that paid for her first kit. Wendy says, “It wasn’t too long after that that I started to see that I could make much more

doing dōTERRA as a business than I could doing massage therapy. Though I love massage therapy, I feel so much more passionate about being able to share essential oils that people can take home with them and feel empowered. They can pass it on to others and create a movement.”

Her husband, Alessio, is a chef, and at the time was working long hours at a restaurant. She says, “It was challenging. I felt like I never saw him. I was always by myself at night and I knew I didn’t want this forever.” She made the goal to reach Diamond so she could bring him home from his grueling work in the restaurant business. She reached Silver in six months and Gold a few months after that.

Then, Wendy won the incentive trip and one of the restaurant owners wouldn’t

let Alessio take time off to go. That was when they decided it was time to leave. They went on their trip, and Alessio has been working with Wendy in the business ever since. He has found his niche teaching classes about cooking with essential oils. Wendy says, “It was so empowering to be able to say, ‘You don’t have to go back there if you don’t want to.’ I would have never been able to be in a position like that if it weren’t for our income with dōTERRA.”

Now, she feels like she has complete control over her life and she has the space to give to others. She says, “When we’re so busy stressing about ourselves and our finances, how can we really be present in helping others? When we free ourselves from the pressures so many of us face, there’s so much more we can give.”

PUTTING SELF-DEVELOPMENT INTO PRACTICE

EMPHASIZE BELIEF. “Mindset is the biggest percentage of why we succeed. We can only see what’s right in front of us, but what about the things that are beyond? We have to have faith that it’s all going to work out and you can do whatever you want as long you believe that you can.”

HOLD TRAINING EVENTS. “I like to create events where my team members can come and experience self-development instead of just giving them a book to read and saying we’ll talk about it later. We work with them, talk about it, practice it, and put it all together.”

DO PHYSICAL DEMONSTRATION. “My team did a day out at the barn where they planned their rank goals then we had them get on a horse. A lot of them had never been on a horse, but we led them around and then they spread their arms open and closed their eyes—teaching them to trust in the process.”

CREATE AN EXPERIENCE. “We can tell someone what to do, but it’s better if we can create an event where they can actually put those pieces into action and experience it. That can create the belief they need that much faster because they have already had a physical experience with it.”



Bob & Cathi Waalkes

MUSKEGON, MICHIGAN, USA

“I came to dōTERRA because I saw the opportunity to be aligned with brilliant women.”

When she turned 50, Cathi had an epiphany that she needed to be more proactive about her health. She started to do research on better nutrition and a few years later enrolled in a year-long health coaching course. While in this program, a nutritionist she followed online posted a call for health coaches, and Cathi applied. dōTERRA was an integral part of the coaching program, and Cathi had grown a successful business in another network marketing company for 10 years. So, the opportunity to join brilliant women in this new venture was exciting. She had been able to stay home and raise her children through this business, so she knew that dōTERRA could be a viable opportunity.

After accepting the coaching position, Cathi got on a call with Laura Jacobs and knew right away she was an amazing businesswoman and she wanted to align herself with her. She was all in before she had ever had an oil experience. She says, “I recognized that dōTERRA

was an amazing opportunity because of my passion for health and their amazing products. This was not an opportunity I wanted to miss.”

Since Cathi felt stuck in her dead-end job, she made the goal to earn enough through dōTERRA to quit within six months. She started holding classes and knew right away that follow-up was going to be the key to building a successful business. By adapting a form used in her health coach training, she created the wellness consult. It became a very successful tool to follow up with new Wellness Advocates without feeling pushy or salesy. She says, “My passion from day one has been customer service and follow-up. I knew without that, your business wouldn’t grow.”

At one point, Cathi was feeling frustrated with her business. She stayed at Platinum for a whole year, feeling lost, her fire gone out. She knew Diamond was in reach but she didn’t have the energy she thought

it would take to make it happen. Then Natalie Goddard sent her a package in the mail, with a note telling Cathi that she believed in her and knew she could reach Diamond by December. With that encouragement, Cathi went to work. But, she really wanted it to happen organically. She didn’t want to buy into Diamond. New Year’s Eve, she was 55 PV away when her sister texted her and ordered 60 PV worth of product. Cathi was so proud that she didn’t give up on her goal.

Cathi’s husband, Bob, has now been able to join her in the business full time. Learning to work together from home has its challenges, but Cathi wouldn’t want it any other way. She says, “Bob is my best friend and because we have always unconditionally loved each other for over 35 years. We can make anything work.” They have been able to create the kind of life they could only dream of when they had been working for others. dōTERRA has given them the opportunity to live a brilliant life.

TIMELINE OF FOLLOW-UP

DAY OF ENROLLMENT	FIRST APPOINTMENT	12-14-DAY APPOINTMENT	TWO-WEEK APPOINTMENT	ONE-MONTH APPOINTMENTS
When you enroll a new Wellness Advocate, schedule a follow-up appointment right then and there. Make it within two to three days after they get their product while enthusiasm is high.	The goal of this first connect is to help your new Wellness Advocate feel really comfortable with the products they have purchased and to help them start using them in their daily life. Most importantly, schedule your two-week follow-up call during this time.	Within the 14-day window you have to place new advocates, reach out to them via text. Acknowledge the two-week follow-up appointment you already have scheduled, but ask for a few minutes of their time for a quick chat. Talk about sharing options and what that might look like for them. This helps you make a better decision of where they should be placed.	Check in to see how they are doing using their oils. Do a membership overview showing them all the benefits of their back office and the LRP program. Make a follow-up appointment for one month later.	Schedule a time to connect once a month. As you stay connected, they will know that you are there to support their needs as a customer, sharer, or builder.

ALIGNED WITH BRILLIANCE

“Write out a description of what your ideal builder looks like and put it on your vision board. Look at it every single day, and when you meet that person they will feel familiar to you. Be ready for when they are put in front of you.”

You Are the Pilot

BY LINDSEY MANUCAL, GOLD

Adversity comes; it's what you do with that adversity that writes the story of your life.
Do not give up the pen for the story of your life to anything or anyone.

Getting Started

Back in 2010, my life was forever changed when a health challenge ended my 10-year naval career. At that point I thought that my only purpose was to stay home and I dove so deep into that that I could no longer be seen. Over time I lost my identity. Not that being a mom isn't the best thing in the world, but I needed more. I felt that I had more to give, but I didn't know it. I had no real relationships outside of my four kids that needed me for everything.

Then my friend generously shared two packs of dōTERRA Lifelong Vitality Pack[®] with me. I told her that I would buy a kit, but after that would never do anything more than order vitamins.

That lasted for about two weeks. I brought my Home Essentials Kit home and began experimenting. I oiled everyone and their brother, but I was just sharing to share. I had no intention of doing the business at all. But, then everyone wanted what I had. They wanted to use the essential oils and loved them just as much as I did.

After that, I was ready to run. I refused to set my expectations or goals in pen, because what if they did not come true? But I made Premier in less than 80 days and made Silver in under five months. I was on fire!

Facing Setbacks

Then it was setback after setback. Another health issue came into my life and derailed my dōTERRA train. If it wasn't for my team, my mentors, and my account managers, I would not have been able to stick it out. They encouraged me when I was not able to encourage myself. As soon as I was back, fully committed and teaching and sharing like crazy, so was my team. I attracted motivated and dedicated individuals that needed this just as much as I did. dōTERRA made me uncomfortable, but in the most fantastic and beautiful way. I had to step outside the walls of my home and share my story.

dōTERRA to me is a way out, an alternative, and to so many, a life-line to make you who you can and were meant to be. The oils are fantastic but they are so much more than just oils. Once someone can open their mind to more, anything can happen. The power of your mind is more than I ever knew. If life sends junk your way, let

it fly by and choose joy. Choose to grasp the good and let go of the bad. Life is full of tough things but successful people choose to figure out a way.

The Way Out: Mentorship

Seek out mentors in this business. My direct upline is not involved in my business at all. If I had not sought out mentors above me, I would not be where I am today. Being a great mentor is something that I have learned only by having great mentors. They cry and pray with me when it's needed, kick me out of my own head when I forget what I am doing, and remind me constantly to stay the course.

A great mentor is not there to build your business for you. You need to own it and commit to it. Once you fully commit, know what that means and develop your why. Make sure that your why is large enough that it excites you every morning and can help you keep going on the tough days, because those days will come. Share your why with your mentor. They want to help you live your why. A great mentor incorporates your why into theirs.

When life derails, are you strong enough, or surrounded by a team of positive individuals that will flip you around and set you back on course? Seek out those in your upline that will show you that kind of love. The beauty of dōTERRA is that it doesn't matter what your own enroller chooses to do, it matters what you choose to do.

Keep the Controls

You set the tone and pace of your team. Decide your goals and what you personally need to do to achieve them. Invite everyone to join you on your journey, but you are the pilot of your plane, or your organization. You fuel your momentum by your actions. You will find copilots, but don't hand over controls. If you want something, don't let off the throttle until you are up in the air. So many times people do not keep at it long enough to reach the end of the runway. Keep going until you have lift. Fuel it until you have the altitude that you desire. Then continue to navigate and teach others to do the same. Train and inspire your copilots to lift their own businesses. 💧



dōTERRA® WELLNESS ADVOCATE *Recognition*

DOUBLE PRESIDENTIAL DIAMONDS



WES & HAYLEY HOBSON



PATRICK & ALLYSE SEDIVY



BOYD & SANDY TRUMAN

DOUBLE DIAMONDS



ANDY & NATALIE GODDARD



JUSTIN & KERIANN HARRISON



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JAMES & ROXANE BYBEE



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KC & JESSICA MOULTRIE



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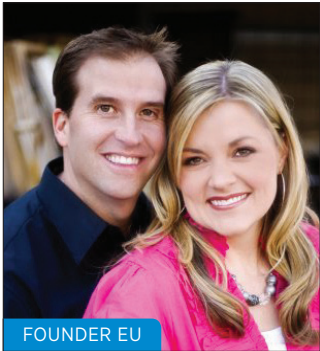


TOSHIYA & IZUMI
YANAGIHARA

BLUE DIAMONDS



PAUL & DELMAR AHLSTROM



KENNY & REBECCA
ANDERSON



MATT & KELLY ANDERSON



NEAL & ERIN ANDERSON



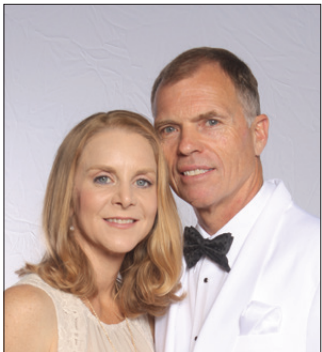
KARI ARNTSEN



KAREN ATKINS



DAVID & ASTI ATKINSON



ROMAN & CORINNA BARRUS



DANIEL & CHRISTINA BENITEZ



MATTHEW & JANNA BERRY



JEREMY & MICKI BOBERG



CHRIS & KAREENA BRACKEN

BLUE DIAMONDS



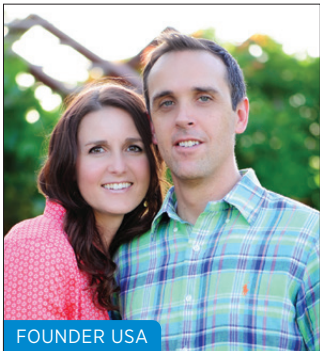
JENNIFER BRADY



JEFF & CHERIE BURTON



HUNG WAI CHOI



GREG & MARTI CHRISTENSEN



SPENCER & BRIANNA COLES



JAMES & TANYA COTTERELL



MARY CRIMMINS



STEVE & GINNA CROSS



DANIELLE DANIEL



MOLLY DAYTON



FRED & CARRIE DONEGAN



DAVID & JULIANNE ELLIS

BLUE DIAMONDS



KEITH & SPRING ESTEPPE



NICK & JEANETTE FRANSEN



LOUIS FUSILIER & MONICA
GOODSELL



AL & MAUREEN GARCIA



ANDY & MISSY GARCIA



MARC & JENN GARRETT



JEFF & KATIE GLASGOW



BOO KYUNG HA



STEVE & KRISTINE HALES



JIM & LARA HICKS



WADE & LAURA HOLBROOK



BENJAMIN & STEPHANIE
HOWELLS-SCOVILLE

BLUE DIAMONDS



BRYAN HUDDLESTON & LASSEN PHOENIX



RICK & KATHY HUNSAKER



ARIN INGRAHAM



MATT & SARA JANSSEN



LAI JAUCHING



SEASON JOHNSON



BRIAN & RACHEL JONES



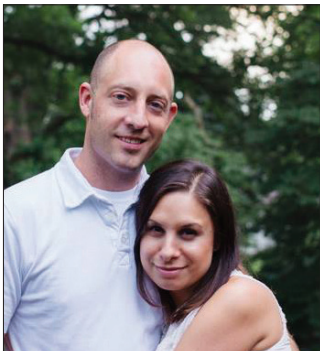
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TRACI & JACK KENNEBECK



DRU & GINA KIESEL



EMMA KNIGHT

BLUE DIAMONDS



ASAKO KOBAYASHI



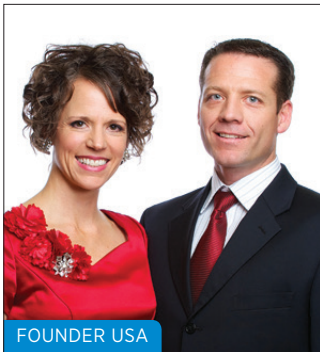
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LAURIE LANGFITT



DANNY & NICOLE LARSON



JUSTIN & TAHNA LEE



CHIH JEN LIU & MAN TSAI



HOLLY LO



STEVE & RACHEL LOTH



DAVID & HEATHER MADDER



AARON & TONYA MCBRIDE



DENA MCCAFFREE



TONY & AIMEE MCCLELLAN

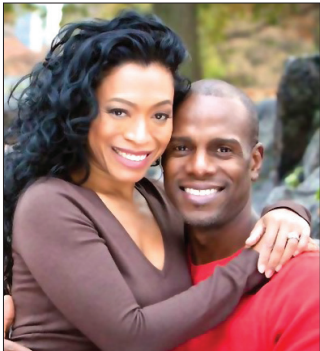
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JUSTIN & ASHLEE MILLER



NATE & DANA MOORE



DR. ZIA & KY NIX



JEFF & CRYSTAL NYMAN



FOUNDER JPN

RIYO OGAWA



RICHARD & JENNIFER
OLDHAM



PAUL & VANESSA JEAN
BOSCARELLO OVENS



KATHY PACE



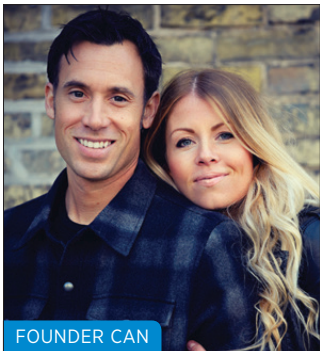
ERIC & KRISTEN PARDUE



DR. JOHN & HEATHER
PATENAUDE



DICK RAY & STACY PAULSEN



FOUNDER CAN

CHRIS & ANGE PETERS

BLUE DIAMONDS



FOUNDER AUS

ADHEESH PIEL & SANTOSHI
STONE



JESSIE REIMERS



ROD & JEN RICHARDSON



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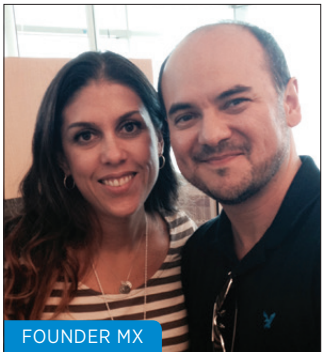
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SETH & JENNY RISENMAY



FRANK & JACQUELINE RITZ

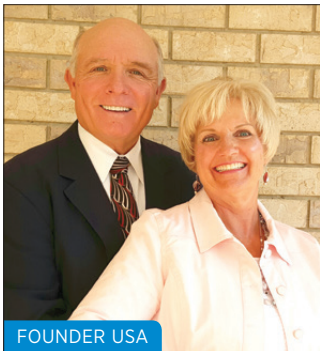


FOUNDER MX

DANIELA & FERNANDO ROMAY

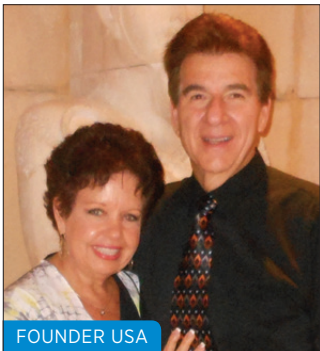


JEFF & DIANE SHEPHARD



FOUNDER USA

TERRY & LIL SHEPHERD



FOUNDER USA

DAVE & PEGGY SMITH



RYAN & DANI SMITH



DR. MARIZA SNYDER &
ALEX DUNKS

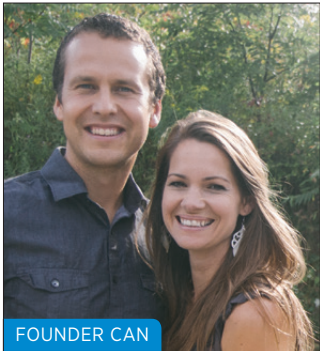
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NATHAN & MINDY SPRADLIN



JIM & TAMMY STEPHENS



FOUNDER CAN

BRAD & DAWNA TOEWS



BETTY TORRES-FORBORD

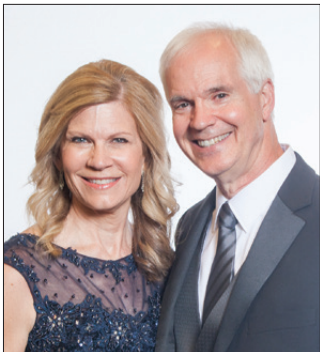


MATT & ALICIA TRIPLETT



FOUNDER USA

GINA TRUMAN



MIKE & LORI VAAS



SHANE & KRISTIN VAN WEY



MICHAEL & SARAH
VANSTEENKISTE



FOUNDER TWN

WENDY WANG

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JOHN & SHAUNA WETENKAMP



JOHN & KALLI WILSON



JOEY & CACHAY WYSON

DIAMONDS



DR. JOHN & JENNIFER
ACCOMANDO



ATANASKA ADAMS



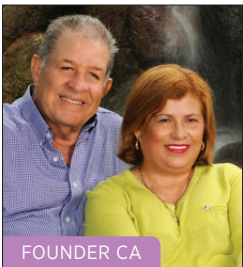
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ADAMS



JENNIFER ALEXANDER



CLAUDIO & JANA
ARANCIBIA



FOUNDER CA

ANA LEDA ARIAS &
CARLOS PANIAGUA

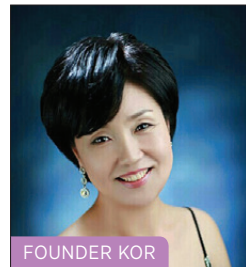


JUSTIN & BRIDGET
ARNOLD



FOUNDER JPN

KAZUYUKI ASAKAWA



FOUNDER KOR

MI HYEON BACK



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PETER & SUSIE
BAGWELL

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BENJAMIN & JADE BALDEN



RICK & HAYLEY BAMMESBERGER



DAVID & KARLA BANKS



ERIC & BECKY BARNEY



MONIKA BATKOVA & MARTINA VALNICKOVA



LISA BEARINGER



JERRY & AIMEE BECK



YOHAN & LAURA BEGHEIN



JUDY BENJAMIN



JOY BERNSTEIN



KEN & WENDY BERRY



HARLAN & MARIE BERWALD



MEL & CONCETTA BIBENS



BRIAN & SHAWNA BIELMAN



TARA BLISS



JAMIE BOAGLIO



JON & KENDRA BODINE



JASON BORUP



DR. JAMIE & CHRISTINA BOYER

DIAMONDS



JASON & KAMILLE BREUER



RACHELL BRINKERHOFF



DR. ALICIA BROOKS



ADAM & CAREY BROWN



RUSS & CHAR BROWN



STEVE & BRENDA BROWN



DAN & SUSAN BURSIG



JARED & REBECCA BURT



ERIKA BUTLER & RICK HENRARD



CLAUDIA CALDERON



LISA CANIPELLI



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JOSHUA & MARY CARLISLE



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THAD & KATHY CHANDLER



KUI FEN CHANG



CHIU SHIANG CHEN



FU YU CHEN



WEI-FANG CHEN



RICK & ETSUKO CHIDESTER



CHIH HSUN CHIEN & SU JU HUNG



HUN IM CHOI & DAE YONG PARK



TROY & DOROTHY CIVITILLO

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MARC & ROMI CLARK



MIKE & RACHELLE CLEARY



ANDREW & SHANNON CLOUGH



RICK & ALISSA COIL



EVE COLANTONI



BRETT & FARRAH COLLVER



CAROL COLVIN



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ADAM COPP & ROSIE GREANEY



KENT & STEPHANIE CRANE



VERNON & JENNY CRAWFORD



KARLEL CROWLEY & STUART DIXON



JEFF & JUDY CRUDEN



VICTOR & AMANDA DARQUEA



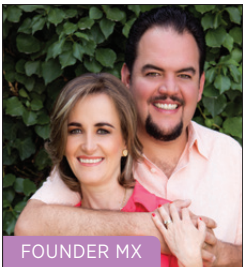
DURELL DARR



MIKE & LORI DAVIS



LIZETH BALDEMAR DE ARRAS



SOFIA LOPEZ DE LARA & JOSE RODRIGO ALADRO

DIAMONDS



DR. MARK & KRISTI DEBRINCAT



MEGAN DILMORE



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DR. MARK & KERRY DODDS



CURT & TONIA DOUSSETT



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BRAD & ROSALIE ELLIOTT



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STUART & SHAYE ELLIOTT



DENNIS & MARY ENGLERT



JOEL & FAY EPPS



DR. MELISSA & EVAN ESGUERRA



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PAOLA Y SILVANO ESPINDOLA



PAUL & HEATHER ESSLINGER



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ROLANDO & JESSICA ESTRADA



FORREST & LESLIE EXLEY



DAMIAN & JENNA FANTE



LEONIE FEATHERSTONE



ANDREW & CHRISTY FECHSER



KNUT & CHRISTY FEIKER



DANA FELDMEIER



DANIEL & MICHELE FENDELL



ROBERT & KIYLA FENELL



YUWEI FENG & CHANGPU YU

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FERGUSON



MIKE & JANA FINCH



BARRETT & CARA
FINES



HAYLEY FLEMING



SAMSON & LETICIA
FOLAM



MEGAN FRASHESKI



AARON & WENDY
FRAZIER



LI FRYLING



FOUNDER JP
KAORI FUJIO



GINO & AMANDA
GARIBAY



DAVID & CRYSTAL
GARVIN



DAREN & CRYSTELLE
GATES



ALESSIO & WENDY
GIANNUZZI



BRANDON & LINDSEY
GIFFORD



BRIAN & BECKY
GILLESPIE



KRISTANN GILLIES



CRAIG & LYNN GINES



BRAD & TOBI GIROUX



THOMAS & AMY
GLENN



CARMEN GOLDSTEIN

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GORDON



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ADAM & LEAH
GRAHAM



MICAH & KRISTA
GRANT



DARREN & ROSIE
GREMMERT



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HAMILTON



CLIFF & PJ HANKS



DR. SANDRA HANNA



EMILY HANSON



MARTY & JIM HARGER



AISHA HARLEY



NATALIE HARRIS



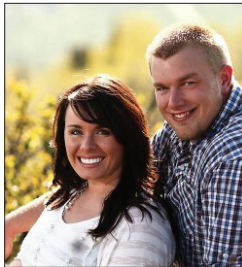
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HARRIS



BRIAN & JEANNIE
HARRISON



SCOTT & SHYANNE
HATHAWAY



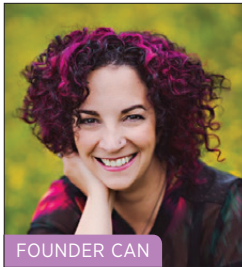
MARK & ALICIA
HAUGSTAD



JOE & LORI HAYES



JENNIFER HEATH



FOUNDER CAN
DR. MARISSA HEISEL



PAUL & TERI HELMS



LAURA HEMMEN



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HERBERT



RYAN & MELISSA
HERMAN



FOUNDER MX
JUAN CARLOS
HERNANDEZ & ARACELI
VALENCIA SANCHEZ

DIAMONDS



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IAN & PAOLA HERREMAN



BRYANT & BRIANNA HESS



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JESSE & NATALIE HILL



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MISA HIRANO



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STANLEY HO & YEE MUN LAM



HERB HOELLE & FRANI PISANO



ROBERT & TONI HOLLAND



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JESSE & BREANNE HOUSTON



JASHIN & TANYA HOWELL



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CHING YING HUANG



MICHAEL HUANG



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DIAMONDS



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LISA JURECKO



CHIAH HO KAO



TZU YUAN KAO



FOUNDER JPN
MASAMI KAWAI

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MIKE & KALLI KENNEY



KATE KETTLEWELL



DRS. BRADLEY & JENNIFER KEYS



NICK & DYANNA KILLPACK



YOUNG SUOL KIM



MATTHEW & BAILEY KING



MELISSA KING



SHAWN & LAURA KING



ROMMY KIRBY



PAUL & NANCY KNOPP



MIKI KOJIMA



DEBBIE KRAHN



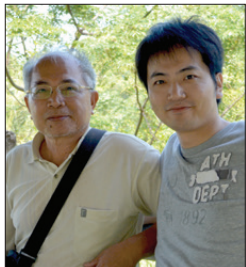
JOE & AMBER KROPF



SPENCER & RETA KUHN



PU LI KUO



WEN HUNG KUO & SHIH AN KUO



MARY LAGASSE



DAVID & LOIS LANE



NOLAN & PAT LEAVITT

DIAMONDS



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CECIL & LIANA LEE



JOHN & CAROLINE LEE



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DR. DANIEL & KATIE LEVERENZ



CHAD & JODI LEWIS



FUXIAN LI & LING LING ZHANG



FOUNDER TWN
YU YIN LI



HSIU FENG LIN



PO HSIU LIN & FANG SU KUAN



YU YU LIN



JOHNATHAN & RACHEL LINCH



NANCY LINDER



TRINA MARIE LOW



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BRETT & BROOKE MAGLEBY



JAMES & CYNTHIA MAGUIRE



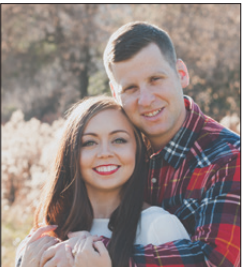
FOUNDER AUS
TANYA MAIDMENT



ALONTO & DESIREE MANGANDOG



ELIZABETH MARA



ZACKERY & STEPHANIE MARTIN



JULENE MARTINDALE



JOSH & KEELI MARTINEZ

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DIAMONDS



JOHN & PATTI MASON



FOUNDER JPN
TERUMI MATSUSHIMA



FOUNDER JPN
SHOKO MATSUYAMA



PAUL & KRISTIN MAYO



DAVID & HOLLY MAYS



KEITH & KERI MCCOY



JASON & SHARON
MCDONALD



JEANNE MCMURRY



ROGER & CAROL-ANN
MENDOZA



JERRY & PRISCILLA
MESSMER



BECKY METHENY



DAVID & TAMMY
MILLER



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STEVE & KIMBERLEY
MILOUSIS



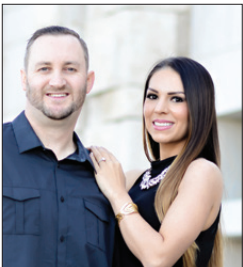
SCOTT & ROBYN
MITCHELL



FOUNDER MX
LORENA ALVARADO
MORALES



MICHAEL & MELISSA
MORGNER



PAUL & SOPHIA
MORRISON



JARED & NICOLE
MOULTRIE



HOWARD NAKATA



JONATHAN & DEANNA
NICHOLS

DIAMONDS



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YOSHIFUSA NISHIDA



FOUNDER JPN
MITSUKO NOMIYA



ERIC & KRISSY
NORDHOFF



AUSTIN & AMBER
NORDSTROM



KERRY & DENISE
NORRIS



ADAM & TAMI NUHFER



BERNADETTE
O'DONNELL



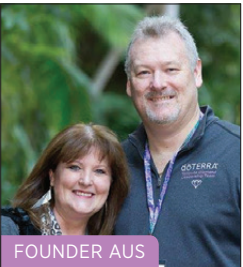
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OKUYAMA



JOHN & AMANDA
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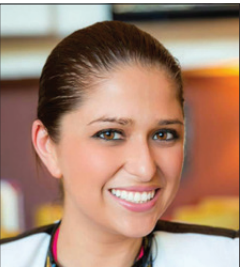
FOUNDER AUS
JOHN & PAULA
OVERBEEK



JOHN & KIM
OVERPECK



ROBERT & JANELLE
PARRINGTON



SANDRA PASCAL



JOHN & LAURA
PASTERNAK



MICHAEL & CYNTHIA
PATIENCE



JAMES & CHRISTINE
PAYNE



CHRISTINA PETERS &
MICHELLE MCVANEY



SPENCER & LAURA
PETTIT



JON & EMILY PFEIFER



RYAN & BETH PHILLIPS



MAYRA POWERS



TRACY PRINCE



BOBBY & AUBREY
PRUNEDA



WILLIAM & ALICE
RAHN

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DIAMONDS



JACOB & ABI RAINES



JENNA RAMMELL



NICOLETTE REYNOLDS



ADAM & NISHA RIGGS



PATRICIA QUIROZ RIOS



ROB & REBEKAH RIZZO



JESSICA ROBERTS



CASEY & MELISSA ROBERTSON



JAMES & KELLY ROBISON



BRITTANY ROSCHECK



MICHAEL ROTHSCHILD



ANDREW & MINDY ROWSER



JESSICA RYAN



DEVOLA SAMUELSON



ERIC & GALE SANDGREN



ADRIAN & ROXY SARAN



STACEY SARROS



JOSIE SCHMIDT



CARLYLE & KATIE SCHOMBERG

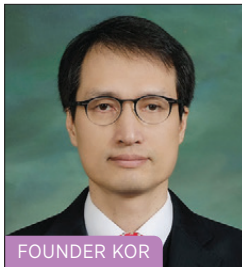


MATT & TENILLE SCHOONOVER

DIAMONDS



JULIE ANN SCOTT



HOON SEO



TOMAS & SUZETTE SEVERO



HELEN & MARK SHAW



MARK SHEPPARD & RANI SO



HUA LIN SHOU & MIN JUNG KUAN



TOM & ERIN SMEIGH



ADAM & RIGEL SMITH



KIRK & LANA SMITH



STEPHANIE SMITH



WILL & MARCY SNODGRASS



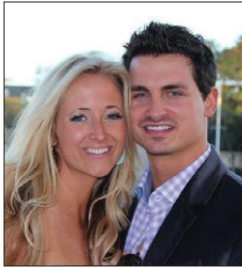
ROBERT & SHARLA SNOW



LAURA SOHN



JOHN & MANDY SOMMERS



BRANDON & STEFANIE STAVOLA



JASON & ALICIA STEPHENS



DAVE & CALLIE STEUER



JULIE STOESZ



PHIL & LEEANN STORK



MELODY STRAMPELLO



VICTORIA STRELNIKOVA



DR. JEFF STYBA



WEN CHIANG SU & HUI YU HUANG



YU KAI SU & LING-EN HUANG



ZHONG SUN & FUCHUN XI

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DIAMONDS



DR. MARA SUSSMAN & DWAYNE GRIM



SAMUEL & MELISSA TAEU



YOKO TAKAKU



FOUNDER JPN
HIDEMITSU & YOKO TAKEDA



CHIEKO TAKEKAWA



FOUNDER TWN
CHEN CHIEN TANG & CHIAH LING LI



KELLY TAYLOR



THOMAS & BROOKE TAZBAZ



AMY & DAVID THEDINGA



PRAMELA THIAGESAN



DAN & AMY THYING



BILL & ERLEEN TILTON



JASON & ALLISON TRIPP



WILLIAM & MALISSA TROTTER



FOUNDER TWN
HAO HENG TSAI & HSIN YUN CHANG



FOUNDER HK
STEPHEN & YVONNE TSAI



LYDIA TSEU



FOUNDER AUS
CHERIE & MAX TUCKER



FUMIKA UCHIDA



KARI UETZ

DIAMONDS



JENNIFER VASICH



CHAD & ESTHER VERMILLION



SONDRA VERVA



EDDIE & ANGELA VILLA



MATTHEW & NICOLE VINCENT



BOB & CATHI WAALKES



HEATHER WADE



ALAN & CHERYL WAELBROECK



DAVE & KATE WAGNER



JUSTIN & TARA WAGNER



KENNETH & STEPHANIE WAHLBERG



CHAD & SUSIE WALBY



CHARLES & HELEN WANG



ERIC & SANDRA WANG



MARK & TAMALU WATKINS



ROGER WEBB



JULIE WEINBERG & MEREDITH KELLY



RICHARD & HEIDI WEYLAND



AARON & DR. RACHEL WHALEY



DALLAN & EMILI WHITNEY



CHARLES & AMY WIDMER



DINAH WILSON



LISA WILSON



MIKE & JENNI WILSON



ROB & MELISSA WILSON

DIAMONDS



DANELLE WOLFORD



DANIEL & AMY WONG



TUNG HAN WU



HIROKO YAMAZAKI



EDWARD & LINDA YE



MANDY YEUNG



ELENA YORDAN



FUMIKO YOSHIMOTO



MIHO YOSHIMURA



YASUNORI YOSHIMURA



ATSUKO YOSHITOMI

DIAMONDS NOT PICTURED:
HSUAN CHIU
HO NIEN HUANG

PLATINUMS



KELLY ALVIS



MIKE & JESSICA ANDERSON



LEANNA ANDRADE



DAWN BALKCOM



MACKENZIE BANTA



JEFF & TAMARAH BARTMESS



CARLY BAUTISTA



ASHLEY BEANS



MARVIN & JESSICA BEAVER



VICTORIA BENTLEY



PAUL & LISA BERGMAN



DOUGLAS & JANICE BITTNER



NATHAN & REBECCA BOWLES



MONICA BRAVO



JEN BROAS



PETER BROSTROM & JULIETTE FINCH



ELENA BROWER



PATRICK & KATHRYN BROWN



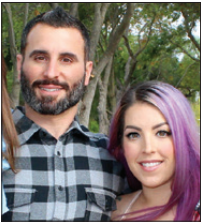
BEN & CAMI BUCHTA



TONI BUNTING



ANNE CALHOUN



JEREMIAH & KIM CAMUSO



BRIAN & CHRISSY CARR



GILDA ESTRADA CARRANZA



JONATHAN & AMY CARVER



SHUANG SHUANG CHANG



MEI YING CHIEH



TERPSY CHRISTOU



BRIAN & MERIDETH COHRS



OSCAR CORDERO & BRENDA ALTAMIRANO



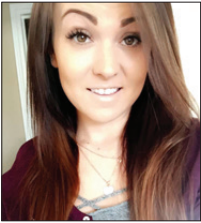
ALICIA COTTAM



CRYSTY COVINO



ERIC & TIFFANY DAHL



EMALEE DAME



RYAN & JAMIE DANFORTH



SUSAN DAVIDSON

PLATINUMS



KEITH & KENDRA DAVY



MARQ & BRI DAWKINS



SARA DEREK



VIVIAN DICKSON



ERICA DOLAN



LUKE & MAGGIE DUBOIS



SUSAN DYESS



DAVE & LIZ EATON



MICHELLE ELSTRO



CAROLYN ERICKSON



CATE FIERRO



JASON & DR. JULIANA FILA



JAKE & JOANN FOWLER



BRADLEY & ALANNA FRANKLIN



MARCIA FRIACA



PAUL & STEPHANIE FRITZ



YOUKO FUJIMOTO



KENNY & LINDSEY GALE



NATHAN & JOANNA GEIGLEY



VALERIEANN GIOVANNI



DIANE GJELAJ



KARLA GLEASON



LUCY GONZALES-ROMERO



LEON GREEN



NATALIE GREIG



DREW & LACEY GRIM



MELISSA GUTHRIE



KATE HAGEN



NATHAN & TASHA HAKEEM



LINDSAY HAMM

PLATINUMS



GIADA HANSEN



DANIELLE HARDEE



ARIANA HARLEY



JASON & TRACY HARRIS



TODD HART



LOTUS HARTLEY



KRISTINE HAUCK



SUSAN HELZERMAN



SARAH HENDERSON



JESSICA HERZBERG



IZUMI HIGA



PAULA HOBSON



MARK & TRICIA HOFFMAN



GREG & MELODY HOLT



BRENT & ANNIE HONE



JOY HORSEMAN



FOUNDER TWN
FU LUN HSIEH & CAROL SUNG



BJ & MEGAN HUNTER



MICHAEL & NANCY HUTCHINSON



ROSE INGRAHAM



CHARLOTTE IRAGABA



BECCA JACKSON



CAROLINE JACKSON



TRISHA JACKSON



D'ARTIS & TIFFANI JONES



RACHEL JONES



FOUNDER KOR
JAE HYEON JU



CHIAO EN JUAN



LEAH KARRATTI



REBECCA KASELOW



KRISTA KEHOE



COLIN & JEN KELLY



NICOLE KEZAMA



JEROD & AMY KILBER



CADE & DOMINIQUE KING

































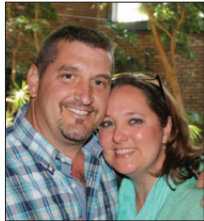





MIE KIRA

PLATINUMS

 CHRIS KIRSCHBAUM	 MIKE & MEGAN KNORPP	 FOUNDER EU WILLEM-PAUL & LOUSSANNA KOENEN	 JENNIFER KOURTEI	 NANAKO KURIKI	 CYNTHIA LANDES
 PEGGY LANGENWALTER	 SCOTT & JESSICA LAWSON	 FOUNDER KOR JUNG HOON LEE	 ARLA LEINS	 FOUNDER SGP CHUA HONG LEONG & LAW SHU LI	 DAVID & EMILY LESHNER
 CHING LIN	 HSIAO CHUN LIU	 FOUNDER TWN WEN CHEN LO	 TOM & ARI LOWER	 HEIDI LUEKENGA	 FOUNDER CA ADELE LURIE
 BETTY MAGILL	 MICHELE MALCHOW	 AMY MARTIN	 RICK & EMILY MARTIN	 CRIS & PATTY MARTINEZ	 KEIKO MARUTANI
 VICTORIA MCADAMS	 JACLYN MCCORMICK	 BRITTANY MCDONALD	 SUZANNE MCGEE	 LISA MECKLE	 BRAD & ANGELA MELTON

PLATINUMS

 DR. ALLIE MENDELSON	 WENDY MENDOZA	 JIMMY & DEIDRA MEYER-HAGER	 HOLLY MILLER	 ANGELA MOFFITT	 GREG & DR. JULIE MONTGOMERY
 COURTNEY MOSES	 EMILY NAVAS	 JODI NAYLOR	 DR. MARTHA NESSLER	 RAY & LAUREN NEWSOM	 CHIKAKO NISHIMIZU
 AMY NOWACOSKI	 KRISTEN O'BRIEN	 SARAH O'MAILIA	 FOUNDER AUS KERY O'NEILL	 MIYO OGAWA	 KAORI OKAMURA
 STEPHEN & DAWN OLSEN	 JENNY OTIS	 ELAINE PARSELY	 ANNA PENICK	 SARAH-JANE PEPPER	 JESSIE PINKERTON
 BRITT PIRTLE & KYLE HESS	 GERALYN POWER	 JESSICA PRESS	 SHANE & BROOKE PUGH	 WAYNE & HEATHER PULSIPHER	 JANET RAMER
 SUSAN REIS	 KIMBERLEY REID	 MILTON & TIFFANY REPSHER	 BRAD & DARCI RICHARDSON	 JENNIFER RICHMOND	 WINDI RIFANBURG

PLATINUMS



SHAWN & AMANDA
ROBERTS



PHIL & WHITNIE
ROGERS



CANDACE ROMERO



ERIN & KAREN
ROUSH



JOANNA RUSLING



JAMES & MISSY
SANDERS



KAYLA SAVARD



JIM & SUSIE
SCHIERING



LESLIE SCHMIDT



CHANCE & JENNIFER
SCOGGINS



SAORI SEKI



AMY SELLERS



KEVIN & KESHIA
SHEETS



LARRY & NIKKI
SHORTS



KYMERLEE
SIMANTEL



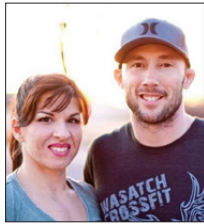
ELENA SIMMONS



ROBYN SIMON



THERESA SOUCY



DAMON & PRISCILLA
STEWART



WADE & CHRISTINE
STOLWORTHY



SHEILA
SUMMERHAYS



JOY TARPLEY



JOE & ANNE
TETZLAFF



EVAN & ADRIENNE
THOMAS



LAURANELL THOMAS



DR. LYNN THOMPSON



ANI TOROSYAN



BRIAN & AMANDA
TRENT

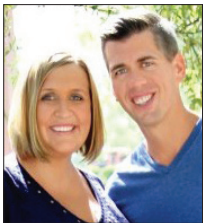


DUANE & CRYSTAL
TUCKER



BILL & MARILYN
VANDONSEL

PLATINUMS



BRAD & ASHLEE
VANESS



CYNTHIA VELEZ



ZACHARY & DANA
VINEYARD



CARRIE VITT



JOEL & SHERRI
VREEMAN



BRENT & JENNY
WALSH



BEN & MEGAN
WARDEN



LANE & ANGELA
WATKINS



DANA & DAVID
WATTS



TODD & JODI
WEAVER



STEPHANIE WEBB



PAUL & DENISE
WEBSTER



RYAN & TARA
WERNER



RANDY & SUMMER
WHELCHER



HALIE WHITAKER



TONYA WHITLOCK



LORI WILLIAMS



ERIK & LINSEY WILT



FRED & MARTI
WINKLER



JOHN & CHRISTINA
WOMBLE



CHING CHUN WU



MIDORI YAMAGUCHI



KEIKO YOSHIDA



KRISTI ZASTROW



SCOTT & LISA
ZIMMER



ETHAN & CHRYSTELLE
ZIMMERMAN



GARY ZHOU &
LAURA WANG

PLATINUMS NOT PICTURED:

AIMEE DECAIGNY
CHRISTINA GARDNER
SUSAN GROBMYER

STACEY HART
WEI CHIEH HSU
MICHAEL & DAWN
HUTCHISON

DR. KEVIN HUTTER
KATIE KLINE
MIN LIU
ELIZABETH MATSAKIS

KIMBERLEY REID
RELEAF
JEFF & LINDA TILLEY

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GOLDS



AKIKO ABIRU



PENELOPE GARCIA GUTIERREZ ABOITES



LAURA ADAIR



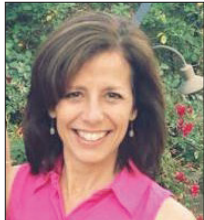
MARTY & KINDRA ADAIR



AMBER ADAMS



DENA ADAMS



LANE ADAMS



STEVE & JULIE AHLSTROM



CARLOS ALCANTARA



JAIME ALCONE



BRAD & KATHY ALLDREDGE



ADRIENNE ALLEN



TODD & KIM ALLEN



LACEY ALLEN-DURAN



LYNETTE ALUOCH



DIANA ALWARD



CAROLYN ANDERSON



EVIE ANDERSON



GREG & CARMEN ANDERSON



JENNIFER ANDERSON



DR. KIM ANDERSON



DEAN & KATHIE ANDRUS



GUY ANNUNZIATA



JUDY ANTAL



JENNIFER ANTKOWIAK



DAVID APOSTLOVSKI & ANDREA BAEZA



KISANE APPLEBY



ANGIE ARCHIBALD



LUZ MARIA ARGUELLES



RONDA ARNDORFER

GOLDS



MARK & JAIME ARNETT



ROBIN ARNOLD



NORMA ARIADNA MARTINEZ ARRIAGA



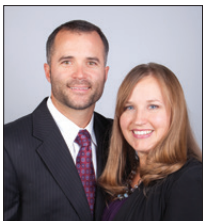
KEVIN & LAURELL ASAY



CHAD & JODI ASHFORD



TRUDI ASKEEW



JIMMY & ANGELA ATKIN



BARRETT & STEPHANIE ATKINSON



JENNIFER ATTAWAY



ROBYN ATTICKS



PETAH-JANE AUCKLAND-HALL & URA AUCKLAND



ROBERT & KELLEY AUGI



BRENT & KRISTI AVERETT



ROBYN AZIMA



KEITH & LORI BACON



RUSSELL & STEPHANIE BADER



JENNIFER BAER



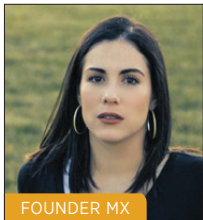
BRIAN & AUDRA BAILEY



CAREY BAILEY



DESI BAKER



PERLA BALDEMAR



KEN & BONNIE BANKS



BAKTY & TAMAZEEN BARBER



LISA BARGE



DEAN & CONNIE BARGIN



JENNIFER BARNETT



ADAM BARRALET



MICHAEL BASILICATO



DEBBIE BASTIAN



JAY & DR. JULIE BATES



LITA BATHO



BRADEN & CAMILLE BAWCOM



AMANDA BEACH



THOM & JACKIE BEAUCHAMP



HEIDI BECK



BRIAN & HEATHER BECKWITH

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GOLDS



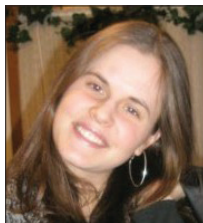
TUCKER & ALICIA BEESLEY



DONGCHOL BEH & SOON BYUNG PARK



DAWN & MARK BEHM



CHRISTINE BELL



JOE & ASHLEY BELL



SHANNON BELLFAUST



DARIO & NATALY BENITEZ



SARA BENNION



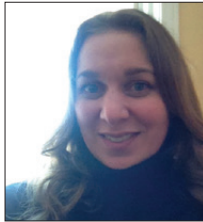
FRED & JANEICE BENSON



MICHELLE BENSON



SONNA BERGHAIER



JENNIFER BEST



BRET & AMY BIGELOW



HELEN BIGGS



ELIZABETH BILLS



FOUNDER EU
OLIVER BIRK



NATALIE BLACKBURNE



PENNY BLENSDORF



ERIN BLOTT



VERA BLOUIR



BRANDON & ANGELA BOBST



JOSH & KATHERINE BOGGS



REBECCA & LEN BOGUS



LADONNA BONTRAGER



KATHY BOONE



LOURDES BORNACINI



STACEY BORSERIO



DEBORAH BOSCO



RUTHI BOSCO

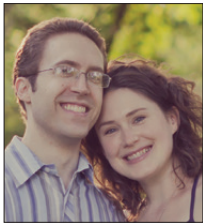


REBECCA BOTTS

GOLDS



CRAIG & CONNIE BOUCHER



ANDREW & MARYANNE BOULINEAU



FOUNDER EU
BECKY BOWLES



MICHAEL & MICHELLE BOWLES



MARK & JACKIE BOWMAN



KAREN BOYD



DEBI BOYLE



FOUNDER CAN
JONI BRADLEY



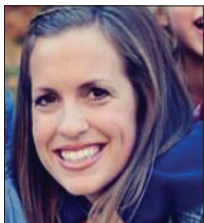
HEIDI BRAMM



JARED BRANDT



JEREMY & MELISSA BRANSKE



STEPHANIE BRASPENNINX



BROCKNIE BRAY



SCOTT & LEESA BRIDGES



ALLISON BRIMBLECOM



ADAM & ANN-MARIE BRINGHURST



CASEY & JAMIE BRODERSEN



JACOB & AMANDA BROOKS



BEAU & KELLY BROTHERTON



DON & CINDY BROWN



JODY BROWN



KEVIN & LATARRAN BROWN



MELISSA BROWN-VANSICKLE



RONAI BRUMETT



MAUREEN BRUNDAGE



KRISTEN BUCHTA



MICKEY & KORINA BUEHRER



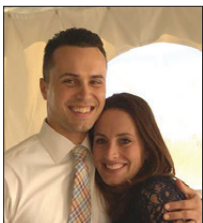
WILLOW BURKE



BRIAN & APRIL BURNETT



DEBBIE BURNS



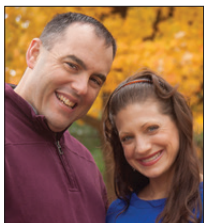
JOHN & LAUREN BUSCH



MARCIE BUSH



MATT & DEANA BUSHMAN



SCOTT & HANNAH BYERS



LISA BYRD



MIGUEL & STEPHANIE CALDERON

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GOLDS



JON & AMY CALDWELL



ISABEL & DANIEL CALKINS



ROGER & LORI CALL



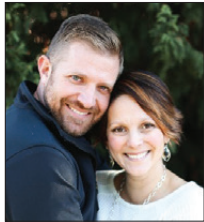
CHRISTINA CALLAN



DAWN CALVINISTI



ALISIA CAMPBELL



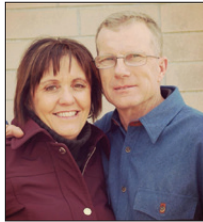
LORALIN CAMPBELL



AMBER CAMPION



JENNIFER CANCINO



BILL & DONNA CARD



HEATHER CARLSON



RACHEL LEE & DARYL CARTER



ANA PAULA CASTILLO CUEVAS



DOUG & RACHELLE CASTOR



ANDREA CAUFFMAN



LACEY CHALFANT



JACOB & GERI CHANDLER



CHING YIN CHANG



HSIN TING CHANG



TSU WANG CHANG



KARL & AUDREY CHARBA



HEATHER CHASEY



SANDY CHASTEEN



TSAI YING CHEN



HSIU WEI CHENG



IHAR CHERSKI & ALAKNANDA NABAR



BING CHUNG CHEUNG



SHU CHIN CHIANG



DAVID & JACLYN CHILD



YEN CHIUMAN

GOLDS



GINA CHO



JOYCELYN CHUA & TONY CHIN



GABRIEL & TIFFANI CISNEROS



DAPHNE & DARRIN CLARK



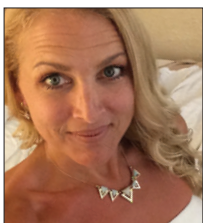
MONIQUE CLARK



NIC & JESSICA CLARK



STUART & CARLIN CLARKE



NIKKI CLEARY



NIKKI CLOUD



JASON & JODI COBB



ALLISON COCHRAN



MIKE & LISA COLETY



AMIEE CONNER



REBECCA CONOVER



KARI COODY



CINDY COONS



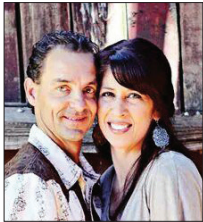
KATHY CORDELL



ELIZABETH CORTES



GABRIEL COSTA & CHRISTINA TOTH



TOM & ANITA COTTAM



JEFF & COLLEEN COTTERELL



CRAIG & KRISTIN COTTLE



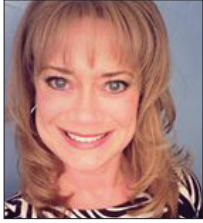
TERESA COYNE



LUISA CRANE



SPENCER & APRIL CRAWFORD



CHRISTINE CREEL



RICH & BARBARA CROCE



BRANDI CROSBY



CINDY CROSBY



LISA CUSANO



HEATHER DAHLSTROM



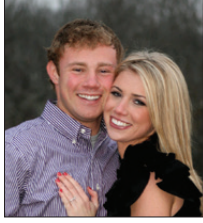
MONIR & TANJA DANIELS



MATHEW & OLIVIYA DAUGHERTY



SHELLY DAUGHERTY



ANDREW & BRITTANY DAVIDSON



GLEN & TERRI DAVIS

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GOLDS



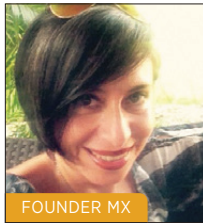
LUCINDA DAVIS



PAULETTE DAVIS



JOYCE DAY



FANNY MILLAN DE LEON



GUILLERMO & IVONNE DE SUAREZ



MELANIE DECUIR



HOLLY DEERING



JARED & MINDY DEGRAFFENRIED



SARAH DEGROFF



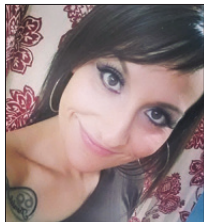
DIANNE DELREYES



NANCY DENSMORE



JOSEPH & PHELICIA DEROSIER



ERIN DESANTIS



ISAAC & LINDSEY DEURLOO



VICKIE DICKSON



ROGER & MARILYN DIDERICKSEN



JILL DIEME



MICHAEL & MELISSA DIXON



STACEY DOLAN



MIKE & KELLY DOLLINGER



BRIAN & KRISTA DOVE



JULIE DRIGGS



HELEN DUKE



JUSTIN & LELIA DUKE



MICHELLE DUNNE



CANDACE & SUSAN DYER



SUSAN EATON



MARIAN EDVARDSEN



JAMES & ERIKA EDWARDS



JEFF & GINNY EISEMAN

GOLDS



GISELA ELISABETH BOLTEN ELIAS



SAYAKA ENDOU



VIVIAN ENGELSEN



SHANE ENGLAND



ULRIKA ENGMAN



DOT ENSLEY



CHRISTIAN & ELISABETH ENSOR



SUSANA ESCOBAR



MICHELLE ESPER



FERNANDO ESPONDA



JEFF ESSEN



MATT & RYANN ETTER



JULIE EUBANKS



DARNIE EWART



HALEY FACHNER



MARIA FAHRNER



NICHOLAS FAIRBAIRN



EMILY FALCONBRIDGE



SALLY FARB



SALLY FARNICK



MANDI & JACK FELICI



DEBORAH FERRARIS



SHERRIE FERRELL



MIKA FIACK



SHARON FILA



LYNN FINGERHUT



THERESA & LEAH FISHER



MARK & TIFFANY FLAKE



GLENDA FLYNN



CHRIS & BETH FORD



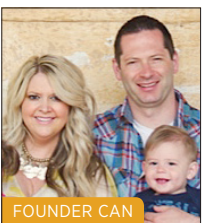
CATHY FORT-CURRIGAN



TAMMY FOSSETT



LACEY FRANKLIN



DEVAUGHN & KELLY FRASER



KRISTIN FREEMAN



JENNIFER FRINK

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



GERRY & CHRISTINA FROESE



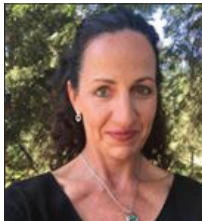
NATHAN & KRISTEN FUCHS



STEFANIE FUNK



LISA ANNE GAFKJEN



LESLIE GAIL



LUIS & ITZEL GALLEGOS



VICKI GALLOWAY



JUDY GANN



MEAGHAN GANNETT



JACKIE GARCIA



VINCE & TERESA GARCIA



KATE GARLAND



JAKE & LINDSEY GARRISON



ROGER GARVIN



MICHELLE GAY



ALICIA TORRES GEARY & KYLE LISABETH



ANGELA GEEN



TAMARA GERLACH



SCOTT & JULIE GETTY



MICHELLE GETZ



RACHELLE GIBSON



LUIS & EMILY GIL



TIM & KAREN GILROY



ELIZABETH GIULIACCI



KATHRYN GLADER



CHRIS & KRESTA GLASER



DR. CYNTHIA GLENDENING



KIMBERLY GO



TESS GODFREY



KATE GOLDSTEIN

GOLDS



RACHEL ADAMS GONZALES



FOUNDER MX

ERICK & EDGAR GONZALEZ



MAYRA GONZALEZ



CRAIG & SHEILA GOODSSELL



BÉNÉDICTE GRAF



ROBIN GRAHAM



MELODIE GRAMMONT



VANESSA GRANATA



JAROM & HEATHER GRANT



JANIS GRAZIANO



KACEY GREEN



AMY GREGERSON



TODD & RENEE GEMPEL



EDWARD & CARY GRIFFIN



KENT & ELLEN GRISWOLD



MICHELLE GROSS



JODI GRUBBS



KARI GUEGOLD



LYN & PETER GUERIN



KIM GUILLORY



LINDSEY GUNSAULS



JAVIER & DEANNA GUTIERREZ



KAREN HADLEY



FOUNDER EU

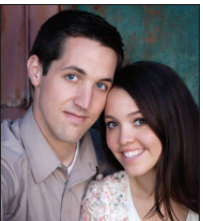
JÜRGEN & MARTINA HAKENJOS



MATTHEW & ANNA HALES



RYAN & KENDRA HALES



MATTHEW & SEANTAY HALL



MICHELINA HALL



TERESE HAMILTON



TROY & KRISTEN HAMILTON



ABIGAIL HANSEN

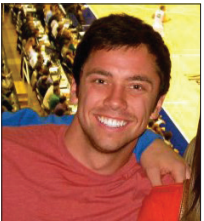


STANFORD & HEIDI HAO



FOUNDER EU

MATTHIAS & MOANA HARDER



CURTIS HARDING



KERRY HARPER



DAVID & JOLENE HARRIS

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GOLDS



ALICIA HASHEM



GARTH & JULIE HASLEM



BERIC & LORI HAUKAAS



BLUJAY HAWK



JODY & SHEENA HAWKS



ALLISON HAYS



TERRI HAYS



KIM HAZEN



MIRANDA HEBERT



ELLIE HEDLEY



TONYA HEFT



ANTHONY & DANIELLE HEIZENROTH



KRISTIN HELTON



EUGENE & DIANA HENKEL



WAYNE & JENNA HENRIE



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ELIZABETH HESSE



JON & EVE HEWETT



MIKE & BETH HICKS



ED & SARAH HILDEBRAND



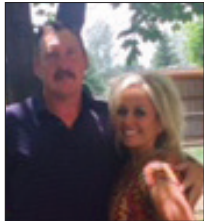
DANNY & LEANNE HILL



JASON & STEPHANIE HILL



MAGGIE HILL



LEONARD & DANIELLE HILLMAN



LEE HINDRICHS



HOLLY HIRT



ELIZABETH HO



GREGORY & SUSANNA HOBELMAN



DAVID & JENIFER HOEHNE

GOLDS



SHALEEN HOGAN



ADAM & CASSIDY HOLDSWORTH



NATHANIEL & DENA HOLMES



LINDSAY HORLANDER



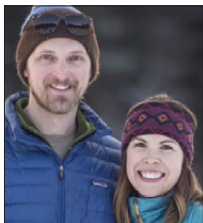
OSVALDO HOSORNIO & CAROLINA CEREZUELA



JODIE HOWARD



JACQUELINE HOWELLS



JEN & MARTY HOYORD



SHU FANG HSIN



LI HUA HSU



MENG CHIU HSU & HSIU LING HUANG



WEN YUAN HSU & MIN FENG HSU



TE FU HSUN & CHING HSUE WANG



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KAREN HUDSON



MARY KAY HUESDASH



AMY HUFFMAN



CORY HUGHES



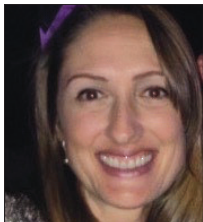
JOHN & VIRGINIA HUME



MARGHERITA HUMPHRIES



BRETT & KELLI HUNSAKER



APRIL HUNT



BRIAN & ALLISON HUNT



DEBORAH HUSBANDS



TENLEY HUSTE



LAURA HUTCHISON



KUN YOUNG HWANG



MARISSA HYATT



NANCY ILLMAN



JENNIFER INCHIOSTRO



KELLY IRIZARRY



BERET ISAACSON



TIFFANY JABLONSKI



SCOTT & TONI JAEKEL



JASMINE JAFFERALI

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GOLDS



LINDSEY JAFFERALI



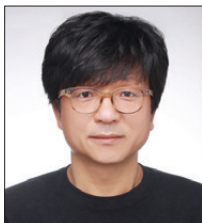
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SABINE & HARALD JAHN



TREY & AMY JAMES



GWANGSUN JANG



EUN-JI JANG



KURT & LINDSAY JENSEN



AARRON & HEIDI JOHANSEN



LESLIE JOHNSON



ALICEN JOHNSON



JOLIE JOHNSON



NANCY JOHNSON



PAUL & MELISSA JOHNSON



SARAH JOHNSON



TONY & DONETTE JOHNSON



TRACY JOHNSON



MELITTA JÖILLY



STACY JONES



GORDON & RENEE JONES-LAWSON



RACHEL JOOS



NOELLE JOYE



IN SEO JUNG



YEONG MOON JUNG



DO GYEOM JUNG



KYUNG AEE KANG



KRISHEL KARRAS



JAMIE KASARDA



YOKO KAWAI



JASON & KATHERINE KECK



RAMONA KELLER

GOLDS



KRIS KESKE



SHERI KEYESKI



BRIAN KIEL



HYEON JUNG KIM



KYUNG KIM



RYOKO KIMURA



RASHELLE & TRAVIS KINCAID



VALERIE KING



CAROL KING



CORY & KELLY KING



LEATHA KINGI



CHRIS & TARA KINSER



KENTA KIRIYAMA



JANI KNOX



YASUKO KOBAYASHI



DEAN & TERESA KOERNER



MICHIYO KOIDE



ELIZABETH KOLODGY



YOLANDA KOOLE



JENNA KRAHN



TIFFIN KREGER-BRYANT



JAMES & KRISTEN KROPF



JENNIFER KUCK



FREDDY & MANDY KUHN



MICHELLE KUNTZ



JON ERIK & LYNN KVAMME



STEPHANIE LADEAUX



JANICE LADNIER



EILEEN LADWIG



ALLEN & HEIDI LAFFERTY



AMY LAMKE



CHIH LAN



AMBER LANDRY



SHARA LANGFORD



RICK & KIM LARSEN



IVY LARSEN

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GOLDS



SUSIE LARSON



MARGIE LASH



JEFF & KATE LASSON



LORI LATENDRESSE



JAMES & MICHIE LAYTON



BOB & KATHI LEALE



JANYCE LEBARON



ENG KIAT LEE



IN GYEONG LEE



JOSEPH TIN WAI LEE



REN-MIN LEE



CHRISTIAN & ALLIE LEFER



JEANESE LEFORE



DIANE LEFRANDT & JESSICA SMUIN



VAL LEIGHTON & DARYL TREMBATH



ANNE LEININGER



TARA LENDER



REBECCA LEONARDES



LISA LERMITTE



CHUCK & CHRISTINA LEROSE



SUZIE LEROUX



HSIU WEN LI



HSIAO-CHING LIN



YU TUNG LIN



FOUNDER CAN
HEATHER LINDHOLM



FOUNDER SGP
YIT LI LING



AUTHENTIC HEALTH LLC



YU CHI LO



HONEY LOGAN



JEFFREY & JEN LONG

GOLDS



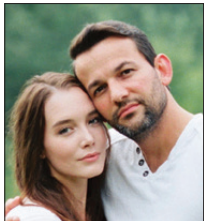
SARAH LONGFIELD



JENNIFER LONGMORE



FOUNDER SGP
LEE SEANG LOOI



CARDIN & MATT LOPEZ



FOUNDER CA
CLAUDIO GIOVANNI LOPEZ



LINDA LORD



ANALEAH LOVERE



SHELLY LOYD



CHARLENE LU



PEI CHEN LU



ERICA ELDRIDGE LUCAS



BEN & MARIA LUEBKE



JEN LUKE



LISA LUKE



MARY LUNDSTROM



TONY LUPESCU & BIANCA RODRIGUEZ



LISA MACHAC



DEBRA MACKLIN



TRISH MAHONEY



ALEJANDRO & CECILIA MALO



KATHERINE MANCHA



MARC & LINDSEY MANUCAL



VICKI MARCUS



JULIE MARGO



MILTON MARIN & CAROLINA MUNOZ



FOUNDER CAN
KARLENE MARKHAM



FOUNDER EU
LENKA MARKOVA



BERNY & JANET MARQUEZ



ANITA MARRIOTT



KYLE & AMY MARTIN



LAUNA MARTIN



FOUNDER EU
PATRICIA MARTINA



SUZY MARTYN



MIHO MARUYAMA

































MASAKO MASUKO















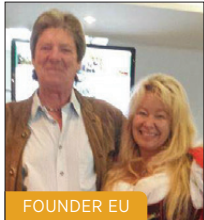












MIKI MATSUKAWA

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GOLDS

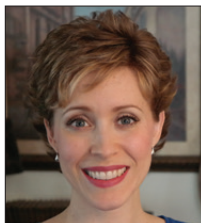
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 RACHAEL MCBRIDE	 KELLY MCBRIDE	 SEAN & ALICIA MCBRIDE	 COLLEEN MCCARTNEY	 MITCH & ANNA MCCLARY	 GINA MCCONEGHY
 TREVOR & JENNA MCCOURT	 CHRISTINE MCCUE	 URIAH & LISA MCHAFFIE	 GASPARE & COLLEEN MCINTOSH	 HEATHER MCKINNEY	 BRITTANY MCLEAN
 ELAINE MCMILLAN	 ALLISON MCNAMARA	 PAUL & GINNY MEES	 KRISTA MELENDEZ	 MONA MERZ	 KELI MESSERLY
 FERN MEYER	 KRISTEN MEYER	 BRANDON & MELISSA MILLER	 JIM & AMY MILLER	 KAREN MILLER	 MICHELE MILLER

GOLDS

 TERESA MILLER	 JUDI MINCKLER	 HARRIET MINICH	 SERENA MITCHELL	 JENNIFER MIXDORF	 AKIKO MIZUTANI
 BETTINA MOENCH	 ANDREA MONGE	 IVANNIA MONGE	 JOE MONKMAN	 CHRISTINE MOORE	 CRAIG & KIMBERLY MOORE
 NANDI MOORE	 ANDREW & TIFFANY MOOSMAN	 SHANNON MORGAN	 SHANNON MORGAN	 HARUMI MORITOMO	 FOUNDER EU HELMUTH & VERA MÖRWALD
 NATASHA MOSES	 CAROLYN MOSHER	 JANELLE MUELLER	 MARY LOU MULCAHY	 TARA MULLARKEY	 FOUNDER SGP SRI MULYADI & PAUL FILMER
 BERIT MUNRO	 ETHAN & JUSTINA NADOLSON	 YUKARI NAKAGAMI	 HARUMI NAKATA	 HOLAN & CASSY NAKATA	 NORIKO NARUKAWA
 ANDREA NATELBORG	 ILEANA NAVARETTE	 FOUNDER EU CAROLINE NAVARRO	 LISA NEEDHAM	 DARA NEELEY	 KATELYN NEIL

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



DEVORAH NELSON



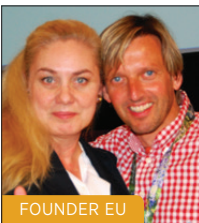
ROB & HELEN NELSON



RODNEY & AMBER NELSON



KAYLA NEUBAUER



FOUNDER EU
CHRISTIAN NEUDEL & GABRIELA HÄUSSNER



MICHELE NEWPORT



CORY & STEPHANIE NEWTON



JULIA NICHOLSON



FOUNDER CAN
JOSH & SHANNAN NIELSON



AYAKA NODA



RYAN & JAIME NORRIS



JAMES & SHERI NORTON



MELISSA NORTON



RENEE NOVELLO



KIERSTIN O'BRIEN



SARA O'BRIEN



ANNIK O'MALLEY



ALAN & BARBARA O'NEILL



FOUNDER NZ
JOCELYN OADES



FOUNDER EU
FRANK ODDENS



ANNA OFFMAN



DEBBIE OHLS



MARIKO OHTA



YUI OKUMURA



BROOKE OLIVER



JOHNNY OLIVERIA & MARISSA JOHNSON-CSIMMA



ROBERT & HOLLY OLMSTEAD



TAMMY OLSEN



WADE & KRISTIE OLSEN



HOLLY ORGILL

GOLDS



DEBBIE OROL



PETER & SARA OSBORN



LESLIE OSBORNE



CHRISTOPHER & AMY OUELLETTE



JOEL & SUZI OVERSTREET



TERRI PACE



RONNIE & LYNNEA PADGETT



SKYE PAGE-SMITH



TRAVIS & SARA PALMER



ASHLIE PAPPAS



HA PARK



MARANATHA PARKE



BRADY & HILLARY PARKIN



COURTNEY PARKINSON



PAMELA PARKINSON



KELLI PARRISH



DANIELLE PARTAIN



ESPIE PASIGAN



JASON & RACHEL PASSINI



ERIN PATEL



SUSAN PAUL



KYLE & KATEE PAYNE



FOUNDER MX
MARLENE PEREDA



SHEEN PERKINS



TOD & ANN PERRY



MARIAH PESKIN



CHRISTA PESSIN



STEPHANIE PETERS



PAUL & ABBY PETERSEN



BETH PETERSON



BETSY PETERSON



TIM & BRENDA PETRU



BRONWEN PIERSON



ANGELA PIJANOWSKI



JENNIFER PINTER



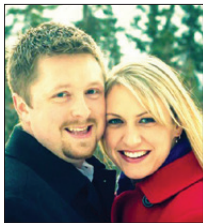
IAN POWELL & MAYU KAWATA

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



ALLISON PREISS



CHARLEY & JESSICA PRESTON



CINDY PRICE



STEPHANIE PRICE



MATTHEW & RACHEL PRIMEAU



RUTH PRINCE



DANIEL & TIFFANY PROVINCE



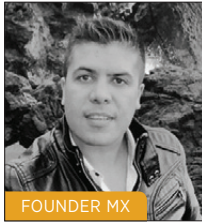
JENNETTE PULECIO



DALE & SUSAN PURDY



JOSEPH & CATHERINE PUTATAU



DIEGO MUÑOZ QUIROZ



KERRI RAMIREZ



KRISTA RANDALL



LACEY RAPOSO



JAMIE RATHJEN



JACOB & CORRIE RATZAT



ELIZABETH RAYL



LESLIE READER



HANNAH REASONER



MARSHA REAVES



TAMI REDMON



HOLLY REED



ANGELA REED



LARISSA REED



MEGAN REEVES



BRAD & LILLY REID



BARBARA REMPEL & DAL BRYANT



KATERI REYES



RUTH REYES



KRISTEN REYNOLDS

GOLDS



TRACY RHODES



LINDA MARIE RICHARDS



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LORI RINALDI



DAN & JAMIE RIP



BRUCE & SARADEL RIRIE



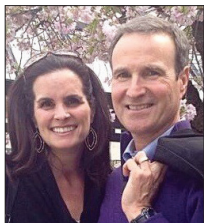
ELAINE RISER



MARIE RITTENHOUSE



VANESSA ROACH



CRAIG & MARY ROBBINS



AUDRA ROBINSON



ELLIE ROBINSON



ANN RODMAN



LUGENE ROGERS



PAOLA SALDAÑA ROJAS



DAVID ROOKSBERRY



DEBORAH ROSE



KEMMERA ROSEMA



CORT & KARLI ROSZELL



JORDAN ROTH



LORI ROTHSCHILD



PATRICK & MANDY ROWLAND



BRYAN & VICTORIA ROWLAND



RITA RUNNELS



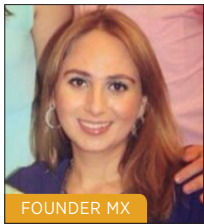
ANDREW & KRISTY RURYK



DAVID & DENETTE RUSSELL



ANDREA RYAN



ANA PAOLA SALOMON BULOS



RYAN & JANESSA SALSBERY



AUDREE LEE SANDERS



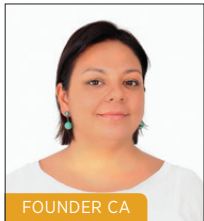
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RUI & JEANA SANTOS



IGNACIO SANTOYO & SILVIA MARTINEZ



ISIDE SARMIENTO



SADIE SAVANT



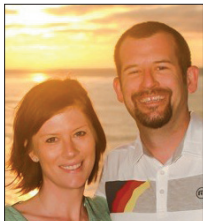
JUSTIN & LINDSAY SCARBOROUGH

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



ADAM & JONI SCHMIDGALL



SARAH & ERIC SCHMIDT



JEFFERY & MARLISSA SCHOONDERWOERD



SUSAN SCHUH



DAVID & TERRY SCHULMAN



LAUREL SCHUMAKER



ROGER & PAMELA SCHWARZ



JANE SCHWEITZER



DENICE SCHWENDEMAN



CHRISTINE SCOTT



ROBERT SCOTT & MARLYSE OKANO



JUDITH SEARS



CALEB & ANGELA SEELING



KAZUMI SEKIGUCHI



TERRI SELDON



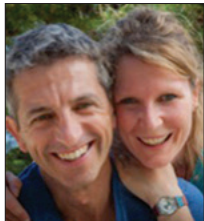
NANCY SERBA



TJASA SERCER



ANN MARIE SERDAR



MAGALI SERMONADE



PAULA SEVENICH



HEATH & CALIE SHACKLEFORD



REBECCA SHAFFER



MEGAN SHARKEY



KAY & KEN SHARPE



BETH SHAW



JENNIFER SHAW



CHRISTOPHER & EMILY SHAWCROFT



EUN YEONG SHIN



ISABEL SHIRLEY



JOAN SHODAI

GOLDS



MARY SHORT



MIRANDA SHROUT



AMI SHROYER



KIMBALL & YUKO SHUTE



KATRINA SIKORA



JON & HOLLIE SILBERHORN



AMANDA SILICH



MARILYN SIMMONS



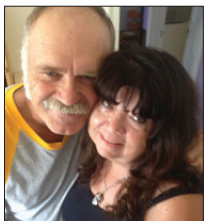
MICHELLE SIMMONS-BROWN



JODIE SIMPSON



KATIE SINGERY



MERLIN & DEILA SIROKY



SCOTT & RACHEL SIROLA



MARY SISTI



CARRIE SKLUZAK



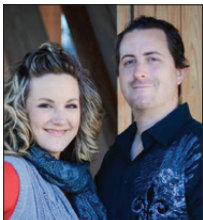
KIM SMADIS



HEATHER SMITH



DONELLE SMITH



DRS. JORDAN & TRACEY SMITH



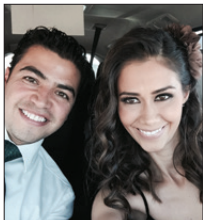
HEIDI SMITH



KALI SMITH



RAMONA SMITH



BERNARDO IVAN PONCE SOBREVILLA & MARIA FABIOLA MOCTEZUMA MEDINA



MORGAN SOMERS



KIM YOUNG SOOK



ERIC & HEATHER SORG



RENE SPALEK



JEREMY & KAYLA SPERLING



DON & PATTI SPIEGEL



ELMER & RENE SPIRES



MEGAN SPOELSTRA



ASHLEY SROKOSZ



KIM STAFFIERI



ALYSSA STANLEY



JESSICA STAPF



TISHEENA STEAD

dōTERRA® WELLNESS ADVOCATE Recognition

GOLDS



DAVID STEPHENS



JENNA STEPHENS



TAMMY STEUBER



DENNIS & JANETTE STEVENS



GARY STEWART & VERONIKA WETTSTEIN-STEWART



JODY STONE



AARON & AMY STORBECK



JULIE'S CORNER STORE



CYNDEE STRAHM



ELDON & MARJORIE STRAHM



GREG & NORMA STRANGE



JAMES & TAUNYA STRUHS



CJ SUGITA-JACKSON



JENNIFER SUN



ERIC & KRISTEN SUTHERLAND



SHARLENE SUTTAR



IIKNUR SUVAY



ELIZABETH SVENSSON



TOMOKO TAKENAMI



JEN TOMAZINCIC



NAOKO TANAKA



PAMELLA TANIMURA



HEIDI TAYLOR



GERARD & TARITA TEHOTU



KELLY TERRY



KERI THOMPSON



ELIZABETH THOMPSON



PER THOMSEN & ELIN HEMNES



CALVIN & SANDRA TIETJEN



PATTI TINHOLT

GOLDS



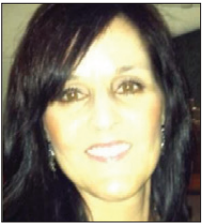
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JASON & MICHELLE TOLBERT



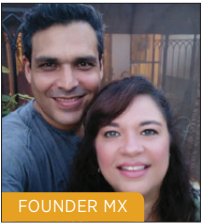
LUCAS & NIKKI TOPHAM



BECKY TOTH



GLENN & JESSICA TRAVIS



FOUNDER MX

RUBEN TREVINO & AMANDA POLA



CARLA TRIGO



RUSSELL & MELISSA TRIPLETT



GINA TRUMAN



FOUNDER HK

VICTOR TSAI



HUI YIN TSANG



FANG CHING TSAO



PIYUN TSENG



DEBBIE TUTTLE



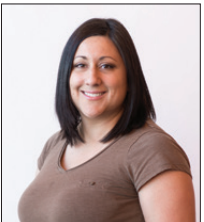
BYRON & RENEE TWILLEY



BETH UNDERHILL



JAMES & SUZANNA UNDERWOOD



JENNIFER UPCHURCH



MEMO & KIM URETA



MEGAN USHER



RYAN & MELISSA VALLELUNGA



TIM VAN DER MEIJ & ESTHER SCHULENKLOPPER



JILL VAN PROOYEN



ALISON VAN ZANDBERGEN



RANDY & BRENDA VANDEKERKHOVE



WAYNETTE VANFLEET



LAURA VARNADORE



FOUNDER EU

ANNA VAŠKOVÁ



JEN VAUGHAN



ORLANDO & MELODIE VIAFRANCO



CAROLINE VINAL

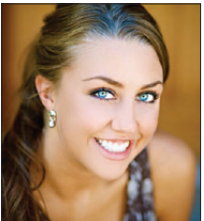


FOUNDER EU

ELENA VINOKOUROVA



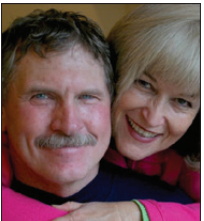
JOSHUA & LEANN VIPPERMAN



BROOKE VREEMAN



LYNN WAGNER



MICHAEL & BEVERLEY WAGNER

GOLDS



REAGAN & HEATHER
WAGONER



JED & PAM
WALDRON



LORINDA WALKER



WARREN & KELLY
WALKER



JAIME WALSH



LEAH WALSHAW



LIZ WALTERS



PEI CHEN WANG



MICHELLE WARD



LANA WARNER



BROOKE WARTELL



NATHAN & KAROL
WATKINS



RYAN & JODI
WATSON



ELISABETH WATTS



KAREN WELCH



LYNDSLEY
WESTERMEYER



BRETT & GAYLE
WHEELER



BRETT & DEBORAH
WHITE



LEON & BONNIE
WHITE



GINA WHITELAW



BETH WHITLEY



RON & LIZ WILDER



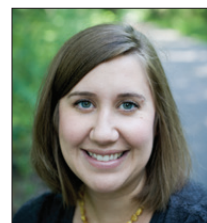
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DEREK & SUZANNE
WILLIAMS



FELICIA WILLIAMS



HARMONY WILLIAMS



DEBORAH
WILLIAMSON



GEORGE & NORMA
WILLOCK



KEVIN & JULIE
WILSON



VICKI WILSON

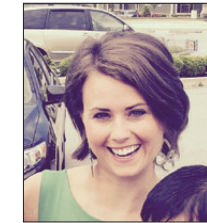
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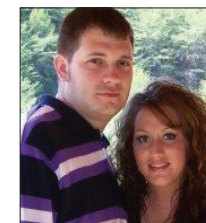
SCOTT & SUSAN
WOOLEY



DENA WOULFE



MICHELE WRAGG



JOHN & JESSICA
WRIGHT



LANCE & CHRISTY
WRIGHT



XUE MEI WU & WAIYIP
GILBERT CHENG



YI TE WU



STACEY WYNN



YONG TONG XU



NOBORU YAMAMOTO



EUN MI YOO



MAKI YOSHIDA



YOUNG SUL YOU



DRS. DAVID & EMILEE
YOUNG



CHING AN YU



YUEH HUA YU



TERUMI YUASA



SANG MOK YUN



TOMOKO YUTAKA



RAVEN ZAAL



ALAN & LINDA
ZACHARY



MICHAELA ZACKOVA



TANIA ZAETTA



CRISTINA & PETER
ZAKIS



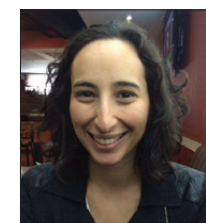
JEDIDIAH & KATIE
ZAYNER



HARRY & DIANE
ZIZZO



PATRICK & KIMBERLY
ZOMER



DIANA FALLENA
ZONANA

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GOLDS

GOLDS NOT PICTURED:

KIERSTIN ALBERGOTTIE MELANIE ANTONACCI MARIA APARIS GUILLERMO ARDON & KARIN JOHNSON DON & LYNDA ASHCRAFT MARGIE BALAS KENDRA BAMFORTH CHRISTI BARRUS JAYNA BAUER REBECCA BOGUS HERB & MARGE BOWEN AMY BOX MICHAEL & KEA BROOKS JOSEPH BRUMETT ASHLEY CAMP NOELLE CARROLL WEI TING CHEN AUDRA CHESTER TAN LUI CHEUNG HUNG YI CHIANG CAROLYN CHUPP LEILA CLARK DAN CONRAD JOSEPH & MELISSA COOK JOHN CROFT & NOEL BLANCHARD	HOLLY DAVIS LISA DEGRASSE JOLIE DEKLEVA COURTNEY DEVRIES SHAWN DILL MICHEAL & MELISSA DIXON JAY MICHAEL & NATALIE DUERDEN NANCY DULAC SOPHIA DUNN ADRYAN DUPRE JON-KRISTIAN & JESSICA EDSTROM MARK ERICKSON SCOTT & BETH FENTON KIRA FISCHER RITA FLEYSH ERIN GILES ERIKA GLANCY BRIAN & TRINA GORSETH SHELLY GRAEWIN GRIFFIN GUNDERSON PATTY HAESSIG DANIEL HAMILTON KARA HANKS SARAH HARDIE KATHRYN HARRISON	ANGEL HELDRETH & REBECCA METHENY LISA HERD JOSHUA & JENNIFER HESSE HEIDI HIGGINS BRIANNA HOLBROOK BARON HOLT HUI LING HSU YIN CHEN HUANG DENISE JANSSON SARAH JENSEN AMBER JOHNSON ANDREA KELLY HEIDI KING CHIH LAN ME HEE LIM YI CHEN LIN MIN YIN LIU WENHUI LIU CECILIA LOPEZ DE LARA & ANDONI ROMERO GOMEZ MADISON & MORGAN LORENTZEN LI MAN KAY MANNIX MARC & LINDSEY MANUCAL KIMBERLY MCBRYANT HELEN MCDONALD	GARY & KATHRYN MCGIVEN SAVANNAH MERRELL LESLI MILLER SARA MOLINA MAURICIO MONTERO & RITA SOLIA ARAYA JAIME MORALES CARTER NIELSON JEFFREY NYMAN KRISTIN O'DELL CHERYL OLSON DEBBI PACHECO JACK & CATHERINE PARSONS JUDY PATENAUDE PEGGY PATZIA TYALEE PENDLETON KYLE PERRY AMANDA PHILLIPS CYNTHIA PORTER MATTHEW & KATRINA POTTER SHERRI PRICE KELLEN & KRISTIN PURLES MYRA QUINN CLAUDIA LIZETTE RAMIREZ OROZCO & SERGIO ANGE ABUNDIS RODRIGUEZ	JAMILA REMINGTON KC RHON MICHAEL RIDEOUT ANGELA ROBERTS JENNIFER ROBERTS PHILLIP & JENINE ROLFE JENNA ROSS & KEVIN CROTTY CARMEL SAKRZEWSKI SHARON SCHAFFER MARISSA SCHULTZ YI TZU SHAO RUSSELL & JOHANNA SHARPE ASHLEY SHELDON-RICHMAN STEVEN & CAROLANN STREAM RYAN & BONNIE SWING ELSA TAUBE BILL & MEAGHAN TERZIS ALICIA THOMAS GLYN & JONI THOMAS TAMARA THORN GODFREY & MICHELE TINDALL MURRAY TRIPLETT	JESSICA TUNIS ALINA BRACAMONTES VAN HOORDE & RAUL GONZALEZ CHAVEZ ASHTON VAN WEY JEREMY & SHANDA VANDENBARK MARCY VETTER KANGYING WANG YU CHU WANG ALISHA WARREN KELSEY WATSON NICOLE WIDDISON STEVE & CARLA WILSON CHANEY WISDOM MATT WOLFE LACY WRIGHT KEIICHI YAMADA NICOLA YOUNG
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