

# LEADERSHIP



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# Congratulations on Reaching Presidential Diamond Kenny & Rebecca Anderson

HIGHLAND, UTAH, USA



## What have been the biggest challenges you have had to overcome on the way to Presidential Diamond?

I think the biggest obstacle people face in growing their business in dōTERRA is overcoming themselves. I had to be “all in” in order to be fully vested and willing to approach significant contacts I have developed over many years. Once I was fully convinced of the opportunity in dōTERRA, I knew it was good enough for anyone!

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

I would tell people to carefully and selectively choose their frontline leaders. I believe that you help those leaders who are also willing to help themselves. Spend your time with the leaders who are motivated to work and match their energy.

## How do you and your spouse work together in the business?

Rebecca and I work together in dōTERRA. Rebecca has been our product expert and is also certified in the dōTERRA AromaTouch® Technique. I have been more involved on the business side of the company and the recruiting of leaders. I have traveled extensively over the past few years while Rebecca has held down the fort at home. It has been a team effort.

## What is most important to you in your business?

The most important part of my dōTERRA business is people. I like to find out what the goals are for my leaders, and then help them to achieve those goals. I love my leaders—we are great friends, and we work together to make dōTERRA a vehicle that can help us reach our aspirations.

## What are the benefits of this rank? Why should someone want to reach it?

Reaching Presidential Diamond has given our family more opportunities and time to be together, to travel, and to serve. Presidential Diamond has also given me an opportunity to connect with great leaders and people all over the world. Most of my teams are international, so dōTERRA has provided a forum where I can communicate and network with people from all over.

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

I am motivated to give others the same opportunities that dōTERRA has afforded us. I want to continue to travel the world and identify great people and share with them an opportunity that can change their lives.

## How has your success in dōTERRA changed your life?

dōTERRA has allowed us more time to do things we love to do—things that are important for us, like family. dōTERRA has also created a forum where we could meet and come to know some of the greatest people in the world. These two benefits, time and people, have impacted our lives in a marvelous way.

## What advice would you give someone just starting out with a dōTERRA business?

Become familiar with the full opportunity that is dōTERRA. Also, be persistent as you move forward with the opportunity. Recognize that it will take time, but as you persist, the fruition of your goals will be realized as you put in the effort.

## What is unique about being part of dōTERRA?

We are appreciative of the executives of dōTERRA for building a company with a big heart. We feel grateful to be part of it. We also are so thankful for a wonderful upline who has supported our efforts all the way. The friendships built in this company have been priceless. Rebecca and I love working with our teams all around the world and seeing them achieve their personal goals through dōTERRA. 💎



## Presidential Diamond Tips dōTERRA 360

**“dōTERRA represents a unique opportunity. I focus on helping leaders become familiar with the three main components that make up the full opportunity that is dōTERRA:**

- 1 The Company**—dōTERRA is a debt-free, billion-dollar company with executives grounded in solid principles and a commitment to service.
- 2 The Product**—The product has a superior retention rate.
- 3 The Business**—Because the business leads with the product and the company is founded in solid core principles, it creates a very strong business opportunity.

**Each of these is essential to understanding the full potential of dōTERRA.”**

**“Our goal now is to continue sharing this opportunity with leaders around the world. We want to continue to find great people and give them the chance to realize their goals and dreams through dōTERRA.”**

## How have you learned to balance running your business and taking care of your family?

My family is most important to me. We are close and love spending time together. We have used the opportunity in dōTERRA to travel the world as a family and to enjoy more time together. Our four children have visited every continent with us and have been able to experience other cultures and people. I try to incorporate my family in everything I do, which includes dōTERRA.



## Congratulations on Reaching Presidential Diamond Matt & Kelly Anderson

SALT LAKE CITY, UTAH, USA

“We love the dear friends that we have made through dōTERRA and hope all take full advantage of the treasure offered here. What an honor to be a part of something truly great. Thank you, dōTERRA!”



### What is your mantra?

We build dōTERRA quickly and easily, and God shows us the way.

### Why do you do dōTERRA?

You know what inspires us? Being with people who are hungry. Hungry for change. Hungry for results. Hungry to do the work. Hungry to serve others. Hungry to make others' dreams happen. We are so grateful for our incredible team who inspires us every single day. It is such a gift to be on this

journey and to be paid so generously to mentor the hungry so they can, in time, do the same for others.

### What's your strategy?

We enroll leaders who enroll. We do this by identifying influencers whom we admire and building relationships of trust with them, and then we ask them if they would consider an additional income stream with dōTERRA. When they see the outstanding product and compensation plan,

and learn about the mission of our company, they are happy to participate.

### What have you learned about rank advancing?

Kelly: Once when I was pondering creating a new rank, I could see myself pushing our leaders up a steep mountain. As I witnessed this monumental effort, the impression came, “That’s one way to do it—or you can just ask the mountain to be removed.” This teaching moment changed everything for us. We don’t want anyone to feel pushed to reach a goal—we want them to feel excited to put action behind belief and enjoy the blessings. Now, every goal is an invitation for our “Miracle Makers” to make a bigger impact in their communities and beyond. Uniting our faith and focus to achieve goals has become one of the most rewarding experiences we’ve ever had as a couple and with our leaders.

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

Not everyone is a top enroller, but everyone can be “top” in something that will help them excel in their business. If you help your leaders to leverage their strengths, they will generate quicker results and feel satisfied with their progress. We recommend and use the Strengths Finder 2.0 test by Gallup to identify our leaders’ top five strengths. We also reward our teams in a variety of ways to cover the range of income-producing activities that will help them achieve their goals. Celebrating often on team calls, in Facebook groups, and at events increases enthusiasm and momentum, and promotes team spirit.

### How has this business changed your life?

“People are less interested in building a career than they are in architecting a life.” –Jeremie Brecheisen, Gallup Senior Managing Consultant and dōTERRA Silver

We were happy retail customers for 18 months before we enrolled as business builders. We were enjoying our existing businesses and had no intention to share until our longtime friends, Natalie and Andy Goddard, asked us a life-changing question: “What is your financial plan to create your dreams?” Natalie explained that the power of residual income could help us fulfill our family goal of serving a mission for our church and traveling the world. After two years of focused faith and effort, we achieved Diamond. One month later, we received an unexpected invitation to be missionaries and take a volunteer teaching position at Brigham Young University–Hawaii in The Center for Entrepreneurship, teaching business courses for a year. Following this

wonderful experience, we continued to serve and support people as we traveled to other areas of the world and built more teams in Australia and Mexico. It was during this time abroad that we found true joy in humanitarian work and helping others transform. We continue to work with multiple non-profits and love sponsoring projects with the dōTERRA Healing Hands Foundation™.



Because of dōTERRA, we live passionately and deliberately, and we hope to inspire others to do the same. Now that our teams are more financially stable, it is rewarding to see many of our leaders intentionally living, becoming debt-free, following their dreams, and serving generously. Learning to create for ourselves by helping others create for themselves is a glorious privilege and an inspired business plan. Even the messy parts of leadership have brought us so much joy as we’ve learned to be patient, lean into faith, release our fears, and trust that the answers are available when we ask. 💧



## Jeff & Tamarah Bartmess

SOUTH JORDAN, UTAH, USA

# SOMETHING MORE

When Tamarah Bartmess enrolled as a Wellness Advocate, she thought of dōTERRA as a side business to her online energy healing practice. When she compiled her financial information for the year, however, she realized that dōTERRA could be much more. She wanted to invest more time and energy in dōTERRA and felt she was spinning her wheels in her other business, but she was still uncertain of which opportunity she should commit to.

While attending a business training event, Tamarah found her answer. The question on her mind was, "What's next?" and she felt that the answer was dōTERRA. By this time, her original enroller had left the business, and Tamarah's enrollment was moved to Gina Truman. Tamarah says, "Gina was very encouraging, and I decided to go for it. Everything fell into place from

the moment I truly committed. Since then, I've been living dōTERRA." With a new upline who consistently provided enthusiastic support, Tamarah hit her stride in her business.

Growing her business has taken a lot of stretching for Tamarah. While attending convention in 2013, she felt she should go for Diamond Club. She qualified in December of that year, but

Diamond Club didn't turn out as she planned—she lost two of her Diamond legs during that time. She later gained three new legs and hit Diamond for the first time in December 2015.

Tamarah's experience in Diamond Club stretched her, but it also changed the dynamic of support in her family. When she started her dōTERRA business, Tamarah's husband, Jeff, was skeptical of the network marketing opportunity. Then he hit a turning point. Tamarah explains, "His whole energy changed while I was doing Diamond Club. He said he noticed that I'm happy when I'm working on dōTERRA, and it's helping me grow and develop and learn, and

he loves that I can experience that. He is now incredibly supportive." Tamarah and Jeff now combine their strengths to build and grow together.

For Jeff and Tamarah, their Why will always come back to their family. They feel strongly about providing opportunities and experiences that help their children see themselves as part of a greater whole. Tamarah is also passionate about empowering women to be confident as business owners. Many of the women Tamarah works with are also moms, and Tamarah wants to share the message that women can be confident, influential business builders as well as good mothers. "I want to reach women who question their ability to influence

their communities. I know 100 percent that I'm a better mom because of my business."

dōTERRA has touched Tamarah's role as a mother in more than one way. Because of a health issue, Tamarah has experienced difficulties in carrying pregnancies to full term, and she is grateful for the health and wellness support she has found in dōTERRA products.

Jeff and Tamarah are now committed to sharing these natural solutions with others. Tamarah says, "I can't imagine stretching myself like I have for any other company. It's an honor to be part of something bigger with dōTERRA."

**"Start simple. Focus on the basics. Nurture relationships. dōTERRA is as much about personal development as it is about business."**

## STRETCH TO DIAMOND

**NOTICE SPECIFIC NEEDS** "I've been training my team on having focused, one-on-one time to sit down with people. Be customer-centric and cater to the needs of the person you're with—it's just about the person right in front of you. Help them find a solution that is specific to their needs. Wherever they're at in their own journey is where you need to meet them."

**DEVELOP LEADERS** "Help your team members see themselves as leaders before they hit Silver; they can see themselves as leaders at Elite or any rank. Being a leader starts before you hit a certain rank, so focus on helping them create leadership development opportunities. None of my qualifying teams are local, so they've had to be independent of me as they grow."

**BELIEVE IN YOURSELF** "Remember that opportunities are limitless for you, and you only limit yourself. I overcame my insecurities because I believed that someone believed in me. This made me realize that there must be something in me that's worth believing in. Personal development is vital, and it takes time, experience, and belief."





## Tasha Hakeem

KAILUA KONA, HAWAII, USA

# HONORING THE JOURNEY

When Tasha Hakeem was first introduced to dōTERRA, she never thought she would be part of the business. Tasha had been searching for a natural solution for her family that was easily accessible, easy to use, and inexpensive. Her friend suggested essential oils, and within a couple of weeks, Tasha was hooked. She recalls, “I loved that dōTERRA focused on educating, and I loved the essential oils and how many there were to use!”

After having great experiences using the oils with her children, Tasha set up three classes with her local mom friends. Even then, she didn’t intend to start building a business. “I simply wanted them to know what I had seen in our children and to pass along this option for their own families.” When Tasha received her first check, she saw the financial blessing that dōTERRA could be. She and her husband, Nate, had recently moved to Hawaii, and as a growing family in full-time missions, they needed to increase their budget. Committed to supporting her family in their ministry, Tasha dove in with the belief that dōTERRA was the opportunity God gave them to support them in all He called them to do.

“If you allow each rank and situation to be a personal development opportunity, then that will help you naturally grow into your business as well. As you grow, you will rise into a person of influence, whether you realize it or not.”



Tasha’s journey with dōTERRA has resulted in immense personal development. While she has previous business experience, Tasha believes this opportunity is like no other. “It’s unique and pushes you further—if you let it. You end up having the choice at every stage to grow or to stay, and I naturally desire to grow.” This growth has applied not only to her business, but to her personal relationships as well. She explains, “Over the last four years, God has truly used this business to intertwine my life journey. I have learned to patiently honor, respect, and value the journey within my personal relationships as well as business relationships more than ever. It’s in relationships where we grow the deepest and are challenged the most to become all we are created to be.”

Along with personal growth and relationships built through dōTERRA, Tasha is also grateful for the financial and time freedom she has found. Her family has been dealing with a personal family crisis over the past year, and Tasha was also in a major car accident this year. Thanks to her business’s success, she has been able to focus on her family and heal without the stress of finances. These blessings push her to share the dōTERRA opportunity with others. She says, “The time and financial freedom is real, so I can’t help but share it with those who are ready to listen and make the jump into it as well.” Now, one of Tasha’s greatest goals is to see her team advance.

Throughout it all, Tasha remains committed to honoring the journey—her own journey, her family’s journey, and her leaders’ journeys. “It’s a huge and deep journey we are on, and it has taught me so much.”



“No matter the circumstances that life throws at me, I have learned to grow through them, keep my eyes on the goal, and allow God the space needed.”

## ASK YOURSELF...

**1 AM I WILLING TO GROW?** “Am I willing to be challenged? Am I willing to follow what works? Am I willing to be mentored and grow in all areas of my life? Am I willing to reach the edge of my fears and turn it into an opportunity to thrive? Am I willing to stand in the face of my mindsets and belief systems that have held me back to this point? This business will do that.”

**2 AM I BEING PRODUCTIVE, OR AM I JUST BUSY?** “I wanted to be sure my moments were lived with intention so that the freedom I now have with my family didn’t come with any regret. I set up strict boundaries with my business and my family. Being a wife and mother has always been my top priority, and this business will always be here—they won’t, and neither will their sacred moments. My business still grew well within these boundaries while honoring my family.”

**3 AM I CLEAR ON MY PURPOSE?** “Being led through the Why exercise as a Premier has grounded me in the other areas of life and given me the courage to hold on to the bigger picture as we honor the journey itself of getting there. Take the time to sink deep in your purpose, and it will motivate you to hold fast through the tests and trials necessary to grow into who you are meant to be to handle the purpose God has given you in this amazing life.”



Ruth Prince  
MELANCTHON, ONTARIO, CAN

# THE BEAUTY IN REBUILDING

When Ruth Prince was first introduced to dōTERRA essential oils, she was already using other oils. The difference in the quality was so noticeable, however, that Ruth immediately switched to dōTERRA products. She dove in with the business as well, hitting Gold within only six weeks from when she first received her oils.

Ruth’s journey, however, hasn’t all been smooth sailing. After she hit Gold, she experienced health issues and stayed at the same rank for five months. Partially because her business had initially grown so quickly, she had to rebuild when she was again able to focus on dōTERRA. Rebuilding has been a constant throughout her experience, and she has learned valuable lessons from it. Ruth explains, “Building your business is like the biblical story of the wise man and the foolish man who each built a house. Then the storms come. The wise man built on the stable foundation of a rock, while the foolish

man built on sand. If you build for strength and structure, you’ll have a firm foundation so you can withstand the storms.” With a focus on building for stability, Ruth’s business is stronger than ever.

Throughout her time with dōTERRA, Ruth has been grateful for the support of her sister, who is one of her frontlines, as well as her husband, five children, and three grandchildren. She also feels that God has been with her every step of the journey. It hasn’t been easy for Ruth; she has experienced serious health issues, but she feels blessed to have found dōTERRA when she did. “The oils and other products have done so much for my health. I’m living a full, vibrant life with dōTERRA. These natural solutions are so powerful. Within five days of trying the dōTERRA Lifelong Vitality Pack®, I saw such a difference in my energy and overall health. It changed my life.”

dōTERRA has not only given Ruth increased wellness, but has also

helped her find her passion again. “I was a nurse for years, but when I started with this business, I was working as a government investigator. I missed helping people. With dōTERRA, I’m back to helping people get their health back and bringing joy to families. I’m back to what I loved about nursing, and I can help people enrich their lives with natural choices.” The changes Ruth has seen in her own life motivate her to continue sharing with others. She was also able to leave her job as a government investigator and now enjoys time freedom as she decides when and how she works.

As she looks to her next goal of Blue Diamond, sharing dōTERRA and its benefits remains Ruth’s driving force. “I want to get the oils into people’s hands. I want to help them find relief in natural solutions. I have no doubt that I will hit my next goal, because this is my passion.”

“Don’t give up if it falls apart. You’ve built before, and you can do it again. It’s an ongoing, every day process. You have to have perseverance, and you have to be willing to keep sharing.”



## A STRONG FOUNDATION

### BUILD TO THE POWER OF 3

“If you’re building to the Power of 3, you’re building strength. This gives you the structural integrity you need to build the business. The Power of 3 system is designed to help you get where you want to go.”

### STRUCTURE FOR STRENGTH

“You don’t build a house without a solid structure, and your business should be the same. Build for strength, not rank. You’ll see steady progress and you’ll have a firm foundation to build on.”

### LEAD BY EXAMPLE

“Don’t try to take on a management role for all of your builders. Instead, lead by example by still doing the basics like enrolling and teaching classes. Get out to your teams and give them someone to look to.”

### DON’T BE AFRAID TO REBUILD

“I’ve had to rebuild several times. Even after I hit Diamond, my legs fell apart, and I’m not working with the same four leaders now that I was the first time I hit Diamond. Don’t be afraid to rebuild and structure for stability.”



“Anybody can do this business. You don’t have to be a rocket scientist—you can be an average woman or man. Just care about people, love people, and be willing to serve.”



NEW dōTERRA DIAMOND

Nicole Kezama

EDMONTON, ALBERTA, CAN

# Love & Serve

Nicole Kezama’s dōTERRA journey started when she began following a blogger who shared her farm life experiences and dōTERRA essential oils. At first Nicole was not very interested in the oils, but one day a story was shared that caught her interest, and she was intrigued. With no previous experience with essential oils, she started researching and decided to try them. After a strong personal experience with the oils, Nicole felt she had a responsibility to start sharing. She remembers, “It was the moment when everything clicked. I knew this was far too important to not share.”

When Nicole first saw the dōTERRA compensation plan, she understood its potential, and she knew she could reach Diamond. She is grateful for the financial freedom she has achieved and feels blessed to be able to financially care for her family and have the opportunity to pursue humanitarian work as well. However, Nicole’s journey

isn’t about hitting rank; it’s about loving and serving others. She explains, “Everything comes down to sharing love for other people. There are really only two emotions: love and fear. All negative emotions, like anger, hurt, mistrust, or deception, all come down to fear. I like to focus on love and all of its aspects. Love for others gives me a desire to serve them.”

Among the people Nicole is dedicated to loving and serving the most are those on her team. She says, “My goal with my team is to be there to support them with whatever they need. Each one is unique, so I provide personalized support. The more I help my team and the more I give of myself, the more I benefit.” She has taught the importance of loving and serving others to her team as well. Nicole is passionate about helping her team members find their individual strengths and skills, which all help to strengthen her team overall. This is how the cycle of leadership continues.

dōTERRA has also given Nicole a way to connect with more people and help them find the solutions they need. “I want to share the power of the oils. I want to see people healthy and whole. I want to see them physically, emotionally, spiritually, and financially well. The oils are great at supporting what needs to happen, but it’s more than that. I want to help people take a stand for what is right in their lives.”

For Nicole, one of the major benefits of being part of dōTERRA is the wide network of people she is now linked to. She says, “I find it very important to connect with people and let them know we offer support. We have a huge team of over three million members who are all looking for the same thing—we all want to enhance our health in some way.” With the support of dōTERRA and her family, Nicole is eager to see where her journey will take her in loving and serving others.

## DIAMOND PRINCIPLES

### KEEP DOING THE BASICS

“Reaching Diamond doesn’t require anything that’s outside of what you usually do. Make a contact, share a sample, invite to a class, follow up, and enroll. Just do it over and over again.”

### DON’T LEAVE OPPORTUNITIES UNSPOKEN

“If you leave an opportunity unspoken, someone else will come along and reap the benefits of your work. Do the basics consistently, and teach others to do the same.”

### CREATE A REAL TEAM

“Those who go past Diamond are the ones who have created a real team. That’s the difference. I teach my team that they don’t need me to reach their goals, but I need them to reach mine.”

### SHARE THE POWER OF THE OILS

“When I introduce someone to the oils, I like to point out how powerful they really are. It doesn’t take a lot—one drop is all you need. It’s important to teach about safe use of the oils and dilution.”





## John & Amber Adams

MAPLE RIDGE, BRITISH COLUMBIA, CAN

# Believing dōTERRA

**W**hen Amber Adams first encountered dōTERRA essential oils, she immediately loved them and found herself naturally sharing them with others. Her husband, however, was a bit reluctant to jump into the business side of dōTERRA. John says, “I didn’t want Amber to commit to something that wouldn’t work, and I was worried about what you have to pay to do it. But when I researched it, I found the opposite. I was excited about the compensation possibilities, and I was comfortable with the way the business is run.” From there, John and Amber decided to invest enough time and resources to commit to the dōTERRA business for six months. They made the decision that if they were going to do it, they would be “all in,” and relatively soon after they started, they reached Diamond.

The journey to Diamond has come with many changes for John and Amber. John was able to walk away from his job to be home and work on the dōTERRA business full time with Amber. This was

an important step for their family and was one of their original Whys. Amber says, “I wanted to get my husband home from a dangerous job that he didn’t love and didn’t feel rewarded by. Now our family can be together more, and especially since we had our third child, it has been life changing to have him home to help. I’m so happy he’s not missing so many of this baby’s ‘firsts.’”

With her caring nature, Amber gravitated toward sharing and teaching others about essential oils from the beginning. John, on the other hand, was more interested in the back office. In Amber’s words, “We split up the business to fit our strengths. My passion is to help people, while he’s more interested in placement and structure. Now John can help others duplicate how we’ve made the business work, and he also encourages other partners on our team to get involved.” They attribute much of their business success to using their strengths, as well as to the support they have received from their family,

their upline, and their downline.

They both count their blessings every day for not only the financial freedom dōTERRA has provided, but also the amazing people they’ve had come into their lives in their short time working in this business. They would love nothing better than to help their team members reach the same financial freedom they are now enjoying.

John and Amber know that like any venture, building a dōTERRA business comes with challenges. When you hit a roadblock, Amber suggests, “Look at your beliefs. You need to believe in yourself, believe in the product, and believe in the opportunity. Share the business with as much passion as you share the oils.” With their beliefs in line, there is no goal John and Amber can’t reach. “We can’t imagine doing anything else. It’s our passion and purpose, and what a blessing to be able to do something you love every day, alongside your best friends!”

**“It’s all about belief. People can feel your energy, and when you speak passionately about the opportunities dōTERRA has, people are naturally drawn to you.” –John**



## SET UP FOR SUCCESS

**Create an Oil Community** “It isn’t about how many people you can enroll—it’s about sharing with others when they need you. We use a Facebook group that helps people understand how to incorporate oils in their everyday lives. This is a relationship business, so it’s about building long-term relationships and helping others live dōTERRA.” *–Amber*

**Focus on These Three Pillars** “We’ve seen our most successful builders excel in these three areas:

1. Enroll consistently
2. Have at least 55 percent of those you enroll be LRP participants
3. Find builders

If one of your pillars is weak, then you need to recognize it and look deeply at yourself to figure out why. Then help others to duplicate this process.” *–John*

**Structure Wisely** “Think long-term. You might need to give up something in the short-term in order to have things in the right place in the long-term, and it’s always a moving puzzle. Accept that you can’t always get things right, but try to collect as much information to make the best educated guess you can.” *–John*

**Live dōTERRA** “The oils are my first go-to. They are a tool in my ‘momma toolbox,’ and I want to empower moms to be able to reach for natural solutions to help their children. The oils are part of my everyday life and my children’s lives as well.” *–Amber*



Daphne Clark

CALGARY, ALBERTA, CAN

"My big Why is to serve children in Zimbabwe. I have bigger goals—to reach Blue Diamond and Presidential Diamond—so that I can serve these kids. It isn't easy, but it's worth it."

## THE BIGGER WHY

When Daphne Clark awoke from a dream about dōTERRA, she knew she needed to dive in. Her close friend, Kimberley, had been reaching out to her for months about the business opportunity associated with dōTERRA, but as a church pastor, Daphne had resisted due to uncertainty about how network marketing would fit with her church work. While she had been using the oils for some time and was especially impressed with the dōTERRA CPTG Certified Pure Therapeutic Grade® standard, she was unsure about the business aspect.

That morning, Daphne told her husband that she felt both excited and nervous, and that she wanted to look at the business opportunity again. She also received another email from Kimberley that same day with more information than she had seen before about the earning potential of dōTERRA. From there, Daphne committed to the business.

When she started out, Daphne was already busy with her work as a church

pastor and as a mother of four, plus she owned a sewing studio. With Kimberley's help, Daphne got off to a fast start and reached Silver in six weeks. While she has loved the journey, Daphne has had to make difficult sacrifices along the way. "I gave up my sewing school, which is one of the hardest things I've ever done," Daphne says. "I couldn't do everything at the same time. I loved teaching and interacting with kids at my sewing studio, but I gave it up to pursue my bigger Why. My husband and I work with a mission in Zimbabwe that focuses on orphaned children, so I took my desire to love and teach kids to that work."

Daphne's Why is not the only global aspect of her dōTERRA journey; her team is located all over. "I've built my frontline in different countries, and my leaders aren't all local. I build globally, and my team here in Calgary is very small compared to other parts of Canada, Australia, and the United States. I'm very grateful for Zoom chats, and now I can fly to go visit my team members more often."

With a team spread across the globe, Daphne has felt the stresses that can come with building a business. In the first few months particularly, she sacrificed time with her husband, Darren, but he has been incredibly supportive. As a church pastor, he has watched Daphne grow with dōTERRA and has implemented some of the ways she has learned to be a better leader in his church work. She says, "The skills I've learned also empower me to better help people at church. This business has ignited a passion in my husband for doing his ministry work differently. It's been a fun journey." In addition to her husband, Daphne feels blessed to be supported by her children and a strong upline.

With a growing global team and an eye set on helping children both locally and abroad, Daphne is ready to continue moving forward. "The opportunity I have to help people and pour into children makes me the happiest person ever."

## CENTER YOURSELF FOR SUCCESS

### GIVE PERSONALIZED FOLLOW-UP

"I love people, so I love meeting over a cup of coffee or tea for a wellness consult. However, because I have such a global team, that isn't possible with everyone. If they're in a different part of the world, I use Zoom to make sure I can follow-up with them."

### STRUCTURE PROPERLY

"When I started out, I had amazing mentoring from my friend, Kimberley, who is now a Blue Diamond. She helped with my structure and made sure my frontline is very clean. Find builders, place them, and build down. Follow the steps provided by your upline—it works."

### PURSUE YOUR WHY

"You can't do everything at the same time. I had to give up things I loved in order to give my dōTERRA business the time it required to be successful, but it was ultimately to pursue my bigger Why of helping children in Africa. In this way, it's a very fruitful journey."





## ■ Brittany McLean

BRESLAU, ONTARIO, CAN



# A VISION FOR THE FUTURE

.....

“dōTERRA has given me the opportunity to do things that are beyond my wildest dreams. Everyone deserves the opportunity to live life free of time or financial stress, and to discover why God put them on the Earth.”

Brittany McLean was at a point in her life where she knew she was meant for more, but she wasn't sure what that was. Then she was introduced to dōTERRA. She recalls, “My heart was leaping out of my chest, and I knew this was something I was excited about. I aligned instantly with the mission and recognized right away that this would be the opportunity for me to live out my purpose.” Brittany enrolled that same night, and she hasn't looked back.

Before dōTERRA, Brittany worked in long-term care homes as a recreational therapist. She feels that this prepared her for her journey with dōTERRA—she worked with a team of leaders on a regular basis to reach the same outcome, plus she learned patience and what it means to work as a team. Now, Brittany's team is largely comprised of millennials like her who have similar goals. Brittany is enthusiastic about sharing the dōTERRA opportunity with others. “There are millions of twenty-somethings out there

who need this business opportunity. We are a force to be reckoned with; millennials are passionate, persistent, and determined. I'm not stopping until I share this with every one of them I can because they all deserve to experience financial and time freedom.”

In addition to helping other young entrepreneurs achieve their goals, Brittany is committed to her personal Why. She explains, “My Why always has been and always will be to be a present mum when the time comes that we have babies of our own. Growing up, I had a vision of being a stay-at-home mum. I got caught up in the rat race for many years, but dōTERRA reconnected me with that vision. This vision motivates me every single day; I'm motivated to work hard now so that when the time comes, money or time won't be a stressor.”

While her Why is focused on the future, Brittany's hard work has paid off in the present as well. She was able to retire from her corporate job at the age of 23,

and her partner, Aaron, will be able to come home before the age of 30. Aaron has been there every step of the way with Brittany. “He supports me every single day! He's my sounding board, the person I share all of my ideas with, and the person who talks me down when I'm about to make a silly decision. Although he isn't officially involved in the business, my business wouldn't be what it is without him!” Brittany is also grateful for the unwavering support of her family, friends, and incredible downline.

Brittany realizes that dōTERRA has touched every aspect of her life, both present and future. “How has my life changed because of dōTERRA? It has pushed me to become a better version of myself, and pushed me to set goals and work toward them. It gives us the opportunity to travel when we please and pour money into savings for the future.” Rooted in her vision and her Why, Brittany is excited to continue moving forward.



## FOCUS TIPS

**LET THE OILS SPEAK FOR THEMSELVES** “I teach Essential Oils 101 classes over Facebook Live in private groups. I love sending the participants a few samples the week prior to the class so they can be on Live, experiencing the smell of the oils as I chat. We all know that all you have to do is take the cap off and the oils speak for themselves!”

**FOLLOW UP CONSISTENTLY** “I always follow up within 24 hours of a class or introducing someone to an oil so I can keep them hot. After that first follow-up, I continue following up until they either tell me to stop or they decide to enroll. Most people take over 12 follow-ups before they jump in, so I'm not going to stop at one!”

**LOOK DOWN, NOT OUT** “When people are working toward a new rank, they often think they need to enroll everyone and their mother to free up some volume. Instead, I like to work with my current organization and follow up with everyone I have enrolled to see how I can best support them. This brings in added volume, and as a bonus, it increases your retention!”

**JUST KEEP SWIMMING** “I know it can be physically and mentally taxing at times, but there is a light at the end of the tunnel, and it isn't that far away. Stick to the simple, daily, income-producing tasks, and do them every single day. The key is consistent work, not constant work, and I promise you'll hit your goals.”



## Lewis & Christina Jessup

PALM BAY, FLORIDA, USA



# The Best Is Yet to Come

As a garden and herb enthusiast, Christina Jessup was naturally intrigued with the idea of essential oils. She had seen her grandma use herbs for health support before, and after Christina's friend introduced her to dōTERRA essential oils, she was excited to see what the oils could offer her. For years, Christina had been lacking in her health and tried many different sources to help her overcome her occasional issues, but when her upline, Wendy Berry, introduced her to dōTERRA DigestZen®, she saw amazing results that were more powerful than anything she had tried before.

Being in the film and video production industry for over 15 years, Christina didn't think she would want to do anything else, especially direct sales. However, her positive

experiences with the essential oils made it difficult for her to resist sharing their benefits with others, so she decided to look further into the dōTERRA business.

The more Christina got into the business, the more she realized the impact she could make. As she focused outward and looked for ways to serve her team and the individuals she met, she helped many experience the same financial and health blessings that she had. Through this experience, Christina has also gained a deeper understanding of the purpose of love in the business field. She says, "Most people struggle with this in our business. When approached with a conflict, what I do is pray, listen, and respond, and then just be honest in love. Anytime there are misunderstandings

or worries, don't let it go. Address it. Communication is key." This approach has helped her and her team grow closer and become proactive leaders.

Other important steps that helped Christina find success were Diamond Club and goal setting. After much prayer, Christina left her job, which gave her more energy and strength, as well as the confidence to participate in Diamond Club. During Diamond Club, she was able to advance to Diamond and reach rank right before her goal date.

Alongside Christina, her husband, Lew, has been a constant support. She says, "He always tells me he is proud of me, and that is so important to me." Lew attended events and classes to qualify them while Christina was away building their business through Diamond Club. Their team effort has allowed them to make great strides in their business, and they find joy in working together. Now, because of their success in dōTERRA, Christina and Lew have a combined dream of giving back to others in need, specifically by helping inmates get jobs, residency, and Christian counseling/mentoring when they get out of prison, and helping homeless children in Haiti and Peru find safe places to live.

Since joining dōTERRA, Christina says, "I am feeling great! dōTERRA has helped me share, make money, and manage my stress levels. It has allowed me to afford a life where I can work my own hours and be off with my husband. I have a blast with my team and my customers, and I love talking with someone who has had their first 'aha' moment with the oils. We are a part of something beautiful, and I truly believe the best is yet to come."

"Be passionate—passion shows. If you aren't passionate, people will know it. If you have confidence and belief, they will believe you and want you to help them."



## MAKING A CONCENTRATED EFFORT

1

### MAKE ACHIEVABLE AND REALISTIC GOALS

"Map out what that looks like. Stick with it no matter what, and try your best to make two contacts and do two follow-ups every day."

2

### STAY CONSISTENT

"Consistency is key. When you start, keep the same momentum, and do things every day to grow yourself and your business. Stay consistent with classes each month."

3

### STRUCTURE WISELY

"Pray, and then move. Don't do it quickly. Really consider the best possible move, then don't look back or blame others."

4

### MAKE EVENTS A PRIORITY

"The people who attend and/or hold events are very successful. We all need to be motivated and built up."



FAVORITE PRODUCTS



**Peppermint Touch—**  
This product is a lifesaver! My husband always asks me if I have it with me (and I do).



**dōTERRA On Guard®—**  
We use this all the time with my kids at home. I have four children, and this is one of our essentials.



**Oregano Touch—**  
I use the whole dōTERRA Touch® line with my kids.



**dōTERRA Lifelong Vitality Pack®—**  
It was one of my New Year's resolutions to consistently take dōTERRA Lifelong Vitality Pack, and it has drastically affected my health.



GET TO KNOW  
dōTERRA CORPORATE

**Shannon Bible**  
—Director of Leadership Services & Recognition—

**A native of Orem, Utah, Shannon Bible attended Brigham Young University and earned a bachelor's degree in English. She then worked at another company for ten years and managed recognition and events activities for the Americas, Europe, and South Pacific regions.**

**When Shannon started her career at dōTERRA, she began in Recognition—and she was the only Recognition employee.** As the company grew, so did her team, and she implemented systems and processes to ensure dōTERRA Recognition activities could continue to run smoothly as our Wellness Advocate numbers increased. In July 2014, Shannon began supervising the Account Management team as well. At that time, the team included 12–15 Account Managers; like the Recognition team, Shannon has overseen incredible growth in this team as well, which now boasts over 40 Account Managers to support dōTERRA Wellness Advocate Leaders.

**What does your role at dōTERRA entail?**

I help to manage all Account Managers and ensure we are structured and poised to help our Leaders grow their dōTERRA businesses. We track what the Account Managers are doing on a daily basis and how they're working with the Leaders, and we are constantly evaluating how we can best support them and their businesses. Our job as Account Managers is both reactive and proactive—we react to the Leaders' needs and support them, but we also proactively reach out to them and work with our Leaders on business strategy, goal setting, and personal development.

I'm responsible for dōTERRA Recognition as well, helping to make certain we find the best ways to recognize the amazing things our Wellness Advocates do. It is tough to keep up! I am also involved in overseeing different customer types and helping with new system developments. We work to be sure we're creating what our customers need and what our Leaders can use to propel their businesses forward from a technological standpoint.

**What advice would you give to our Wellness Advocates?**

From the viewpoint of our team who works with thousands of Wellness Advocates, keep doing what you've been doing. Don't forget the little things—actively enroll and hold classes, even when you've reached a higher rank. The Leaders who grow the fastest and have the highest retention set the example for their team by continuing to do the basic activities that built their businesses in the first place.

Also, remember that every person, every account, and every team is unique. We try to keep that in mind. There is no wrong way to build this business, so find out what makes it yours. Oils are very personal in how they affect you, and the business is personal too. Approach it your way and make sure it plays to your strengths. Don't worry if your timeline is different from others'.

**What challenges do you face in your role at dōTERRA?**

It's a challenge to keep up with our Wellness Advocates! We try to stay ahead of the game, but sometimes our growth

surpasses our expectations. It's a challenge to anticipate our Leaders' needs and to support everyone. However, this is also an opportunity. We are lucky to work with amazing Leaders who are capable, kind, and driven.

**What do you want Wellness Advocates to know about your job?**

I want them to know that we're always interested in what is working well for them and what isn't working. We can't fix everything immediately, but we do want to know and be aware. We want you to be able to trust your Account Managers. Even if we don't have all of the answers right away, we are always willing to dig in and find the solution. It's truly a partnership—we want to partner with you. In both Account Management and Recognition, we care about you personally. David Stirling often says that we're a big company and we're continually growing, but we want to maintain the spirit and soul of a small company. I take that very personally, and my team works to find ways to make individuals feel cared about and valued.

**What is your favorite part about your job?**

I'm a bit of a nerd, so I love the processes involved in everything we do, but my real favorite part of my job is the people. I work with amazing teams in Recognition and Account Management, and I'm lucky that my job lets me get to know many people throughout the company. I feel very spoiled because I also get to know our Leaders, and I hear about the great things they're doing on a daily basis.

**What motivates you in your job?**

I love to see people progress. We assess and track the Account Managers' progress in several ways, including on personal, team, and professional levels. It's so fun to see them grow in confidence and advance in skills. I also get to see our Leaders' growth, and I hear firsthand about all they do. It motivates me to find ways to better support them and help them grow.





“Because of dōTERRA, I’ve grown as a person, a mom, a wife, a coworker. I love being able to help other people, and it has changed my level of satisfaction in life.”

NEW dōTERRA DIAMOND

Shaleen Hogan

GERBER, CALIFORNIA, USA

## Doing It **Her** Way

**L**ike many Wellness Advocates, Shaleen Hogan first fell in love with dōTERRA products, and then she fell in love with the results she saw from her dōTERRA business. Shaleen had a good, full-time job when she became interested in dōTERRA—and she still works full time. dōTERRA, however, has opened the door for her to live the life she wants. “It has changed my life. Aside from the personal development, my life has changed financially, and dōTERRA is the pathway for me to quit and walk away from my full-time job. I can choose to be a full-time mom but still contribute to our family and be financially secure.” Raised by a hard-working single mother, Shaleen has long seen the importance of financial security, but she also craved emotional fulfillment. With dōTERRA, she found both.

Because she has worked full time throughout her journey with dōTERRA—in addition to having two children while she worked toward Diamond—Shaleen feels her path has been a little different than some others’. Her husband has

been supportive from the beginning, but he doesn’t work on the dōTERRA business with Shaleen. While it has been a challenging journey, Shaleen remains convinced that anyone can reach their goals. “I want people to know that it’s possible to reach Diamond while working full time, while having kids, and without having a full-time partner in the business. This is your own journey. It’s okay to take a little longer and to do it your way.” In addition to her husband’s support, Shaleen is grateful to have help and encouragement from her family, including her mom and grandparents, and her upline. “I wouldn’t be able to do it without their support.”

Shaleen attributes much of her success to her team as well. “Reaching Diamond is really a team accomplishment. You can’t do it on your own, and it’s much more rewarding when you achieve it as a team. I love working with my leaders and helping them achieve what’s important to them. My team inspires and motivates me. On hard days, I show up for them.”

And of course, her Why has kept her motivated throughout her journey. Shaleen says, “My number-one Why is to empower others to see the importance of finding freedom for their health, wealth, and time. I seek to achieve financial freedom for myself so that I may have time freedom with my children, family, and friends. I know I want this because time is the most precious gift; with time, we can make memories, smile, laugh, give back, have fun, and touch others’ lives. I know how precious life is and that it can be gone in an instant. I don’t want to spend mine doing something that does not fuel my soul.”

Looking to the future, Shaleen is excited to continue helping others find financial peace and health solutions. “I know there are others out there who need us. They need not only our products, but they need someone to believe in them until they can believe in themselves.”

## BE A DIAMOND YOUR WAY

### NO EXCUSES

“It’s easy to make excuses for why you don’t have time to do something. Don’t buy into it! You make time for things that are a priority. If you have a vision and your Why is strong enough, you’ll make it.”

### BE CONSISTENT

“Do what it takes on a daily basis. Accept that sacrifices will have to occur to make progress. For me, it was sleep. I get up at 4:30 am before going to work. That is my quiet time to do computer work, etc.”

### BUILD TO FIT YOU

“It’s your own journey. I set non-negotiable points, and one is that I try my hardest not to book classes two nights in a row. Could I have built faster? Probably, but there’s no price tag for the time I spend with my children.”

### TEAM WORK

“Reaching a team goal is the most rewarding accomplishment. I love to work with my leaders, and help them accomplish their goals. My team motivates me, and I want to see them achieve the freedoms they desire.”

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



## Victoria McAdams

VERNONIA, OREGON, USA

# BROADENING HER VISION

Victoria McAdams will tell you that when she was first introduced to dōTERRA products, she wasn't a complete believer in natural remedies. However, her best friend and neighbor at the time, Korina, was the opposite—she was open to everything and became the catalyst. This friendship sparked something different in Victoria, and together, she and Korina learned more about essential oils.

It wasn't until she had been using the oils for about a year and a half that Victoria began the business. "I had told my upline no multiple times, but they invited me to my first convention in 2013, and I saw what dōTERRA was outside of the oils—the community and culture. It was a done deal after convention." Victoria came home as an Elite and hit Silver within three months.

Victoria feels that her journey with dōTERRA has been different from many others'. When she and Korina began using and sharing the oils, they were the only people in their town of

Vernonia who were openly sharing and using them. "The oils weren't part of the mentality for most people in this area. It took a good year of constantly sharing and having classes for it to spark an interest. In those early days, Korina and I had power in our efforts together." Her friendship and partnership with Korina have been essential, and Victoria is also grateful for the constant support of her husband, Stephen, who has made this journey to Diamond possible. Her upline, downline, and community in general have all played a huge part in her growth and continued success as well.

When Victoria started out with dōTERRA, her family was her Why. She explains, "I saw this as a way for my husband to not have to continue in his work." Her husband had been working a labor-intensive job for years when Victoria started her business, and he was beginning to have daily struggles due to the physical strain. "I had a vision that he wouldn't have to continue doing that. I wanted him to have the freedom to choose something else."

Thanks to Victoria's success with dōTERRA, Stephen was able to come home from his job a couple of years ago, and the impact on their family has been immense. She says, "Because he worked such long hours, our eldest daughter didn't have the same opportunity at home to spend time with her dad when she was younger. Now our youngest daughter has a very different experience because my husband can be home. Our girls have a better connection with him now."

For Victoria, dōTERRA isn't about hitting a certain rank; she simply sees the ranks as perks along the way. "My daughter said to me, 'It doesn't matter what rank you hit, because you'll never stop sharing dōTERRA.' It's true. I love sharing. That never gets old to me." With a broadened vision of what dōTERRA can be for herself, her family, and her community, Victoria is committed to continue sharing and building.

**"It's been such a pleasure to work with so many individuals and families, and I don't take that lightly. It's been an unexpected blessing and such a beautiful ride."**



**"To me, Diamond is about being able to connect with a lot of people and seeing a lot of people being blessed by the oils. That has really sunk in over the last few years—how many people have been impacted."**

## EMPOWER YOURSELF AND OTHERS

**FIND YOUR VOICE** "Find your own voice very early in your business, and be okay with what your voice or influence is. I let people know that the way I succeeded isn't the only way to do it. You will attract exactly whom you should attract by being authentically yourself."

**MATCH YOUR TEAM'S NEEDS** "My uplines respected my journey and my very independent style of building, and for that I am forever grateful. Now I find how my team works best—some need more support, while others don't need constant check-ins from me. Help others the way they need it. It isn't good or bad; it's just what they need."

**OPEN THE DOOR** "When I first share the oils, it's an open door and open invitation for people to empower themselves. I don't give promises of cures; I just open the door to the possibility for them to take ownership in their lives. It's a paradigm shift."

**"My goal is to always authentically share the possibilities of dōTERRA with others."**

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



## Kevin & Laurell Asay

HELENA, MONTANA, USA

# NO PLAN B

**B**ecause Laurell Asay had always looked toward natural healthcare for her family, dōTERRA essential oils made sense to her from the beginning. She knew instinctively that there was something special about these oils, and her husband, Kevin, was willing to trust her in the initial investment. Although she loved the products from the start, Laurell didn't step into the business for about a year. She remembers, "I learned more about the company and felt aligned with their mission. People need help with their health from birth to death—there will always be a need for oils!"

And so Laurell started building her business, focused on helping others find natural healthcare solutions. However, her Why has grown into so much more. She explains, "Over time, and as I began to understand the company, the business model, and the income potential, my Why included financial freedom for ourselves and our team members. Ultimately, I want to leave a legacy of freedom for my children—spiritually, physically,

emotionally, and financially. Our business name is Health4Life—that encompasses our Why."

As Laurell and Kevin saw what the business could do for their finances, Kevin began to play a more active role. He had been supportive of Laurell from the beginning, and he wanted to see her succeed in something she was passionate about. However, dōTERRA became more than that. Kevin says, "As I learned and began to understand the business model and compensation plan, I realized that this business was our future. I share the dōTERRA product because I love people and I want to see them become who they are meant to be. I build the dōTERRA business because our life goal is not to retire just to play golf. We want to finish well! This means that we need the resources, time, and influence to do so." For the Asays, dōTERRA is the vehicle to gain what they need to live out their calling.

Kevin and Laurell feel there is something bigger they have been

called to do during their lifetime, and dōTERRA is the way for them to achieve it. They say, "We plan to spend the next 30+ years making a bigger impact in the world than we have so far. We have a bigger vision now for what it means to share on a global level and to have an expanded influence. We know it's there for us."

In all that they do, Kevin and Laurell are both inspired and supported by their four adult children. "They're our inspiration and our greatest cheerleaders. They're the ones who call and celebrate with us whenever we have successes. We want to set an example of freedom. We want to show them that you can change your stars and break through ceilings." Looking to the future, Kevin and Laurell are eager to continue building their legacy of freedom and to helping their team members achieve their own successes. "We love our family. We love dōTERRA. We love that it helps us live our dream and our calling. It's the perfect fit, and we're in it for the long haul."

**"Discover your passion and keep doing the things you are passionate about. If your goal is to reach Diamond, decide that there is no plan B." –Laurell**

## DIAMOND ADVICE

### MANAGE YOUR EXPECTATIONS OF OTHERS

"You can't put your goals or ambitions on others. Be willing to take the time to work with them at whatever level they choose. Move forward yourself to inspire others to see their own potential and ability. Inspire and equip them to succeed." –Laurell

### YOUR JOB ISN'T TO SELL

"When I started my real estate career 25 years ago, my broker told me that my job wasn't to sell real estate; my job was to help people make good decisions. That mindset carries perfectly into helping people understand the need to have essential oils in their home." –Kevin

### QUALITY OVER QUANTITY

"I think it's the quality of classes you're holding that trumps the quantity. If you sample someone and they have a positive experience, they will more likely be ready to move forward than someone who has no knowledge or experience of the oils." –Laurell





## B.J. & Kari Coody

COCHRAN, GEORGIA, USA



# HE SHINES THROUGH ME

**F**or Kari Coody, life as a pharmacist was monotonous, stressful, and unfulfilling. She says, “I had succumbed to fact that I would not get to see my kids nearly enough and that I would work day in and day out just to earn a paycheck.” When she started studying to become a pharmacist, she was motivated by the idea of serving others and was excited to put that into practice. And though she was able

to serve people in her career, there was still something unsatisfying to her about her job, and she lacked a desire to be at work.

In the meantime, Kari had her first introduction to essential oils through a blog that she was following. She didn’t intend to make a business of it; she just wanted to try the oils because she had always liked natural products. But soon

enough, people started coming to her with questions about essential oils, and she found herself with a small team.

As her team and her passion for the oils continued to grow, so did her realization of how she could positively influence her life and the lives of others through dōTERRA. This desire to serve became her motivation. She says, “My mission is to live the absolute best life I know how

and to take as many people with me as I can. I know that God has given me the strength and passion for this, and I want to use that to allow Him to shine through me. I also want my leaders’ dreams to come true. I love working with them and guiding them on the path to their best selves.”

Kari has also enjoyed getting back to the roots of pharmacy, without having to compromise what matters most to her. She says, “Plants are nature’s health remedy and are all people had thousands of years ago. I love that I can serve people in this awesome way, using the remedy God provided.”

Along the way, Kari has been supported by an incredible network of family members, including her parents and in-laws, her sister, and especially her husband, B.J. In the beginning, B.J. was supportive of Kari’s passion and later saw the vision of where the business would go. He has also taken a behind-the-scenes role in the business, working with finances, the back office, planning, and networking. Kari’s sister has also played a huge role in her journey, and she loves that they can work together while living their passion.

Kari’s experience with her dōTERRA business is in complete contrast with her life in the pharmacy world. She says, “I went from a stressed-out pharmacist to living a life I could have only dreamt about. I get to be with my kids more and make my house more of a home. We have paid off almost all of our debt, including a large amount of student loans with the help of B.J.’s planning and my income from dōTERRA. I had forgotten how to dream, and dōTERRA gave that back to me. I’m forever grateful God saw more in me and brought me out of comfort and monotony into such an incredible life.”



“Make no excuses. Don’t wait on your team to go out there and do it for you. You have to decide that you are 100 percent committed and make it happen no matter what.”

### SIMPLE STEPS TOWARD SUCCESS

**FOCUS ON WHAT IS IMPORTANT.** “Don’t think you have to know everything before you get started. I knew nothing about oils before I got my first kit, and I just spoke from experience—which is what people want to know, and it’s why they buy.”

**BECOME PART OF THE CULTURE.** “Almost everyone I have ever met in dōTERRA really does want to help. Whether it benefits them or not, they just want to see others succeed and be of service where they can.”

**SURROUND YOURSELF WITH THE RIGHT PEOPLE.** “It helps tremendously to be around like-minded people. You get ideas from them, and they push you to move faster and get out of your comfort zone. You can also share ideas, which is great.”

“The product speaks for itself. You do not have to sell anything. All I really do is share and educate, and the oils do the rest for me.”



Brian & Jen Pinter

LIVERMORE, CALIFORNIA, USA

# SHARING FROM THE HEART

It didn't take long for Jen Pinter to convert to dōTERRA essential oils. Although her first introduction to the oils was met with a hint of skepticism, that quickly changed as she learned more and had her own experiences. At her first essential oils party, she says, "I remember smelling the oils and feeling like I had a whole new world of opportunity for my family's wellness." Later that night, she came home with a sample of Melaleuca and Lavender and applied it to the soles of her restless baby's feet. Her baby slept through the night, an occurrence that

did not happen often. Jen says, "I was immediately invested in learning more about dōTERRA, and as soon as my oils arrived, I couldn't wait to open them."

In the following months, Jen became an active essential oil user and sharer, and she signed people up with wholesale accounts even though she knew little about the business. After much trial and error, Jen began to understand the value of wholesale accounts and structuring, and her team began to grow.

To help her team avoid the initial bumps that she experienced, Jen

makes it her priority to educate her team on the business and lead by example with a heart of love, giving her team members a solid foundation. She says, "I just show them the way. I realize that I once was where they are, and that it's my job to be able to inspire them to continue the journey."

Once Jen's team started to grow, and after attending a dōTERRA convention, Brian, Jen's husband, joined her in the business. Jen says, "Over time, he realized the impact I was able to have to help change others' lives, and

"dōTERRA is a relationship-based business. You have to love people where they are in their life, gain their trust, and build a relationship with them so that they understand you care about helping them improve their health and natural lifestyle."

then he started living the lifestyle and becoming his own advocate." Although Brian is still working another job, they have created a system that works well with their schedules and abilities. Brian says, "We both bring different things to the table. We are a great team for this business because we each have our own skills and strengths." For Brian, those strengths include handling the technical side of the business to ensure it flows smoothly.

While Jen and Brian have touched many people's lives already, they are not stopping there. Jen says, "I have a message to share, and people are praying for that message. People are suffering all over the world and need hope." Jen and Brian will continue to visit parts of the world where they feel called to spread their message. Their hope for the future is to touch the lives of those who are suffering, especially men and women in public safety, in order to spread the message of hope, health, and wellness across the globe.

Jen and Brian look back now and can see just how far they have come temporally and individually since starting their journey. Jen says, "I have complete time freedom, and we are now on the way to financial freedom. I wouldn't be the person I am today without dōTERRA. dōTERRA helped me realize who I am and has helped me find my soul's purpose on this planet. There's nowhere else I would rather be."



## LITTLE DETAILS THAT MAKE A BIG DIFFERENCE

### FIND A SYSTEM AND USE IT

"When we decided we liked a certain system the best, we embraced it. We made sure our team was aware and had the same materials, and we began teaching the system in full-day sessions. Almost overnight our business exploded, and those who have embraced the system have had the most success." — Brian

### HOLD A MEMBERSHIP OVERVIEW

"I love to give one-on-one attention to a new enrollee so I can help walk them through how to use their oils. We create custom blends together, create specialized sprays, and talk about their immediate and future needs with dōTERRA products and education. I provide them with a power-packed document full of uses and recipes for the oils they already own, and some inspiration on other oils they can add to their collection. They all love our custom gift bag that includes samples of all the consumable products dōTERRA offers. This has been the foundation to help our customers explore other products and further see the benefit of their dōTERRA membership." — Jen

### MAXIMIZE STRUCTURE OPPORTUNITY

"Go for Power of 3 until they get to \$250 a month, and then go for rank. The \$1500 bonus is worth building for. If you have a follow-up system and you're providing the business opportunity, the \$250 bonus can be achieved very quickly." — Jen





## Brian &amp; Beth Skaug

BEND, OREGON, USA

**H**aving worked in the medical field for 19 years, Beth Skaug was skeptical of natural health solutions before she experienced dōTERRA. When a friend introduced her to dōTERRA essential oils, however, Beth couldn't deny the experience she had. She used the oils for herself and her son, who had been struggling with ongoing health issues, and was amazed at the results. Within a few weeks, Beth could see that the oils were supporting her family's health in incredible ways. She says, "We're really not sure where we'd be if it weren't for dōTERRA."

Now, Beth's entire family uses and loves dōTERRA products. Her husband, Brian, became a believer after using dōTERRA Deep Blue®, and their three children love using and sharing the products as well. Brian also helps Beth with the business—organizing class preparation, helping her teach classes, and taking care of their three busy kids.

With the demands of building a business, Beth has found it essential to

prioritize her family, but she knows that every goal comes with sacrifices. She says, "My faith and family will always come first; however, I will admit that my family took a backburner during different seasons of my business. The many sacrifices have been worth it, so I keep pushing forward." In addition to using dōTERRA to support her family's physical and emotional wellbeing, Beth is eager to share with others. She explains, "I want to educate and empower others with a hope that they didn't have prior to dōTERRA. I want to help set people free from physical and emotional bondage."

Seeing people's lives change thanks to dōTERRA is one of the most rewarding things Beth has ever experienced. She explains, "I would recommend dōTERRA to anyone who has a heart for helping others because it's an opportunity to help others financially, physically, and emotionally. Coming from the medical field, I wanted to help people, but it was usually by

the means of putting a bandage on the situation to buy time. This is completely different. We get to educate others by empowering them to be their own advocate and to learn how to research their own wellness needs." This drives Beth to continue sharing.

The product changes lives, and so does the business. Beth looks forward to seeing her leaders progress; in fact, she says, "I want to see each of my leaders reach Diamond more than I want to be Presidential Diamond." She feels blessed to work with a team that is driven by faith. Beth attributes the majority of her success to God. "He has been my solid rock and foundation through the ups and downs of my business, as well as through my health battles and my son's. I truly believe that I was able to hit Diamond by learning who I was in Christ, which empowered me in a way that I can't describe." With her faith firmly in place, Beth is eager to see where her journey with dōTERRA takes her next.

## FOUR KEYS

**CREATE  
MOMENTUM**

"Create momentum by sharing from your heart. When that momentum gets moving, then run with it and don't stop, even when you hit your goal. Don't take a vacation from your business; it will take three times the energy to get moving again. Get your momentum going so that nothing stops it."

**PRIORITIZE**

"Prioritize your time. Use a block scheduling format and start by blocking out personal time, then family time, and then business time. Stick to your schedule, but be flexible with business time and don't allow it to overflow into personal time. Start and end each day with personal time—renewing your mind, soul, and body."

**SUPPORT**

"Run with those in your downline who are interested in the business, even if they aren't your personal enrollee. Give your customers the best support available to encourage them to be empowered. Make sure your builders have skills, and if they don't have them naturally, empower them to see their own potential."

**EMBRACE**

"Embrace who you are and don't try to be anyone else. Teach your builders that each of us is uniquely gifted. You make a lousy someone else, but you make an amazing you! God created diversity among our plants just as He did within all of us. If you're busy envying someone else's gifts, then you won't see your own."

**DRIVEN BY  
FAITH**

"There's always an excuse if you allow one. Life can be challenging, but if we're lucky and looking for it, we can see the beauty of each situation. We should embrace the opportunities we've been given, regardless of our current circumstances."



## Chris & Lori Campbell

CENTRAL POINT, OREGON, USA

# A Powerful Gift



**“I’m the kind of person who can’t keep my mouth shut when I love something. The oils were helping my family in really significant ways, so I couldn’t stop sharing.” –Lori**

When Chris and Lori Campbell were first introduced to dōTERRA essential oils, they thought they didn’t need them. After their second daughter experienced health issues that were only resolved through natural remedies, they were reintroduced to the oils and realized how much support the oils could provide for their family’s health. Once Lori started using dōTERRA essential oils with her family and experienced impressive results, she couldn’t stop sharing, but

she said she would never participate in the business.

After a few months, however, Chris noticed how much money was coming in from Lori’s sharing, and they made the decision to go all-in on the business opportunity. For Lori, sharing dōTERRA is easy because she has witnessed great results from using the oils with her family. She says, “Since I was in high school, I wanted to be a doctor because I wanted to help people. I kept searching for something to fill that need to help others. The root of why I help people hasn’t changed. This is why I spend hours working and why I sacrifice time away from my children. I want to form meaningful connections with people, and I want them to feel heard, cared for, and loved.”

For Lori, one of the most important aspects of sharing dōTERRA is touch. She explains, “It’s an amazing opportunity to get to know people and form a connection by putting the oils on them. It’s more than what the oils can do—it’s the touch and love that can be portrayed by putting them on people.” Lori is a firm believer that the oils work so well because, like all things on Earth, both our bodies and the oils carry the voice and vibrancy of God. Our bodies recognize this, which gives the oils great power.

As Lori works to share the gift of essential oils, she feels blessed to be supported by her husband, their four daughters, and her mom, as well as her friends and leaders. Chris supports Lori by helping with the back office, planning, and business goals, as well as supporting her in caring for their daughters and handling things at home while Lori travels. He even taught classes during Diamond Club when Lori was unable to travel due to pregnancy.

When Lori started out with dōTERRA, she never pictured herself reaching Diamond. She recalls, “It seemed like a daunting goal, and it didn’t seem feasible for me. Then my team started to grow, and so did I. I realized that the journey was worth it and that I was worth it. I realized that I could have the financial freedom that comes with Diamond and that I could help people along the way.”

Together, Chris and Lori are committed to continuing to help others through dōTERRA, and they are excited to see where the journey takes them. Lori says, “Our life has changed so much through dōTERRA that I can’t remotely imagine what life would be like without it. The things that have changed are endless: finances, our ability to travel, personal growth and development, everything. It’s truly amazing.”



## WORDS OF WISDOM

**STAY THE COURSE** “Imagine you’re the captain of a ship. You can’t just put the ship on autopilot because the ocean has waves, storms, and currents that can push you off course. You need to check your course and make sure you’re on track. Similarly, as you work on your business, there will be influences, opinions, and outside factors that will try to take you off course and distract you from being successful. Stay focused and stay the course.” –Lori

**SPIT ON THE HILL** “In the running world, there’s a saying that, ‘When you reach a big hill, spit on the hill.’ It’s a mental picture of how you can conquer the hill—don’t look at the entire mountain as your first goal. Take it in small pieces, and look just enough ahead to keep moving. Reach the next attainable goal, and then when you get there, look to the next goal and the next, until you’re on top of the mountain.” –Chris

**BE TRUE TO YOUR WORD** “Follow-up is key, and it’s important to be consistent. Make sure you do what you say you’ll do so people know they can count on you.” –Lori





“I have confidence that I can hit my goals when I put in the hard work. Now it’s about giving back—empowering moms, helping others feel better, and giving support where I can.”

NEW dōTERRA DIAMOND

Melody Brandon  
COSTA MESA, CALIFORNIA, USA

# A PASSION FOR GIVING BACK

Melody Brandon’s interest in dōTERRA didn’t start with a desire for a new business opportunity. As the co-owner of a successful bakery, Melody already had plenty on her plate. Instead, her interest in dōTERRA started with a desire for natural health solutions during her first pregnancy. She saw mentions of essential oils in various sources during her research, but it wasn’t until a firsthand experience that she became more earnest. “My sister-in-law used dōTERRA essential oils with her children during a family vacation, and I was sold. This first experience was important because they’re my family and I trust them.”

From there, Melody came into contact with essential oils again from a woman at her church. She decided to host a class immediately after receiving her first kit, and it was at this class that she learned about the business opportunity. Thanks to her bakery’s success and her substantial following on social media, Melody hosted several classes and parties, quickly propelling her to

Premier. At this time, however, Melody didn’t think of dōTERRA as a long-term business option; her bakery was doing very well and she invested her time there, as well as with her husband and two young children.

About one year ago, that all changed. Melody’s upline invited her to attend dōTERRA Leadership Retreat, and although she was only able to participate for one day, she was blown away. “I saw that dōTERRA could be a real business, so I decided to go for it.” With this change in her outlook, Melody advanced from Silver to Diamond in one year.

Building her dōTERRA business meant a lot of hard work. “When I was pushing for Diamond, I knew that achieving my goal might mean losing some balance in my life for a while. I know how to work hard, and I was inspired by my upline. I knew it was possible but that it would take effort. Now I can pass the baton and help my team build and become leaders.”

In addition to helping others build their businesses, Melody’s Why includes empowering moms like her. “I know there are other moms who feel like I did—powerless in our options to help our children. When I found essential oils, I felt empowered and in control with my daughter’s health. I share out of love to help moms feel empowered with natural solutions.” Melody also loves the flexibility dōTERRA allows in her business and family life. “I like the idea of a business that I can work on at night or while my kids nap. I can grow it over time based on my desires. I love helping other women find this too.”

For Melody, it’s all about giving back now. She wants to empower mothers, she is dedicated to helping her team build, she looks forward to teaching her children about the power of hard work, and she is excited to give back to others. “It’s a blessing to be able to help people. Pouring my heart and soul into something and then being able to give back is what drives me.”

## A RECIPE FOR SUCCESS

### Keep It Customer Focused

“Help each person connect the dots between their health goals and how the oils can help. They need to see the real impact in their own life. Everyone is different; some people like watching videos, and others like one-on-one meetings. I find the support that each person needs.”

### Keep It Convenient

“I have a lot of informational videos on Facebook that teach people about essential oils and about their accounts. This prevents me from losing my voice from doing so many video chats, and it also makes it convenient for people who want to learn more when it fits their schedule.”

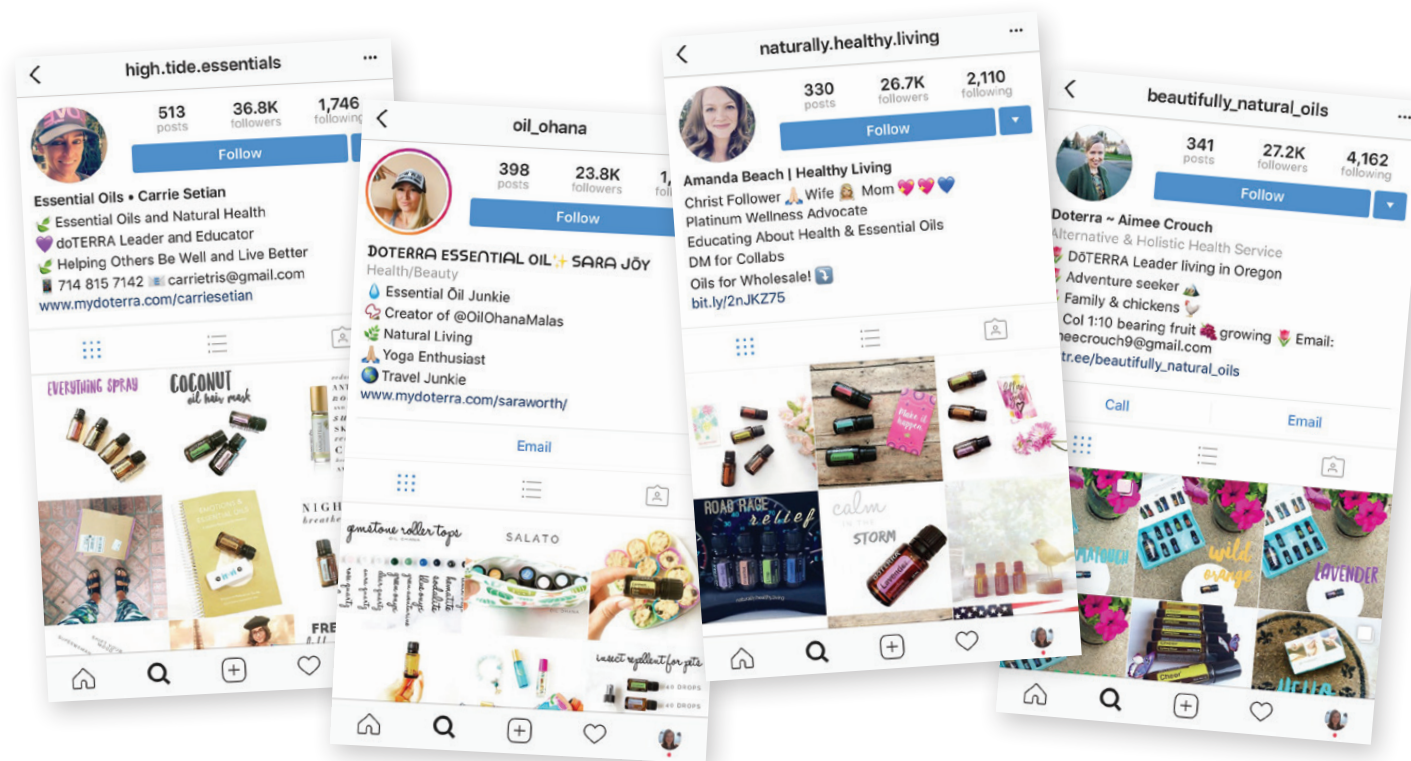
### Keep It Simple

“When sharing the products, don’t overwhelm people, especially if they don’t know anything about essential oils. At the beginning, I focus on the top 10 essential oils and help them understand how to use them so they know that the kit won’t just sit in a cupboard.”



# THE ART OF

# COLLABORATION



Working with your upline and downline comes naturally for most builders, but how often do you work with someone completely outside of your team? Collaborating with those in your crossline and even outside of that can bring new perspectives and ideas that can benefit your business—not to mention new friendships! We talked to a group of seven dōTERRA leaders who came together through social media about how and why they work together.

## How It Started

Because this group is focused on expanding their dōTERRA business strategy to include Instagram, they connected bit by bit via Instagram as they noticed each other's accounts. Some of the group members are part of one another's upline or downline, some are crossline, and some are connected only through this group. The key was reaching out!

"We all connected on Instagram in one way or another. We were all attracted to one another's accounts and knew we

were a good fit to work together."

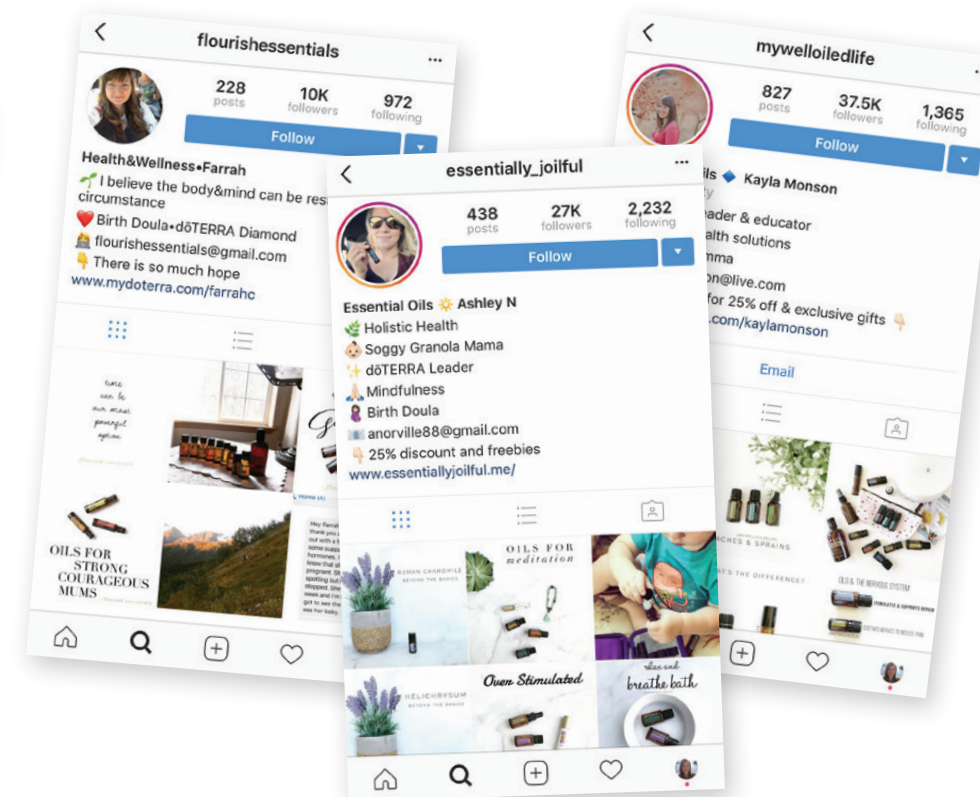
—Carrie Setian (@high.tide.essentials)

"I met Ashley through Instagram about a year ago; I direct messaged her and shared that I loved her Instagram profile and admired what she was doing. We kept talking and exchanging ideas. She said we should collaborate with others, and so she invited me to her group."

—Sara Worth (@oil\_ohana)

## The Benefits

As they have worked together, each group member has seen the strengths



brought to the group by the others. They exchange business ideas, push each other in their goals, support each other through challenges, and encourage each other to be their best—professionally and personally.

"Everyone in this group is encouraging, supportive, and positive. Everyone comes from different backgrounds, skillsets, and experiences, which brings a freshness and opportunity for innovation."

"I love that I can be honest about my struggles and my wins, and I have

a group of people who will pray or celebrate with me. This group helps me brainstorm ways to take better care of my downline and communicate with my upline more effectively."

"You may be building your business in a unique way that your upline has not dived into yet. Finding others on a similar journey can help provide you with the support you need."

## Essential Advice

Are you interested in forming or joining a collaborative group yourself? Here are some tips!

- Collaborate with those who share your values.**

"Find people you really connect with personally and share the same basic values and desires for their business."

—Amanda Beach
- Allow your communication to fit your schedule.**

"We mastermind online, which means we make our conversations fit our schedules instead of needing to meet up at a specific time and location."

—Ashley Norville (@essentially\_joyful)
- Build a real connection first.**

"Let yourself be a friend, and don't feel bad if you need to meet and engage with several people before you find those you want to collaborate with."

—Farrah Collier (@flourishessentials)
- Keep it positive.**

"We all have moments of discouragement, but there's no focus on negativity."

—Aimee Crouch
- Don't be nervous to work with others.**

"Don't be afraid of people on other teams and of other ranks. The community and heart of dōTERRA are fully reflected in a group of leaders who come together to encourage and support each other."

—Ashley Norville
- Invite others to collaborate.**

"You may have to flat out ask people. Some people may want to join you but might be too shy to ask."

—Carrie Setian





“The oils have been such an important piece of healing hearts and being able to open them again to have experiences in this world. I want to touch other people’s lives and bring healing and wholeness to their hearts.”

NEW dōTERRA DIAMOND

Kara Hanks

ROCHESTER, NEW HAMPSHIRE, USA

# FINDING HER PATHWAY

Kara Hanks’s first experience with dōTERRA essential oils was nothing short of remarkable. As she was experiencing a health problem during a chiropractic seminar, Kara was offered Melissa oil by two chiropractors. Within minutes, the discomfort she had been wrestling with for over 24 hours began to subside. Kara immediately purchased an Every Oil Kit and enrolled as a Wellness Advocate. “It was the best investment of my life. I would definitely do it over again.”

From there, Kara decided to bring the oils into her home. She had recently gone through a difficult divorce, and her children were struggling, especially her son. In just a few days, Kara noticed an emotional change in him that opened a relationship that had been closed for years. Now, Kara’s family uses essential oils every day for both physical and emotional support.

Because of the incredible results Kara had seen in herself and her family,

she couldn’t help but share her story and the oils with others. As the owner of an energy healing and nutrition practice, Kara began to share the oils with her clients and use them in energy sessions—and soon, her clients wanted to know how they could purchase the oils for themselves. “At that point, I actually didn’t know how to help others acquire dōTERRA products. I had to call my enroller and ask what to do. About a month after first getting my oils, I scheduled my first two classes, and I’ve never looked back.” In addition to help from her upline and dōTERRA family throughout her journey, Kara is grateful to have the support of her children, her significant other, Mark, and her parents.

With a full-time energy healing and nutrition practice, Kara has found it challenging at times to organize her time. While she has great time management and multitasking skills, she desired something better that would give her more balance. Her dōTERRA business

has given her the financial and time freedom to build both her business and her practice into what she has envisioned. “dōTERRA came into my life at a time when I was seeking greater balance and I had a desire to have more quality time. Everyone has the same amount of time in life, and it’s how you use it that determines whether you leave a legacy; I was seeking greater consciousness and presence. Now I have quality time with my children, and I have goals to bring my family into the business. I also have more time to create the practice I want. It has always been a heart-centered business, and dōTERRA has allowed me the freedom to make it into something that was beyond my imagination.”

Kara looks forward to the future of her amazing journey with dōTERRA. “I simply want to continue sharing and discovering new ways the oils can find their ways into people’s lives. I believe that every family should have access to them and use them, and I want to be part of that.”

## BUILDING YOURSELF AND YOUR BUSINESS

### KNOW IT IS POSSIBLE

“This pathway of creating an income with dōTERRA and becoming a leader is attainable for anybody. It’s possible for anyone who wants it, but it takes commitment and passion. It takes a willingness to grow and evolve as a person. Identify the next step, break it into smaller, more manageable pieces, and make a pathway that works for you.”

### OFFER AN EXPERIENCE

“When I first share the oils, I love offering the person an experience. I’m very generous with the oils and with my time because I feel the most important thing is for me to be present with them. Allow them the opportunity and time to experience the oil on every aspect of their body. It’s very powerful, and if they can be present with me, it can touch them in a physical, mental, emotional, and spiritual way.”

### KEEP SAYING “YES”

“You have to work on different aspects of yourself in order to grow and create. I just kept saying, ‘Yes,’ to moving forward, expanding, and elevating. It has been a remarkable journey of personal development as well as building a business. I can help people bring more joy, harmony, and peace into their lives.”





## Brent & Jenny Walsh

ROCKY TOP, TENNESSEE, USA

# TRADING DOUBT FOR HOPE

When Brent and Jenny Walsh were first introduced to dōTERRA essential oils, Jenny was skeptical. An old elementary school friend of Brent's, Presidential Diamond Jessica Moultrie, introduced the couple to the products and the business opportunity. Jenny was doubtful of the product, and past experiences with network marketing had left her with a negative impression.

Unlike Jenny, however, Brent was interested from the beginning. Jenny says, "Despite my hesitancy with using

oils or doing the business, Brent thought it was something worth pursuing. Before I knew it, he had enrolled us with a Natural Solutions Kit! He respected Jessica's opinion and success in the business." Although Jenny now handles the majority of growing the business, Brent has remained an important part of their dōTERRA journey, with each of them utilizing their individual and combined strengths.

While many Wellness Advocates start with a love for the oils and move into

the business from there, the Walshes started with the business. Jenny says, "We were in a tough financial situation and could really use the extra income. Ironically, we were drawn to the business opportunity first, and then the love and passion for the oils of course followed!" The business may have been the initial draw to dōTERRA, but Jenny and Brent are believers in the product as well. "Our health is foundational, and the essential oils and supplements dōTERRA offers provide great support for our health and wellness." Brent and

Jenny use the oils on a daily basis now, as do their two children.

Thanks to their success with dōTERRA, Brent and Jenny are now living a life they had only imagined. Jenny was able to quit her job as a nurse to be home with her children and run the dōTERRA business full time. One day, she hopes to be able to retire Brent from his full-time job as well. Jenny says, "Our savings are larger than they've ever been. We were able to pick up and move to where we wanted. We now live in a home and have land where I am excited to raise our kids and to let them grow up exploring and playing each day. We are on track for total financial freedom."

With the financial blessings that have come during their journey with dōTERRA, Brent and Jenny are committed to giving back as well. A major part of their Why is their family, but Jenny explains that it reaches beyond that: "The more successful we've been, the more I want to not only provide for my family, but also to help others be able to do the same and to give generously without hesitation. I want to be able to be generous to whomever or whatever comes our way and needs help."

Brent and Jenny look forward to continuing to build and give. "We truly feel that dōTERRA was God's provision for prayers we prayed for many years. Now we pray that God leads us to those areas where we can help."

**"What other job could I have that would only require 15–20 hours a week, yet more than double my nurse's income? I'm not aware of any! This is just the beginning for us. Not to mention the satisfaction that comes from helping people improve their health and quality of life!"**

## KEYS TO SUCCESS

### SHARE CONFIDENTLY

"Because we saw how the business could provide early on, we've been fairly comfortable sharing the business side of dōTERRA. As I've grown over the last three years, I've become even more confident that this is a legitimate business opportunity. Your confidence in the business opportunity will attract others!"

### BE SINCERE

"I strive to be natural and sincere with each person I come into contact with. When I focus on their needs and desires, it gets me further than any sales approach could! Follow-up is also key. Many people need multiple encounters."

### INVITE TO EVENTS

"I strongly push events like local trainings, bigger team trainings, convention, and leadership retreat because they have helped me see the big picture and have made me realize I don't want to miss out on such a great opportunity in life. These events can really flip the switch for people."

### KEEP GOING

"Stay focused on the big picture. You will get discouraged, have no-shows, have builders quit, etc. However, the long-term financial stability that this business can bring is worth every bit of it. Be consistent. Treat it as a job, not a hobby."





## Daryl & Rachel Carter

CONOVER, NORTH CAROLINA, USA

# STRENGTHENED FAITH

When Rachel Carter first purchased dōTERRA essential oils, she loved them and knew she wanted to share them with others. She says, “My husband, Daryl, saw the gleam in my eye, and it frightened him! I was already a wife and mom, I was a published author running a ministry that required speaking engagements all over the country, and I was still modeling professionally.” When Rachel told Daryl that she wanted to build a business with dōTERRA, he gave her an ultimatum: something else had to go.

Since Rachel was getting burnt out on 25 years in the fashion industry, it was an easy choice for her. But she also discovered that dōTERRA could be an extension of their ministry. This meant that she could minister to others while sharing the oils and educating them, which would allow her to cut back on the travel involved in her speaking career. However, it also meant that she had a lot of ground to make up to replace those incomes.

Daryl held the family financially with his traveling sales job as Rachel built the business, but his career was also shifting. While Rachel was stable at the rank of Gold, Daryl’s medical sales territory was expanding. Rachel recalls, “It was going to require Daryl to spend 60 percent of his time in another state. As a baseball coach and a dad heavily involved with his boys’ lives and their sports, this was not an option.” It was obvious that Daryl would need to find a new career, or Rachel would need to hit and maintain the rank of Diamond.

Daryl’s employer was generous and allowed him three and a half months to find a new job while they continued to pay him. He spent time at the computer every day, applying for positions and interviewing for openings. Rachel says, “My Why had always been to get us into a financial position so that Daryl could come off the road and join me in dōTERRA. Now, unless he found a job, I had until December 31 to make it happen.”

Prayer, mentorship, lots of follow-up, and working daily with her team helped Rachel hit Platinum in November. Daryl continued his job hunt, but the doors continued to close. Daryl and Rachel wondered what the Lord was up to, and on the last day of December, Daryl looked at Rachel and said, “Well, I’m out of a job.”

Rachel says, “I’ve always heard that God is never late and seldom early. In like fashion, on that same day, at 10:30 p.m. on December 31, we hit Diamond. It was an answer to our prayers, and strengthened our faith in our team and God’s provision.” Of course, they would still need to maintain that rank, so Daryl and Rachel talked and prayed through their options. On January 5, they made a radical decision to stop the resumes and interviews, and start building their business together. This wasn’t their original plan, but they felt led to trust God’s hand and timing. Together, they have maintained Diamond every month since.

## DIAMOND TIPS

**Create a Light Bulb Moment** “As a model and commercial actress, I already understood the power of residual income. I’d shoot a commercial for two days and then get paid every time it aired, sometimes for years. When we help others understand the benefits of the compensation plan and residual income, that light bulb moment will illuminate their Why when things get tough.” –Rachel

**Strengthen the Team** “Hosting team-wide events allows crossline mentorships to happen organically. Throughout the year, host trainings or day-trips together. They’ll learn from each other and it will prove to add strength to the overall team.” –Rachel

**Support Each Other** “As Rachel’s husband, I have learned to effectively support her as she daily works the business. It looks different each day. I cook, clean, run errands, do laundry—whatever is needed, but it’s necessary for a season. And I do it happily. After all, she did retire me!” –Daryl

**Let Builders Build Themselves** “Only build under those who are committed to building for themselves. We never start someone’s downline with our contacts. They have to have skin in the game. If you drag them in, you’ll drag them through.” –Daryl

“It wasn’t our intention to have Daryl join me until we were ‘solid’ Diamond, but we have learned to trust God’s hand and timing through this journey.” –Rachel





“What motivates me to continue building is seeing others succeed. You get to a point where you long for your builders’ goals more than your own. To me, that’s a beautiful thing.”

NEW dōTERRA DIAMOND

Julia Nicholson

NASHVILLE, TENNESSEE, USA

# The Oil Cheerleader

Julia Nicholson and her husband had always leaned toward natural solutions, but it wasn’t until their son was born that Julia felt such a responsibility for another person’s health. She recalls, “I wasn’t going to let my lack of knowledge be the reason I couldn’t provide the health I felt he so badly deserved.” This led Julia to attend school as a holistic health coach. “When I finished the program, I realized I had so many things wrong.” Julia had cheered for the NFL for five years prior, and she felt that if she had known then what she had now learned, things would have been different. That’s when she decided to start sharing.

What drew Julia to dōTERRA wasn’t the oils; she had developed a program and was looking for quality supplements. She says, “It was hard to find something that met my standards. I felt I needed to align with the mission of the company and approve of their other products. I believe we vote with our dollars; when we spend money on something, we are saying that we

support what the company is doing in this world. If I was going to align my brand and recommend a product, I wanted to feel 100 percent aligned.”

Then Julia was recommended dōTERRA Lifelong Vitality Pack®. It was also suggested that she look into essential oils. Julia enrolled with dōTERRA, and a month later, found herself at convention.

Julia was fully on board with the dōTERRA business opportunity from the start. “I can’t say that I knew exactly what I was signing up for, but I had a fantastic mentor, and I knew that I was in the right place at the right time. I knew I would be a fool not to pursue this opportunity, especially after using the supplements myself and noticing a huge difference.”

Julia is also a firm believer that she is a better mother and wife when she is able to pursue her passions in life and make a difference in the world. She explains, “I’m inspired when I’m

surrounded by people who are also driven. This is why I went back to the NFL as a cheerleader before I found dōTERRA. I craved being around women who wanted to better themselves and the world.” When she and her husband decided to expand their family, she knew her time cheering on the field would transition to something else. “I hung up my pom-poms, but I knew that I craved community. dōTERRA offers the same experience of being surrounded by driven, passionate people. Plus, I never have to leave my team of incredible all-stars!”

In truth, Julia feels that her experience as a cheerleader helped train her for her dōTERRA journey. Over her years with the NFL, continual self-improvement became ingrained in her. Now she believes, “Your success within dōTERRA is a direct reflection of your personal growth. My team drives me to be a better person every day. What I love most is seeing the greatness in people and being their cheerleader along this journey of health and success.”

## CHEER ON TO DIAMOND



### UNDERSTAND THE WHY

“Have a deep understanding of why you are building this business. Is it to empower others, to bring freedom to your life, or is it something more?”

### FIND YOUR SUPPORT

“My husband has always been my greatest cheerleader. He may not step into the business like I do, but he is definitely a business partner because he allows me to show up so fully in my business. The thing I love most is that he trusts the long-term vision. I also want to be able to support him in pursuing his passions in life.”

### SHARE YOUR SUCCESSES

“Before I joined dōTERRA, someone shared a quote with me by Marianne Williamson called ‘Our Deepest Fear’ that forever changed me. It starts with, ‘Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.’ For a long time, I didn’t like to bring up my accomplishments, but I realized that as I pursue my dreams, I give others permission to do the same.”

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



**Karen Miller**  
PERTH, WESTERN AUSTRALIA, AUS

# A Beautiful Connection

After 20 years in social research, Karen Miller decided to retrain as a holistic health coach. When she asked Vanessa Jean Boscarello Ovens to teach a class for her coaching clients, they ended up talking about essential oils. As she learned more about dōTERRA oils from Vanessa, Karen was amazed at the wide range of uses. At an event, she also heard people speaking about the dōTERRA business opportunity. She recalls, “It all seemed to fit perfectly with my philosophy of holistic health and pursuing a business in the industry.”

At the time, Karen saw dōTERRA as a part-time business that integrated with her health coaching practice. But dōTERRA presented some benefits that her practice did not. Karen explains, “The

teamwork and support available are amazing. I personally found working as a health coach a little lonely at times, so it was beautiful to be embraced by the dōTERRA community, but still be able to do my own thing.”

For support, Karen often looks to her upline, Vanessa and Paul. “They are there for me 100 percent in every way—physically, emotionally, and spiritually. Perhaps what I value most is the emotional support, as creating and running a large business is emotionally challenging and stressful at times.” Karen also finds emotional and strategic support in her partner, Ant. As he works in a senior business role, she loves getting his perspective on her business, as well as his patient listening. Because Karen now has a growing team

in the British Isles, she travels often and is grateful for her parents, who live there and have been incredibly supportive during her trips.

Karen has found tremendous support in both the people and products of dōTERRA. “I’m a very sensitive and emotional person. I had left my previous career due to stress and made a commitment to nurturing my emotions, and the oils have been a vital part of this.” She loves helping others find emotional support through dōTERRA as well; her signature workshop is on emotions and essential oils. Karen explains, “It speaks to a direct need that so many people have in coping with stress and life’s challenges.” She also created a Facebook support group called The Highly Sensitive

“Reaching Diamond takes focus, determination, commitment, and drive. You need to stay true to your path and learn to be resilient.”



Leader. Open to anyone in dōTERRA, this group represents one way Karen strives to help others receive support.

In addition, Karen’s Why includes helping people live a healthier life that is more in tune with themselves and nature. She also wanted to travel with her business, which she has enjoyed as she is able to visit her family in the British Isles while building her team there. And now, Karen wants to help others create a life of freedom and fulfillment through their own dōTERRA businesses.

Looking back on what dōTERRA has brought to her life motivates Karen to continue moving forward. “Because of my success in dōTERRA, I have many beautiful friends and connections, a life of considerable freedom and flexibility, and the knowledge that my time is spent on something that serves humanity. This is just the start!”

## GET READY TO GROW

**GET CONNECTED WITH THE OILS** “Use your oils every day and really connect with them. When we are deeply connected with our product, sharing is authentic and natural. Find the way you most enjoy sharing oils, and do it. Have fun! Think about the many lives you can touch.”

**GET CLEAR** “Get clear on your reasons for why you want to create a dōTERRA business and how much time you can allocate. Don’t limit yourself, but be clear about where you are right now, and communicate this with your mentor so he or she can appropriately support you.”

**GET FOCUSED** “Keep it simple. Keep it enjoyable. Stay focused. Consistency, at whatever level, creates confidence and momentum. And keep using your oils! Allow yourself to be inspired and enthusiastic, and share from that space, which is contagious energy.”

**GET SUPPORT** “Get support from your upline or another mentor. Connect with your local dōTERRA community, or go online. Go to as many workshops and trainings as you can. Invest in yourself! This business is all about having strong relationships with your team. Invest in those too.”



## Chrissy Worthy

YASS, NEW SOUTH WALES, AUS

# From Rock Bottom

For Chrissy Worthy, the dōTERRA journey has been one of incredible change. She first encountered dōTERRA when she read a post on Facebook by Jessie Reimers. The business opportunity piqued Chrissy's interest, and she started learning everything she could. She decided to buy herself a kit for her birthday, and this proved to be a turning point in her life.

Over the years, life has thrown a lot of challenges at Chrissy. She recalls, "At the time when I found dōTERRA, I was without anywhere permanent to live, and as a result had shut down my small online business, which, to be honest, had been failing. I was in terrible shape emotionally. I had dreadful, lingering sadness and anxious feelings about my living and financial situation, was heartbroken due to a recent relationship breakup, and was completely beside myself with worry about how to provide for my children as a single parent." dōTERRA seemed to be the answer Chrissy needed to change her situation and her life.

Chrissy jumped in quickly. After familiarizing herself with the oils, she started teaching classes as soon as she had a temporary residence. The support of her parents was essential during this time; while Chrissy worked intensely to build her business, her parents helped to care for her two younger children. Chrissy

is also grateful for the support of her oldest son, and she has found immense support and friendship in the women in her downline. She says, "We understand each other and the challenges of a dōTERRA business. We have genuine love for each other and want to support each other." Her journey with dōTERRA hasn't been without its own difficulties, but along with the support of others, Chrissy's resilience and persistence, built up over her life experiences, have helped her through.

For Chrissy, her core Why has always been to build a better life for her children. "I believe my very strong core Why has played a big part in my reasonably quick success. I wanted to change my life and situation completely, and dōTERRA has been the vehicle through which I've done that. I grabbed hold of the opportunity and threw myself into it wholeheartedly." In addition to providing a better life for herself and her children, Chrissy is devoted to sharing the oils and the business opportunity with others. She explains, "It's a perfect fit for me to build a business and help people along the way. I find it incredibly fulfilling and exciting to be able to bless others as my income grows."

With a focus on helping others, Chrissy looks forward to her future with dōTERRA. "I have a desire to help my

team achieve what I have; this thought brings me as much joy as my own success has. I have a desire to make a difference in others' lives through my own abundant income. I have a desire to continue to provide for and support my children to pursue their dreams. I have a desire to continue sharing the oils and impacting people's lives."

"J.K. Rowling's quote, 'Rock bottom became the solid foundation on which I rebuilt my life,' has been my mantra throughout this whole journey. I've held it close to my heart and returned to it often."

"Because of dōTERRA, an enormous weight has lifted off of me, knowing I have a future where I can keep a roof over my kids' heads. I have a beautiful, supportive community, and I get to experience things I've only ever dreamed of. I have more self-confidence, and I have hope for my future."



## GROW, LEARN, AND SHARE

### EMBRACE THE JOURNEY

"Buckle up for the most incredible journey of your life! It will push you out of your comfort zone and challenge you in ways you never knew, but if you're willing to embrace every part of the journey as an opportunity to grow and learn, you have an immensely fulfilling adventure ahead of you."

### DON'T COMPARE YOURSELF

"Focus on your own journey. Don't compare yourself to anyone. We each have our own unique strengths and gifts to bring to the table. Take the advice of those who have gone before you and immerse yourself in all the training available. Anyone can succeed in this business if they are willing to embrace the opportunity."

### OPEN YOUR MOUTH

"We just need to open our mouths and tell people how incredible this opportunity is, and not be afraid to share the income that is possible. You never know who you might have in your life who is desperate for change and needs this opportunity."

### DON'T QUIT

"Persist through the early stages where it can sometimes feel difficult to get things off the ground. It is so worth persisting. It's important to point out that this isn't a get-rich-quick scheme, but with continued and persistent effort, an incredible residual income can be created."



## Monir & Tanja Daniëls

EUROPE



“What you put in is exactly what you get out!”

# LEADING WITH SINCERITY

“I wish I had realized this from the beginning—everything you say to another person counts toward their experience in dōTERRA. Your influence starts the moment you begin.”

When Tanja Daniëls attended a bread-making workshop, she was surprised to find that it included a section on essential oils. Later that evening, Tanja came home with a small sample of essential oils to which her husband, Monir, exclaimed, “That’s dōTERRA! I saw that during a health fair and had completely forgotten that I wanted to buy.”

Tanja and Monir had occasionally used essential oils before, but only aromatically. When they heard that essential oils had effective benefits, it encouraged both of them to look deeper. They researched about dōTERRA essential oils and got a couple oils to try. Tanja says, “I will never forget how that first experience felt. I put a few drops on the back of my neck, and after only a few minutes, I felt so refreshed and awake.” As a mom of two at the time, those feelings had been few and far between, and they truly made an impression on her.

Their success with the oils inspired Tanja and Monir to share and enroll others without knowing much about the business; they simply wanted to

educate others about the benefits of essential oils, and that led them to great success. In fact, their upline even reached out to them and asked if they could teach their team how to do the business. After this invitation, Tanja and Monir studied the dōTERRA business, and from there they say, “We agreed on going into the business together, and we never regretted it.”

Having met at a health coach training in Germany, Tanja and Monir have always shared an interest in natural health, and their various careers have given them experience in trainings and presentations—initially attracting them to the dōTERRA business. Together, they use their mutual love for health, their experience, and their strong relationship to support one another in caring for their three children and building a team full of purpose and potential.

Tanja and Monir say, “We want to create a natural health movement by educating others about the possibilities of aromatherapy and empower people to take full responsibility for their life and

wellbeing.” Every day, they educate and share with this idea in mind, helping many to find a higher standard of living.

Throughout Tanja and Monir’s journey, they have found that the greatest success comes from serving others and being the best leaders they can be. Tanja says, “We believe that the energy we project is exactly what we create. We ask ourselves, ‘What can we do better? How can we prevent this from happening in the future?’” This reflection helps them make the right changes to become heart-filled and genuine leaders, resulting in a strong team that is making a difference.

For Tanja and Monir, Diamond is just one stop on their dōTERRA journey. Their ambitions to keep sharing the oils and to help their leaders motivate them to continue forward. Since their decision to start dōTERRA, they have seen great personal development in themselves and others, and have been able to share the importance of natural health and giving back with their children. Tanja says, “We are a healthy, happy, and vibrant family. What more can one wish for?”

## PREPARE FOR SUCCESS

**EXPERIENCE THE PRODUCTS.** “Discover what they can do for your own health and wellbeing. Only start sharing when you really feel passionate about helping improve the health of others and when you are confident about the products you want to share.”

**LEARN GRADUALLY.** “Do not think you need to know it all. Choose 10 oils or products to start with, and get to know them and how to use them so that you feel confident when you talk about them to others. Do not overwhelm yourself or others with too much information.”

**BE MINDFUL OF YOUR ACTIONS.** “Your leaders will duplicate your actions. Be aware of that in every step along your way, and you will create an amazing career with dōTERRA that you can be proud of. I always knew I would impact people’s lives through dōTERRA, but I realized I already have and it’s happening now.”

**KNOW YOUR LEADERS.** “The key step to Diamond was taking time to get to know our leaders and their dreams and goals and to create a mentoring and support plan with them. Reaching Diamond is all about teamwork.”



Mie Kira  
JAPAN

# A SINGLE DROP

“All of the people I have met are my treasure in life. I am grateful for what the oils have done for my life and what dōTERRA has brought into my life. I am proud to have a business where I get to help others make their dreams come true, send happiness to others, and make others’ lives better.”

In her own words, “One drop of Lemon was the beginning of everything.” Mie Kira’s friends Izumi Yanagihara and Tomiko Nobori introduced her to dōTERRA essential oils, telling her that they were wonderful products and giving her a cup of water with a drop of Lemon. Mie was immediately impressed and, with an existing relationship of trust with Mrs. Yanagihara and Mrs. Nobori, she decided to become a Wellness Advocate that same day.

Mie’s first experience with dōTERRA products was powerful, and she enjoys giving others a similar experience. She says, “I hold dōTERRA AromaTouch® events where people can experience essential oils, which leads them to love the products and enroll.” Mie also enjoys sharing the business aspect of dōTERRA with others. “I used to share only about the products, but I often share about the business opportunities now. People can learn about the products with materials and videos, so

I try to share the stories of my personal experience and philosophy. I tell people that this is the business anyone can do—because I was able to do it! I tell them that anyone can succeed if they consistently keep working on it.”

With this mindset, Mie has built a team that supports her and each other, just as she supports them. She is also grateful for the continual support of her family, friends, and upline leaders. Her family, specifically her mother, is part of Mie’s Why, and her success with dōTERRA has helped her feel more empowered in caring for them. “I used to worry about my mom’s health challenges. Now I am able to feel peace knowing that I can take care of my mom with a natural home care program.” Caring for her mother was part of Mie’s motivation to hit Diamond.

Mie is also dedicated to empowering women like her. She explains, “My life has completely changed. I’ve gained a lot of things that I wanted, such as financial freedom and thought

freedom. There are so many things I’ve learned through this business, and it is just a joy to see other people be happier and successful. Now I want to help many women gain freedom and financial independence, as well as help them do what they have truly wanted to do. I want to be able to contribute to society through my business.”

With a strong Why as her motivation to reach Diamond, Mie worked hard with her team to grow together. However, her greatest piece of advice is simple: believe. “I feel there are many important steps in achieving Diamond, but I also feel there is one step, which is to believe that you will succeed.” And now that she has reached Diamond, Mie is eager to continue sharing and growing. She says, “As I have become a Diamond, my life is filled with so much joy from serving others. I will keep moving forward with new goals by utilizing the gifts I have been given. I am looking forward to continually working with dōTERRA.”

## DIAMOND ESSENTIALS

### CREATE RELATIONSHIPS

“My most successful event was when I combined a cooking with essential oils class with a dōTERRA AromaTouch® Technique event. I try to use words and invitations that make people want to come to my events.”

### KEEP FOLLOW UP SIMPLE

“My follow-up method changes person to person, but I usually call and thank them on the night of when I first shared products with them. I find their needs by meeting them, calling them, or talking to them on the LINE app.”

### MAKE IT PERSONAL

“When I follow up with people, I remind them that I always care about them so they feel supported and cared for. I make sure we are emotionally connected and that they know I am always there for them.”

### LIVE dōTERRA

“Love the products and use them every day! Sincerely take care of people, and try to understand their perspective when you communicate with them.”



# Leader

Chris & Kareena Bracken  
*Blue Diamonds*

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



## What is one factor that you feel makes a big impact when introducing someone to essential oils for the first time?

Your energy about the oils is contagious! People need to feel your love, and they need to trust in what you are sharing and in your sincere desire to help. If you are excited and confident to share, they will be excited and confident to try it!

## What does your day-to-day look like? How has this changed during your dōTERRA journey?

I wish I could say we had a perfect routine. We have six kids, ages 5–22. My priority has always been to be a mom first; I have had a toddler by my side from the beginning. My baby goes to kindergarten next year. This will be the closest I have had to a consistent daily routine. Sad as I am that she is growing up, I look forward to the consistency.

The first key is to prioritize. Chris and I meet weekly with our family to get the important things on the calendar first. Then we go over our dōTERRA week, trying to make sure we don't overlap with family

events. We aren't always so lucky, but for the majority of the time, we are. When I start getting the mom guilt for missing something, I remind myself of the many things I am able to participate in with my kids that I otherwise wouldn't be able to.

Next is to time block. This looks different for everyone, so we need to find how we can work with what we have. Right now, I am very adamant that my little one's preschool hours are dōTERRA hours—not my time to do anything she can do with me. My leaders know this, and for the most part, we work well with this.

The biggest difference today from the beginning is that I am blessed to have Chris home and working dōTERRA with me. Every morning we preview our day, prioritize our to-do list, and divide and conquer.

The key things we focus on during our “dōTERRA time” are the same steps taught in every system. We take time to build by sharing, inviting, teaching (one-on-ones or classes), and following up. We also make time to support our team with continuing education, mentoring and strategizing with our leaders, and

supporting those who need help. Make time for activities that really help you grow, and cut back on the rest.

## We know that a dōTERRA business can be a lot to handle, between sharing, building, taxes, etc., in addition to family obligations and other responsibilities. How do you stay organized?

As Stephen Covey says, “The key is not to prioritize what's on your schedule, but to schedule your priorities.” Our organizing efforts can be summed up with prioritize, plan (with paper planner and calendar), and communicate.

## Sometimes new business builders are excited but uncertain. How do you encourage them to take the reins and build?

We like to find out what their dreams are and let them see how dōTERRA can help turn those dreams into reality. We help them determine their path and pace. We give them the tools and support necessary to understand the business and how to do it. We remind

them that this is their business. The sooner they take charge, start teaching their own classes, and have their own one-on-ones, the sooner they will thrive. We tell them not to limit their success rate to our schedule, but to create their own success. And we try to be there step-by-step through that with them.

## When you feel like you've been doing all you can to share but you're frustrated with lackluster results, how do you stay motivated and keep going?

Everyone will hit this at some point. It is important to ask yourself where you would be without dōTERRA. You can't use the dōTERRA Lifelong Vitality Pack® or the oils and not have a life-changing story. Remember why you fell in love with dōTERRA. Then remind yourself how much others need dōTERRA too! dōTERRA is more than just oils. It's more than just awesome products. dōTERRA is a tool to grow. dōTERRA is a community to belong to and feel supported by. dōTERRA is there to help each of us be our best self. We can't hold that back—we need to share! 💧



## Freddy & Mandy Kuhn

SAN CLEMENTE, CALIFORNIA, USA

**W**hen Freddy Kuhn's cousin, Boyd Truman, introduced Freddy and his wife, Mandy, to dōTERRA, they weren't interested in building a business. The more they saw of the products, however, the more they wanted to learn. The oils quickly became part of the Kuhns' lifestyle, and within a few months, both Freddy and his brother, Spencer Kuhn, enrolled. Freddy recalls, "I enrolled to be supportive of Spencer. Then Boyd showed us the compensation plan. Spencer told Boyd that I would be a builder, but my vision was so limited—I looked at Silver and wondered who would buy that much Lemon!"

By this time, Mandy loved using the oils with her children, but she was reluctant to commit to the business. She says, "I had a negative association with network marketing. I loved the product, but I didn't want to be pushy to get sales." Because of their passion for dōTERRA products, however, the Kuhns found themselves naturally sharing, and they liked the idea of being able

to supplement their income. Together, they decided to invest a certain amount of money in the business opportunity and to reassess in one year.

Freddy and Mandy started with the goal to reach Silver. As they hit each rank, they wanted to reach higher, until their goal became Diamond. They decided to participate in Diamond Club, which stretched them in ways they didn't know were possible. Freddy and Mandy attribute much of their success to having a wonderful upline to support them through the challenges. Freddy explains, "Spencer is our direct upline. He's the most giving person we could've enrolled under—if I asked him for the shirt off of his back, he would give it to me. Boyd and Gina Truman have taught us so much. Their way of life is to serve and educate." This inspired the Kuhns to focus on education, which affected their team as well. "When we first started, it was frustrating to see others rank faster than us. Now we're completely happy with how we built

to Diamond. There's strength in taking the time to build properly. Education is number one for us."

dōTERRA has changed the way Freddy and Mandy live and care for their family. Mandy says, "We were a typical young, American family. We thought we were healthy. I've talked to so many people who think they don't need the oils because they believe they are healthy. What they don't realize is that we need oils for everything—whether it's emotional stability or health issues." Now, their four children, Tre, Brooklyn, Knox, and Piper, know how to use the oils and love talking about dōTERRA with their friends and teachers at school.

As they look forward to their next goal of Blue Diamond, the Kuhns are excited to continue this journey together. Mandy says, "dōTERRA has taught me so much about myself and my husband—how to be good team members, how to give of ourselves, how to serve and sacrifice. We love our team, and we love to have fun. It's important to find joy in all of it."

# A FAMILY COMMITMENT

## BE DIAMOND MATERIAL

### Be Committed

"If you're going to take the business seriously, you need to commit—really commit. It's almost like a marriage in that when you commit to it, you can't walk away when things get tough. You have to deal with it, live with it, and learn from it. Commitment is everything, and you won't progress without it." *—Mandy*

### Be Prepared to Sacrifice

"If you want something enough, you'll find a way to make it happen. We had to make a lot of sacrifices to get to Diamond, especially during Diamond Club. Mandy was traveling, and I became Mr. Mom. I was running a business, taking kids to and from school, and coaching two of our kids' teams, but we did it. If you want it to happen, you'll find a way." *—Freddy*

### Be Involved as a Family

"We sat down with our kids and told them that the dōTERRA business is as much theirs as it is ours. We like to get them involved; we give them incentives when we hit a certain rank. We want to show them that we have to work and sacrifice to hit our goals. When we hit Diamond, they were genuinely excited. It's a family success." *—Mandy*

### Be Ready to Push Yourself

"If you want to achieve Diamond, do Diamond Club. Be stubborn. Push yourself. No one hits Diamond without extending themselves beyond what they previously thought was manageable. It's going to take more than what you thought. All of the ranks are hard, but Diamond requires really pushing yourself." *—Freddy*

**"When we were introduced to dōTERRA, I was working multiple jobs, had three young kids, and was pregnant with our fourth child. I was the last person you should've talked to about starting a business, but the oils broke through that. It's been such a change in our lives."** *—Mandy*





## Karen Welch

OREM, UTAH, USA

# Seeds of Opportunity

Like many Wellness Advocates, Karen Welch first learned of dōTERRA while searching for natural solutions for her family. Her sister, Jeanette Fransen, introduced Karen to the oils, but Karen was so skeptical that Jeanette paid for her enrollment kit. Karen recalls, “Once she got me to open the bottles and try the oils, I was convinced! This was something that was natural to tell others about.” Since then, Karen has been eager to share dōTERRA with everyone.

Just as her introduction to dōTERRA was through her family, Karen continues to work with her family to share the oils with others. Her siblings and mother also participate in the dōTERRA business, and they love collaborating. Karen explains, “We do our business trainings and Facebook groups together—we consider our teams one big, happy family! With this many people answering questions and working together, we feel much more empowered. There’s a lot of

synergy in being able to work with family!” In addition to working with her mom and siblings, Karen is also grateful to have the support of her husband and children as she works to build her business.

Karen is motivated by the power dōTERRA gives her to change her life and others’ lives. She is driven by the goal of being “Free to Give”—seeing a need and being able to assist and help others. She also loves to hear the success stories

“I’ve found that there were times when I thought I was being buried, but it turned out I had been planted. The only difference between being buried and planted is whether you reach up and grow.”

of those whom she shares the products with. “When I see someone who has struggled with an issue and has finally found relief by supporting their health with essential oils, that’s what keeps me going when something doesn’t go as planned. When setbacks happen, I also like to ask myself, ‘How is this perfect for me right now?’ and then look for the seed of opportunity.”

Karen has a unique perspective on dōTERRA; she has seen how effective the oils are not only by witnessing results in herself, her family, and others, but also through studies and professional experiences. She explains, “I am a director for a holistic recovery program, and I am also a student, studying genetics at a university. I bring the knowledge I have from these other trainings and studies into my business. I love using the oils to support our emotional wellbeing, and I love both learning and sharing the science of what the oils are doing at a biochemical level within our bodies.” Karen understands, however, that sharing the oils isn’t only about science—it’s about caring for others. With a background in real estate, Karen is devoted to listening to people’s needs and desires, and finding the solution that fits them individually.

For the future, Karen is committed to continually sharing dōTERRA with others and helping her team grow. She says, “I have so many enriching relationships thanks to dōTERRA. I love being able to meet people, share, and hear how the oils have impacted them. This is fun!”

## PLAN FOR GROWTH

### KEEP IT SIMPLE

“Be certain to share just one oil at a time, and keep it to one they are most likely to have an impactful, immediate experience with, such as Deep Blue®, Lavender, dōTERRA Breathe®, and DigestZen®. I always have oils on my person to keep handy for sampling.”

### FACE YOUR FEARS

“I find the fastest way to build confidence is to do exactly what you’re afraid of doing. Many of our training events include time for a text blitz because that’s what is so scary to a lot of people—being vulnerable and reaching out. It’s so fun to see the confidence after people take 15 minutes to do something they were terrified of before.”

### FIND THE OPPORTUNITIES

“When difficulties arise, I have a little saying I remind myself of: ‘Nothing is happening to me. Everything is happening for me.’ It helps me see the opportunities that are available in my present situation and to be grateful for them, even if this isn’t how I had planned for something to go.”

“Even when I’ve wished I had taught, invited, or shared better, I try to keep it all in perspective and to view ‘failures’ as learning experiences. And I try to laugh at myself!”





## Elaine Parsley

PANTEGO, TEXAS, USA



**W**hen Elaine Parsley started researching essential oils as a natural way to help her son with seasonal issues, she decided to try dōTERRA. She found a class being held about half an hour away and attended, but she didn't enroll. She went home and purchased a bottle through one of the instructors, but she still felt no desire to open a wholesale account.

Elaine knew she wanted dōTERRA, so she turned to the Internet to find a connection. There she found Tiffany

Dahl, who was over a thousand miles away in Boise, Idaho, but Elaine reached out and communicated with Tiffany for weeks before enrolling. Elaine says, "God knew exactly which team I was supposed to be on, and that came through an online connection."

At first, Elaine was adamant that she did not want to engage in the business aspect of dōTERRA, but she found herself naturally talking about the products with her friends. When Tiffany came to Texas as part of Diamond

Club, Elaine helped fill classes, and a team began to form. She remembers, "I felt a responsibility to nurture those new users, and I realized this was all developing into something bigger than I had planned. I realized I needed to do it with excellence and add some intention to the organic growth we had already seen." From there, Elaine's business continued to grow and develop.

As she has built her business, Elaine has had the opportunity to take part in some incredible experiences.

**"There is no sane or solid way to build to Diamond on your own, and so this achievement also belongs to each of my team members."**

One of those was traveling to Jordan with her husband, Rodney, in October 2015. Rodney traveled to Iraq while Elaine and two of her team members participated in an international Arabic Women's Leadership Conference. Thanks to a generous donor, they were able to provide people in both areas with essential oils, Family Essentials Kits, and AromaTouch® Technique Kits, and Elaine and her team members were also able to give many women at the conference an AromaTouch Technique and train them on how to use their kits. Elaine feels blessed to be able to positively influence others' lives, and she is also grateful for the ongoing support of Rodney, their four children, and her parents.

Throughout her dōTERRA journey, Elaine has felt guided to the solutions and the connections she needs. She says, "God has put this in my life, and thus it's to be done for Him and with excellence." In both her dōTERRA work and her work as a mother, Elaine has found the following quote from Elisabeth Elliot to be incredibly valuable: "This job has been given to me to do. Therefore, it is a gift. Therefore, it is a privilege. Therefore, it is an offering I may make to God. Therefore, it is to be done gladly, if it is done for Him. Here, not somewhere else, I may learn God's way. In this job, not in some other, God looks for faithfulness." As she continues to explore and expand her purpose in dōTERRA, Elaine is dedicated to building with intention and excellence.



## BUILD WITH PURPOSE

**ENROLL AND NURTURE** "We need to both enroll and nurture. Most people are naturally stronger in one area, and so we need to learn the art of the other."

**BE COMMITTED** "There will be refining times on this journey that have incredible value, but choosing not to walk away in the moment takes commitment. Commitment and consistency are the necessary ingredients to build this business."

**FOCUS ON SERVING** "Tiffany shared some great advice early on regarding classes and one-on-ones: 'Leave yourself in the car and go in to serve.' When our focus is off of ourselves, then beautiful things happen. Interestingly, part of the beauty of how dōTERRA structure works is that when we help others advance, then we also advance."

**CREATE COMMUNITY** "Early in the building process, I went to an event in Idaho, and while there, I observed a crossline community in action. I knew that I wanted to recreate what I saw among those dōTERRA 'cousins.' Thus community building has been intentional and very important to me."



Diane Gjelaj

ASTORIA, NEW YORK, USA

# Completely Transformed

**“I have always wanted to work with kids, especially kids who may be struggling with health issues. I want to make a difference in their lives.”**

**D**iane Gjelaj's introduction to dōTERRA came during a chiropractic session with her friend, Dr. Zia. Having dealt with stress and discomfort for 17 years, Diane was desperately searching for a natural solution. She experienced great results with the oils and started sharing them, as well as incorporating them in her work as a professional organizer and feng shui consultant. Although Diane was intrigued by the business opportunity, she was adamant that, because of her stress, she would never teach a class.

As Diane learned more about the business, however, she gained the courage to do what scared her. She recalls, “When I saw the possibilities of helping people and having a residual income, I wanted that. The only thing that held me back was fear. It took me six months to teach my first class, but now it's my favorite thing to do.” That first class was a turning point; with four people in attendance, Diane experienced anxious

feelings. She didn't give up, but rather kept doing it over again until she felt comfortable teaching.

dōTERRA has helped Diane progress past her fears—the oils provide emotional and mental support, while the business pushes her to continue developing. She has discovered that it is often our beliefs that hold us back. She explains, “You can get so caught up in things you think you aren't good enough at. I had limiting beliefs about whether I could lead a team and be successful. Working through these beliefs is what allowed me to reach Diamond.” Now, Diane is dedicated to helping her team face their limiting beliefs and find success. “It lights me up so much to see my team have breakthroughs and do things they never thought possible.”

Since Diane began with dōTERRA, her Why has grown. “It started with wanting the oils to help me feel calm and not have stress and frustration every day. I wanted to be able to travel home to Scotland and see my family more often through the residual income. Then it grew into helping others feel better. Now a huge part of my Why

is empowering women to step into their power. I see so many women unhappy. They're afraid to speak up in meetings, in their communities, even in their own homes. When I see them start to feel worthy, their whole families change—their lives change. When a woman becomes happier and healthier, the whole family begins to live abundantly.”

With the transformation she has seen in herself, Diane is certain that others can also achieve success with dōTERRA. She says, “My life has completely changed. I used to feel anxious every day and was terrified to talk in front of even a few people. I didn't have any big dreams or goals. I was living paycheck to paycheck, and I only got to see my family in Scotland once a year. Last year I made a six-figure income, I traveled to Scotland three times, and I presented in front of 500 people at a dōTERRA wellness summit. I feel confident and alive; it completely lights me up to see other women lit up. I want to inspire other women to break free to live the life of their dreams.”

**“I've worked with so many women who say, ‘I could never do that.’ Then I see them take the first steps and start to feel accomplished. They recognize it's about helping others; it enables them to step up, to be bigger and more confident. That's when I feel completely proud.”**

## HOW TO DEVELOP SUCCESS

**FACE YOUR FEARS** “Keep facing your fears; that's where you grow. Use your oils to support you, and do something every day you're afraid to do. Choose the hardest thing first because you tend to avoid that thing for a long time. The more you do it, the less afraid you become; eventually the fear disappears.”

**REMEMBER, IT'S A BUSINESS** “Treat dōTERRA like a business. Show up to your business every day with business hours. Too many people say they are doing the business, but they treat it casually and try to fit it into their lives without any structure. That does not work. If you want your business to be successful, make it a priority.”

**ATTEND EVENTS** “Corinna Barrus, one of my upline Presidential Diamonds, told me at my first dōTERRA event that the people who come to all of the large events are the ones who will be successful and reach Presidential Diamond. Events are where you get to see the bigger picture of how much impact dōTERRA has in the world. I always leave events feeling inspired and motivated.”



## Jessica Press

WHEAT RIDGE, COLORADO, USA

# FROM THE Heart

Jessica Press's first encounter with dōTERRA was in the form of an invitation from her childhood friend, Kacie Vaudrey, who asked Jessica to join her in building a business. Because Jessica was then starting her own small business, she turned down Kacie's offer. Four years later, however, Jessica joined Kacie in dōTERRA and has never regretted it. This has given Jessica a unique perspective on the perfect time to start a dōTERRA business—anytime. "It's never too late to get on board. Anytime is a valuable time to start!"

While she had been using other essential oils for years, Jessica had never experienced anything like dōTERRA essential oils. She loved everything—the products, the branding, the packaging, and the presentation of the materials and oils. Although she had no experience in network marketing, she began to integrate the oils in her life and in her family's health home care business. She recalls, "I started seeing a profound impact on the lives we were already

assisting. It just became clearer when oils were introduced into their care plans."

The final piece of the puzzle that convinced Jessica to start building her business was learning about the dōTERRA Healing Hands Foundation™ and Co-Impact Sourcing®. "When I learned about those programs, I was in. They spoke to my heart in a way that no other business opportunity ever has. I decided I was going to be a part of that!" Jessica continues to follow her heart as she builds her business.

Prior to joining dōTERRA, Jessica was a physical education teacher for 13 years, and she still feels that she holds a teaching position. She explains, "I am still teaching about how to help people live optimally and thrive. Now I also get to teach people how to change their financial futures into a world of freedom!" Whether it's through the products or the business opportunity, Jessica loves helping others by sharing dōTERRA.

Jessica and her husband, David, also own a health home care business that is dedicated to helping others. David's support as Jessica has built her dōTERRA business has been invaluable; he has taken over their other business to allow Jessica to pursue this opportunity, and she looks forward to when he will join her. She also feels blessed to have the support of an amazing upline—her friend, Kacie—and a fantastic downline and crossline. She says, "I have become such great friends with my team. This business brings people together in a way I have never experienced with 'work' before. I look forward to growing my friend circle as I grow my dōTERRA business."

And that isn't all. Jessica says, "The people I have met, the friendships I have made, and the partners I have are just the start. My health has never been better, and I am more hopeful, more generous, and more successful than I have been in the past. The future looks so bright, and I am just getting started." With this positive outlook, Jessica is eager to continue growing with dōTERRA.

"I like to say, 'This business can work if you are willing to work.' I am a big-picture thinker, and I love to dream big, both for myself and others."



## Being Smart & Sincere

**Offer Genuine Follow-Up** "The fortune is in the follow-up! It is one of the most important aspects of doing business of any kind. Following up does not always have to be about business; sometimes it's good to just chat with people, get to know them, and love them."

**Choose Leaders Carefully** "Don't be in a hurry to place leaders. These positions are so critical to your business. Rushing to get someone in a position will cost you time and energy in the long run. Be picky about whom you want to invest your time, energy, and resources in."

**Be an Exemplary Leader** "My job as a leader is to find the gifts of my team, show them those gifts, and teach them to use those gifts in their own business. I motivate them by being successful myself. I show them that I am consistently in action, and that even through difficult periods, I never stopped."



NEW dōTERRA DIAMONDS

# David & Denette Russell

LINCOLN, NEBRASKA, USA



## The Power to Touch Lives

**“It’s a blessing to have our Why expand from just getting groceries to helping and giving to others.” –David**

When Denette Russell heard that her friend, Kristin Mayo, was hosting a dōTERRA class, she invited herself. She had been looking for a natural solution for her family, and while she knew almost nothing about

the health benefits of essential oils, she bought a kit before she left the class that night. Her husband, David, was at first skeptical about the oils’ efficacy, so Denette knew she needed to do some research and use the oils. After David had an impressive experience using the oils for a temporary health issue during a business trip, however, he was on board as well, and together they committed to the business.

For David and Denette, dōTERRA is a family affair. They knew they needed to involve their three children if they wanted to be successful. David says, “Part of being a leader is being able to set a vision of where you’re going. As a leader in a family, you set the vision for the entire family, and then everybody can find their place in it.” Their oldest daughter, who is in nursing school, is a builder and loves sharing with

her friends at school. Their teenage daughter helps with projects and filling samples, and even their youngest child, seven-year-old Noah, enjoys making DIY videos for team trainings.

Of course, building their business hasn’t come without sacrifices. Denette recalls, “I had a lot of guilt in the beginning about missing normal family activities like bedtime, and we missed our son Noah’s first state wrestling tournament. We had a discussion with our family that there would be sacrifices, but that it would be worth it.” Now, their family is incredibly proud of the success David and Denette have achieved together.

When she first started with dōTERRA, Denette’s goal was to create some extra income to help buy groceries. Thanks to their success, her Why has changed. She says, “At the start, everything I made was going toward groceries. Now my vision is to have extra money so we can help support causes. David is very passionate about assisting veterans and helping underprivileged kids in sports, and I love charities focused on women and children. I worked as a preschool teacher for years, and I never thought I would have the financial opportunity to donate money to help someone else. I can’t believe it’s a reality.”

And their passion for giving back doesn’t end there. In addition to donating to charitable causes, David and Denette are devoted to changing lives through the product. David explains, “It’s so powerful when someone comes to us and tells us how the oils have changed their life, whether it’s emotionally or physically. The number of people dōTERRA has blessed us to be able to touch is incredible. It’s very humbling, and it’s what drives our passion.”

Together, David and Denette are eager to continue touching lives with dōTERRA. “It’s grown past just helping us. It’s catapulted into all the people out there who are waiting for us to change their whole lives.”

**“We love our team. We’ve grown so much together, and we have built great friendships. We are very blessed for the people we have connected to us.” –Denette**



### MOTIVATION

**1 DON’T WORRY ABOUT KNOWING EVERYTHING.** “Don’t wait until you know everything before you start sharing or teaching classes. Sometimes people think they need to wait until they know all of the uses for the oils or everything about the compensation plan. Start sharing what you do know! Don’t be afraid to say you don’t know the answer to a question, but find the answer.” –Denette

**2 WHAT DO YOU HAVE TO LOSE?** “I’m from a military background, and one of the things that has taught me is to ask myself, ‘What do I have to lose?’ With dōTERRA, you have nothing to lose. Just go after it. There’s nothing but positive things to gain, and you’ll never lose by just going after it. It doesn’t need to be scary.” –David

**3 STAY TRUE TO YOURSELF.** “Be authentic. Don’t compare yourself to others. In the beginning, I thought I needed to be a certain way to be successful in dōTERRA, but I realized I don’t need to change myself. People are drawn to me for my personality and who I am. Stay grounded and rooted in that. Be yourself.” –Denette

**4 DON’T QUIT WHEN THINGS GET TOUGH.** “Don’t quit. Even if you fail, reassess what you’re doing, learn from your mistakes, and readjust. You can learn from it and continue to move forward. Just because you think one door has closed doesn’t mean you can’t kick open another door for that opportunity. Down the road, you’ll often realize that door closed for a reason.” –David

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



## Brenda Altamirano & Oscar Cordero

MEXICO

# SHARING THE POSSIBILITIES

When Brenda Altamirano and Oscar Cordero were introduced to dōTERRA essential oils at a party for their children's friends, they had no intention of building a business. Brenda remembers, "I was primarily concerned with a healthy lifestyle for my family and myself. I was impressed by the purity and quality of the oils, but above all, the thousands of possibilities that these oils brought to our family."

Then a promotion came out for Rose and Jasmine oils, and Brenda decided to try to win them. She started building her network, and before she knew it, she achieved Silver. She says, "One thing led to another, and I later participated in Diamond Club, which helped me reach the requirements to become a Founder in Mexico." Another factor that had a huge impact on Brenda's desire to build was attending convention. She first attended the dōTERRA ALIVE Convention, where she learned more about the company, the culture, the people, and the wonderful products. Brenda returned to Mexico with a strong desire to build and share.

As Brenda's business has grown, she has found great support in both her upline and downline. For her, the most important group is her downline because it includes amazing leaders who work as a team to reach their goals by sharing every day. Brenda has found it critical to build with those who share the same values she does. She says, "We share a mutual respect, and we believe in the dōTERRA lifestyle. I appreciate very much their energy and how mindful they are—we spend time together, we celebrate each other's accomplishments, and we want to see a bottle of essential oils in every Mexican home and family."

Brenda has also been supported by her family throughout her journey. Her husband, Oscar Cordero, has been committed to working with her from the beginning. They share many responsibilities, including presentations and traveling, and Oscar has taken over most of the administrative tasks, such as new enrollment submission, corporate communication, and accounting. Brenda and Oscar's

children love using the products as well, and they share them with their friends and school teachers. For their family, dōTERRA is a way of life.

Because Brenda and Oscar have seen the benefits of dōTERRA in their own family, they are passionate about sharing with others. When asked about their Why, they say, "What really motivates us is the opportunity to have an excellent quality of life for us and our children. We desire physical, emotional, and spiritual health, as well as the financial freedom that will allow us to realize all that we want to do. Above all, we want to share all of these things with the world."

Brenda and Oscar are grateful for what dōTERRA has brought to their lives, and they have great hopes for the future. "Our lives have totally changed since we began sharing dōTERRA. It is new every day because each moment is an opportunity to become better, to have more, and to contribute more. We always want to know what else can be done!"

"Our greatest motivation is the satisfaction that comes from sharing wellbeing."

## B E A S H A R E R

**EXPERIMENT WITH THE OILS.** "Use the oils for every occasion and for everything. Experiment every day—the possibilities are endless. All that you learn from these experiments will be something you can pass along to those you share with. Sharing should be very natural, without fear, without limiting yourself."

**SUPPORT NEW USERS.** "When someone receives a kit, we hold an 'Open Box' event. We give them a brief introduction to the oils, including application uses and cautions; we show them how to navigate the virtual office; and we talk about the compensation plan and the other official dōTERRA pages (Facebook, Instagram, etc.)."

**EXPLAIN WHY dōTERRA.** "I recommend the dōTERRA business opportunity because of everything it represents: the great quality of the products, the strength of the company, the company values, the ethics and respect for the environment, and the opportunity to bring wellness to those around me."





**Alisha LaTour**  
Browns Summit,  
North Carolina, USA

## A WAVE OF MOMENTUM

“Diamonds are never formed without pressure, so push yourself to feel the pressure, and you will find, in the end, that you are a Diamond.”

**Alisha LaTour knew Diamond Club would bring new challenges, but she was eager to participate.** She wanted to see her team grow and plug into her leaders in different locations. As she expected, Diamond Club posed challenges in finding balance between her home life, her dōTERRA business, and near-constant traveling.

What kept Alisha motivated through it all? Her Why. She says, “I know what I want from this business, and on those long nights traveling home or early mornings, I would remind myself why I’m doing this and what it will bring to my family in the future. I also was reminded quite often of how these oils can change people’s lives. How could I complain about being tired when people were seeing such great results with dōTERRA?” Alisha approached Diamond Club with an attitude of service—serving her customers, her leaders, and the dōTERRA community. She believes that this attitude is vital to achieving positive responses when sharing.

In addition to remembering her Why, the other essential component for Alisha’s success in Diamond Club was her team. She explains, “The key for me was having a team that was ready to do this with me. We planned for me to travel to visit certain areas every week at a specific time. Everyone came to have local classes together, and if they couldn’t make it to those classes, they would try to schedule their classes when they knew I could come. We worked as a team.” Now, Alisha has noticed an incredible level of excitement in her team, and they are seeing a wave of momentum pushing them forward like never before.

While Diamond Club comes with difficulties and challenges, Alisha recommends it without hesitation. “Anyone who is truly serious about seeing their business grow should do Diamond Club. It is one of the hardest things I have done, but one that I have seen a huge amount of growth with.” And when those hard times come, Alisha’s advice is to, “Just don’t stop. There will be days when you will ask yourself whether it is worth it, and the answer is yes!”

**Lisa Pittet**  
Sherwood Park,  
Alberta, CAN

## SERVING IN A HIGHER WAY

“Part of my purpose in this world is to shine a light and to help give hope, and it is magical and transformative when this happens even in a small way.”

**Lisa Pittet chose to participate in Diamond Club for several reasons—she wanted to serve others in a higher way, engage and grow her team, and show her family, especially her six children, the importance of setting goals and achieving them.** She also had rank advancement and financial goals. With all of these reasons pushing her, Lisa was excited to see what Diamond Club could do for her and her team.

Diamond Club brought incredible growth for Lisa’s team. She says, “Throughout Diamond Club, we had a total of 15 rank advancements, we introduced 197 new people to essential oils, three existing Wellness Advocates launched their businesses, three Wholesale Customers converted to Wellness Advocates, and seven new builders joined our team! We went from a team that consistently enrolled 11–18 per month to enrolling 18–50 per month.” Now, Lisa and her team are working to keep the momentum going.

While Diamond Club spurred significant growth, it also came with challenges. For Lisa, the main challenges were cancelled classes and trying to stay organized with all that was happening

in this busy season. However, Lisa says that the biggest difficulty was in her mindset as she worried about getting enough enrollments, doing enough for her team, and more. To overcome this, Lisa says, “I would try to just put my head down and keep going, keeping my eye on the end goal. My team and crossline supporters always knew just what to say.”

Lisa is also grateful for her family’s constant support. Her children were her greatest cheerleaders, and her husband helped her keep things in perspective by reminding her that all of her work was paving the foundation for the future. When she was discouraged or tired, Lisa focused on the feeling she gets after a successful class or consult, knowing that she has made a positive contribution or provided a solution to someone who was struggling.

Reflecting back on the experience as a whole, Lisa recommends Diamond Club with no reservations. “The learning and personal and team growth you will experience is something you can only achieve by going through it yourself.”





Yukari Nakagami

JAPAN

# A New Dream

When Yukari Nakagami was an aromatherapist, she had the opportunity to attend a seminar in the Miyazaki prefecture in Japan. The seminar was hosted by Terumi Matsushima, with a lecture taught by Riyo Kikawa, and Yukari was touched by their commitment to dōTERRA and their desire to help others spiritually, physically, and financially. She was also impressed by the essential oils she sampled there and enjoyed the welcoming environment.

The turning point for Yukari was David Stirling's address. Yukari recalls, "This is what he said at the end of the seminar: 'I have a vision to bring essential oils to each family. I believe this will increase the number of children who receive physical contact from their mothers, and I hope it will decrease the number of children who commit crimes. I want to help create a happier society with essential oils, and I need help from many people like you.' I felt his strong will, and I was so inspired to start a

business and help spread the message in Japan."

With a commitment to the dōTERRA mission and a love for the oils, Yukari has grown along with her business. She says, "My mindset has not been on developing a business, but on caring about others and helping them be happier. This has naturally caused my business to grow." Yukari is grateful to be part of a team that is united in caring for others and helping meet others' needs.

Yukari is also supported by her family, especially her husband and children, and she loves seeing the oils' positive impact on her family. She says, "Since introducing the essential oils to our family, we smile more, and our health has improved mentally and physically. My family is my treasure, and they welcome me back home with smiles no matter how tired they are." One of Yukari's daughters has already reached Silver, and she hopes her other children will build with dōTERRA

as well when they are older.

Even with the ongoing support of her family, upline, and downline, Yukari has faced obstacles and frustrations in her business. In these times, she strives to remember her Why. She explains, "When I am faced with challenges, I try to remind myself why I do this. There is no one who does not need dōTERRA products. When I get stuck, I remind myself of the root of my purpose. When I think about my vision for the future, the challenges in front of me don't seem so big anymore."

As she has grown with dōTERRA, Yukari has found new goals and a bigger vision for her life. "I used to be a wife who didn't have any dreams or aspirations. I was able to discover my dream that I had almost forgotten I had. There was a big wall to overcome, but I didn't want to regret missing a one-time life opportunity. I deeply treasure all of these experiences. I want to inspire others to move forward without fear."

"I used to be in a small world, associating mostly with family members. I have grown so much as I have met hundreds of team members. I have gained so many precious things in my life."



## BUILD FOR YOUR VISION

**Be Sincere** "Treating each individual that you have the opportunity to meet with sincerity is crucial. If you focus on their happiness, you will develop a relationship of trust, and you will grow a team that shares a vision with you."

**Unite Your Team** "I receive significant help from people on my team who share the same values as me. I am so grateful to be part of a team that is united. We don't focus on ourselves but on others, and we make an effort to help others find joy."

**Have Fun** "When I create an event, I try to make it fun. I think deeply about why I want to do an event and how I can deliver essential oils into the hands of the attendees without affecting the fun and enjoyment of the event."

**Follow Up with Gratitude** "To follow up, I send people a message of gratitude, generally on the same night I was able to share the product with them. I also call them the next day to ask how they felt, and we explore their needs together."

"I have a strong desire to help each person shine in his or her life. I am filled with this desire."



Roman & Miška Začka

EUROPE

Growing Together

Miška Začka was impressed with dōTERRA from her first experience. While she had been trying different brands of oils for years, she knew from the beginning that dōTERRA was different. She recalls, “When Monika Batkova introduced dōTERRA oils to me, I instantly fell in love with them. They immediately touched my senses, and I could almost feel the quality because I have experience with different oils. I liked everything dōTERRA was offering—the scents, the packaging, the philosophy, and the atmosphere. I knew it could change lives from the first moment.”

From there, Miška became dedicated to using and sharing dōTERRA products. She was interested in the business opportunity from the beginning as well, and her passion for the product helped drive her success. Her husband, Roman, has always been supportive. Miška says, “For the first two years, I was developing the business on my own. If I needed to discuss something, my husband always listened and tried to advise me.” After a couple of years, however, Roman decided to take a more active role in Miška’s business. “I think he started to feel that the dōTERRA family is a special environment. After the Elite Retreat, he decided to join me full time.” Roman helped Miška bring more structure to her business, and together, they hit Diamond.

Roman and Miška had worked together in the past, and they knew this type of endeavor would bring its own challenges and benefits. They each use their strengths to build the business, and they love being able to work together full time. “It is the best thing to ever happen to us. Miška is passionate about the oils and has deep knowledge and experience. Meanwhile, Roman is good in motivation, leadership, business issues, and strategy planning.” For the Začkas, dōTERRA is a family business—their children use the oils as well.

While Roman and Miška love sharing the product with others, they also love sharing the business aspect of dōTERRA. They realize that it may be difficult to explain this to others, but they recommend, “We need to change our mindset and realize that sharing the business opportunity might

change our friends’ lives. Why would we be scared of explaining this? The compensation plan is so amazing that not sharing this with our friends is like hiding a cherry on a cake. Who would do that to their friends?”

The Začkas are excited for the changes dōTERRA has brought to their lives and the opportunity to share this with others. Both Roman and Miška are now able to work on dōTERRA full time, which also gives them more time to focus on their family. Roman says, “It’s really amazing. The dōTERRA business gives you everything a corporate business cannot provide: freedom in the decision-making process, the ability to manage your own time, the possibility to care for your family more, and, of course, residual income.” Together, they are eager to continue sharing the blessings of dōTERRA with everyone they meet.

“dōTERRA offers more than benefits; it offers a lifestyle that is worth living.”



DIAMOND INSPIRATION

**Take Preparation Seriously**  
“Before building a business, we would strongly advise you to have a deep discussion with a successful leader. Take the preparation period seriously before entering the business. This helps to minimize mistakes.”

**Motivate by Example**  
“We believe that if we are committed and capable, our downlines will incorporate this inspiration in their businesses. When we see people around us with powerful, smart thinking, it always pushes us forward. We aren’t ones who like to stay behind.”

**Attend Events** “Events have had an enormous influence on us. Those who attend the events get much more inspiration. We motivate others to attend events by sharing our knowledge and information after each event we attend and by consistently explaining the reasons and benefits.”

**Learn from Others** “Be patient and consistent. Have unlimited vision and set clear goals. Don’t try to reinvent the wheel, but instead listen, learn, and gain inspiration from your surroundings. Everybody has strengths, and we can learn from everyone.”

“We don’t look back because we are so curious about the future. The present is quite amazing, so we hope the future will be even better.”

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



## Lindsey Graham & Isaac Reichmuth

MAPLE RIDGE, BRITISH COLUMBIA, CAN

# THE PERFECT FIT

When Lindsey Graham was first introduced to dōTERRA, she wanted to do her own research to learn more. With a career as a dental hygienist, Lindsey had a strong science background and had been passionate about holistic nutrition and health for years. dōTERRA fit into her lifestyle perfectly, and when she saw amazing results from using the oils with her family, she knew she wanted to share the products with others. Lindsey says, “I believe this was something greater than me, be it the universe or God, pushing me in the right direction.”

Lindsey's business grew quickly. Although she has now left her job as a dental hygienist in order to focus on dōTERRA, she felt a push to incorporate the oils in caring for others from the beginning. “I would be at the dental office and wanted to give my patients oils. I was ready for something new,

and dōTERRA was a vehicle for me to be able to educate others on the importance of natural solutions and taking their power back when it comes to health and wellness.”

In addition to helping others improve their health in natural ways, Lindsey is also motivated by her family. She and her husband, Isaac Reichmuth, have a daughter, Adalyn. Lindsey explains, “I no longer wanted to be a slave to someone else's schedule. I wanted to have time freedom so I could be that mom who could always be there for Adalyn, and at the same time, do something I love and that I feel passionate about.” She hopes that Adalyn sees her commitment to working hard and making sacrifices to reach her goals.

Throughout the journey, Isaac has been Lindsey's number-one supporter. She says, “He was always on board and did

anything he could to help. He knew how important this was to me and supported me in any way he could. After coming to convention with me last year, he has been 100 percent committed and is definitely my business partner. I do all of the teaching, classes, and support, and he does a lot of the mentoring, structuring, and placements.” Together, they feel their experience in dōTERRA has made them an even stronger couple.

Lindsey's husband and daughter are not the only family members who inspire her to succeed. She explains, “My parents are not in the place they thought they would be at this age due to health issues and other factors, which is a great stress to both of them. Now that I have financial freedom with dōTERRA, it gives me the opportunity to help them, whether it's a bill, an expensive dental surgery, or new glasses.” Lindsey's dedication to her family keeps her going when she faces challenges.

As she continues to build, Lindsey hopes to help others find freedom and health as she has. “I love seeing people

**“HELPING MY FAMILY AND MY TEAM IS WHAT KEEPS ME GOING ON THE HARD DAYS. FAMILY IS EVERYTHING TO ME. WE NEVER GIVE UP ON EACH OTHER.”**

take their healthcare into their own hands and make better decisions for their family. I also love seeing women break through limiting beliefs and fear, and create amazing confidence and freedom for themselves. It makes my heart feel so good.”



## SIMPLE THINGS MATTER

### SHARE WHEREVER YOU GO

“I am always sharing, everywhere I go. It is not and never has been a struggle because I am a natural sharer. I know the gifts I have to offer others. It's your passion, confidence, and energy that people are buying at first.”

### KEEP TEACHING CLASSES

“Always keep teaching, no matter what. Classes are number one—I'm always teaching classes. Be confident and have fun. While mentoring and supporting your team, you still need to be sharing and teaching if you want to reach your goals.”

### DON'T WORRY ABOUT RECRUITING

“I've never ‘recruited’ anyone. People see what I am doing and see how my life is, and they want to join me. They want this lifestyle and freedom as well. I have zero hesitation about the business or what I am doing, and people feel that.”



## Kisane Appleby

MUDJIMBA, QUEENSLAND, AUS

# The Final Puzzle Piece

Throughout her life, Kisane Appleby has learned more and more about holistic health and natural solutions. While this helped her live a healthier, happier life, something was missing until she found dōTERRA. Kisane says, “I have studied holistic health, nutrition, yoga, raw food, and personal training, and although each path taught me something new, nothing felt exactly right. Now I understand that every previous job or business has laid the foundation for me to understand and share these essential oils.” For Kisane, dōTERRA is the piece that was missing from the puzzle she had been working on for years.

When Kisane began using the oils, she saw again and again how they helped herself and others. Although she had never intended to build a business with dōTERRA, she felt compelled to share the oils and eventually decided to go all in. Since then, she has seen a beautiful journey unfold.

Kisane’s Why is what drives her forward. She explains, “My heart’s deep desire

is to see women shine as I watch them achieve their highest potential in wellness and financial abundance. I want to see these women flourish in a team culture. My Why is to break through the glass ceilings and beliefs that hold us back and find the courage to be our whole, authentic selves with no apology for the magnificence that we are. My Why is to connect with a soul tribe of women who want the same. Together, we can be and see the change that is needed in the world. I want to help create a world where holistic health is the mainstream and not the alternative, and all women stand in their power to make a positive impact in this time and space.”

Kisane is grateful to have the support of her upline, her team, her account manager, and her girlfriend, Roe Robertson, along with crossline leaders like Jessie Reimers who continually share their knowledge and time so openly. Their encouragement and insight have changed the way Kisane sees herself and builds her business. She says, “I

had to set my ego aside and ask my heart why I was taking this journey. If it was truly about helping others, then I needed support, and that was when I connected with those close to me for love and connection. Their belief in me helped me to believe in myself and see what is possible.” Because she believes that leveling up in personal development must happen before leveling up in rank, Kisane is committed to also helping her team grow and develop.

As Kisane looks back on how far she has come, she also looks forward to the future with great hope. She says, “It is part of my daily mantra to say, ‘I am light.’ I have dreamed of a light, bright life for so long, and just a few weeks ago I reached my goal of living in a big, beautiful home near the beach. I realized how lucky I am—I live as I have always imagined, and the only thing that holds me back is myself. I now see possibility in all things. I know I can reach my wildest dreams and help others to reach theirs.”


## BUILDING BLOCKS

**REMEMBER, IT’S A REAL BUSINESS** “This is a real business. Treat it as you would a brick-and-mortar business by dedicating hours, building relationships, being consistent, and starting out with duplicable systems. You are not an island on this journey—it’s a journey about the people you will connect with.”

**DON’T RE-CREATE THE WHEEL** “There is no need to re-create the wheel. Just fall in love with the oils and help others do the same by helping them to have an oil experience! Don’t make things more complicated than they need to be. Use the tools and resources that resonate with you.”

**SHARE YOUR PASSION** “Speak with passion and compassion. Share from your heart and personal experience. Be real and genuinely approachable. Be honest and vulnerable. Share your story. Think how you can help the next person. Connect in a caring and compassionate way.”

**SUPPORT YOUR TEAM INDIVIDUALLY** “You need to deeply understand that each person in your organization is individual. See each of them for who they are. Learn their love language, and meet them where they are and not where you want them to be. Offer unconditional love and support.”



“One thing that moves my heart more than anything else is seeing people shine. The fact that I get to see this every day keeps me going even when things feel tough.”



Dan & Kira Fischer

ON THE ROAD, WESTERN AUSTRALIA, AUS

EMPOWERING SUSTAINABLE CHANGE

When Kira Fischer was first introduced to dōTERRA by her friend, Vanessa Jean Boscarello Ovens, she was immediately excited. Kira and her husband, Dan, already had a healthy diet, but they felt there was something missing when it came to supporting their family's health. At that time, however, Kira felt they were too busy to start a dōTERRA business.

The turning point came when one of Kira's friends messaged her late

one Sunday night. Her friend was experiencing temporary health issues and asked whether Kira would be able to help her with the oils. Kira immediately drove to her friend's house and set up a diffuser and oils to apply. Kira recalls, "She was so happy and grateful that I had come to help her, and I felt so empowered that I was actually able to help my friend. When I left her house, I was buzzing and knew this was what I wanted to do with my life."

Since then, Kira has been dedicated to sharing dōTERRA. She says, "This opportunity is second to none. Where else do you get to empower people with a powerful tool from Mother Earth and create financial abundance while doing it? We believe this is a way to create empowering and sustainable change this world needs."

Although Kira was the first in her family to become interested in dōTERRA, her husband, Dan, soon joined her.

Kira remembers, "He wasn't fully on board at first, but after having his own oil experiences, seeing the back office figures, and seeing the benefits for others, he changed his mind very quickly." Now they work together to grow their business and share these blessings with others. Dan tracks the finances and back office, while Kira creates workshops, trains in the AromaTouch® Technique, and creates Facebook posts and fun incentives. Together, they mentor and train their team.

As they work together to build their business, Kira and Dan are always committed first to their family. "Our first Why is our family. The income we receive from dōTERRA allows us to live our dream lifestyle—to travel and spend quality time together." But they aren't satisfied with only enjoying dōTERRA themselves; they are passionate about sharing with others as well! "Our second Why is the oils. We receive stories almost daily about how the oils have changed people's lives. Often the stories are told with tears of gratitude. Being in a place of service, we love sharing those oils daily that create a fulfilling state of mind in a world that craves empowering, positive, and sustainable change."

dōTERRA has changed almost everything about the Fischers' day-to-day lives. They explain, "We now travel together full time as a family. Dan works in dōTERRA full time and no longer has to go to his fly-in, fly-out job. We world-school our children while visiting our beautiful team in their areas to help them achieve their hearts' desires. Life is exciting, fun, and so freeing. We are so grateful for the opportunity to have the oils not only change our health, but our entire lifestyle."

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

SUSTAINABLE GROWTH

IMMERSE YOURSELF IN dōTERRA

"When I first got started, I surrounded myself with the oils and sought out information about the oils and the business wherever I could. Ask questions, attend functions, and get to know your upline and dōTERRA 'cousins.' There are many opportunities to learn, collaborate, and grow."

INFORM BUT DON'T PUSH

"I genuinely share my experiences with the business and never push someone into it. I make sure they have information about the amazing opportunity, but then I let them decide if it's right for them. If not, I don't dwell on it; I let it go and move toward the people who are working toward me. Building great relationships is of far greater importance."

THINK IN ABUNDANCE AND SERVICE

"Try to remove the scarcity mentality, and instead think in abundance. Do things from a place of service for others first. Greedy, quick enrollments without ongoing support are temporary. Kindness, love, and support are permanent, sustainable, rewarding for all, and ultimately fulfilling in unimaginable ways."



"Have a strong and unshakeable Why. Our Why is so strong that quitting never once entered our minds. We knew this was our destiny and that we would never give up."





## Elisabeth Watts

CHARLOTTE, NORTH CAROLINA, USA

# Beloved

“I have become more and more of who I was created to be, and I’m so grateful for dōTERRA as a means to this end.”

For Elisabeth Watts, dōTERRA came to her in the perfect way. She was introduced by her childhood best friend, who is like a sister to her. Now her friend is her upline, and Elisabeth wouldn’t have it any other way. This has been a theme of her dōTERRA journey—finding and bringing together the people she loves most.

Elisabeth explains, “One of my very favorite things about my personal business is that it has brought together people I love from different times and places in my life. If you think about it, the only times in your life when you get to have all of your friends and family together in one place is at your wedding and your funeral. Well, I get to be surrounded by so many of the most important friendships in my life at convention and retreats multiple times a year! I consider that one of the largest blessings of this business. Now my closest friends and family all know and love one another.”

In addition to working with her best friend as her direct upline, Elisabeth

has formed amazing friendships with others in her upline and sister lines. She also feels blessed to have the ongoing support of her husband, Bryan. Although he has his own full-time job and entrepreneurial aspirations, he is always there to support and encourage Elisabeth. Furthermore, Elisabeth has created lasting relationships with her downline. She says, “My builders are some of my dearest friends on the planet, and their success is my success!”

This idea of sharing success manifested itself in a very real way for Elisabeth. She explains, “It was my leaders who inspired me to work toward Diamond. I have four amazing women on my frontline who inspired one another to reach for Silver in the same month, and that made me Diamond! I’m so grateful for leaders who have developed this friendship; they all bring different gifts to the table and love seeing the others succeed.” Love has been a driving force behind Elisabeth’s journey from the beginning, and she is excited to share it with others.

When asked which personality trait defines her, Elisabeth has no hesitations in answering, “Love.” Her middle name is Loving, and from a young age, this has defined her. Elisabeth says, “I genuinely love humanity and am constantly striving to love my family and community well, and to teach them to do the same. I even have the word ‘beloved’ tattooed on my arm. It reminds me of who I am—one who is a beloved child of God and a member of a beloved community. It also reminds me to always choose to ‘be loved.’ So that is who I am—a beloved human who is an active member in a beloved community where I can serve and be served.”

It comes as no surprise that love has inspired Elisabeth’s Why over the past four years. While the specific components of her Why have evolved, the root has not—helping others. As Elisabeth looks forward to her future with dōTERRA, she is eager to continue helping others and sharing love.



## SHARING WITH LOVE

**No Need to Sell** “We get to share about things that we actually believe in and that really do work. We don’t have to ‘sell’ people on something they don’t need. And dōTERRA products appeal to everyone: men, women, all cultures, all races, all ages, etc.”

**Compensation Plan Blessings** “My absolute favorite part of the compensation plan is the way that it rewards us for helping others, not for competing against them. The whole structure of the compensation plan is that we are blessed for helping others—what a phenomenal gift!”

**A Unique Culture** “Another thing that sets dōTERRA apart from other direct sales companies is the culture. We are a kind, generous, service-oriented company, and I believe that speaks volumes in this industry. Our goal is to serve. Period.”





GET INSPIRED

# How I Support My Team

BY VIRGINIA HUME, LANCASTER, PENNSYLVANIA, USA

**Just like you, I came to dōTERRA with strengths and struggles. I also came to dōTERRA with the mindset of a Servant-Leader. I have a strong Why. I was willing to learn skills and face my dragons (weaknesses) to overcome and compensate for them. I am so fortunate to be part of the EDGE team. I chose to listen and do what I was taught on the weekly mastermind calls. I have done this for almost five years.**

## Getting Started

Bryant and Brianna Hess are my enrollers. They have shown the patience of Job as I've learned many skills and gained the confidence to do new things. The Hesses live in Wisconsin, and for the summer of 2012, Bryant was in Lancaster County every weekend to get me started. I was all thumbs. Thankfully I have a wonderful, kind, and encouraging husband, John.

Like you, I had a lot on my plate. At first, I was figuring out how to best connect with my group. Most of them love one-on-one interactions. I use the phone, email, and monthly newsletters; I visit my key leaders often; and I became a dōTERRA AromaTouch® instructor. At the end of the summer of 2012, I decided to do monthly newsletters. dōTERRA did not have the website as it is today, so I gave product information that I felt my group needed, as well as the monthly promotions. I continue to do this. Many in my group do not have computers—I chose to be the “data entry goddess” for the Amish in my group. They love the dōTERRA products and share with their community. On the first day of each month, John puts a message on our answering machine to announce the monthly promotions, and then our people with no computers call to find out what the specials are. I visit my people often and encourage everyone to listen to the product calls.

## Finding & Mentoring Leaders

I had to learn what a leader does: they have a LRP order of 125+PV monthly; they call me; they are teachable; they hold meetings, whether they are large groups or one-on-one meetings; and they ask to be mentored. My key leaders are connectors and influencers. Some are developing these things, while others came with the skills. I work to nurture my relationship with each leader. The leaders see the value and the potential with dōTERRA.

I teach the EDGE system. This is simple, easy, and duplicable. My job is to listen, help them see how to solve their problems, and praise them for all they are doing well. Also, when corporate speakers come to the area, I encourage people to go, and John and

I take a van of Amish to the events. We are all continual learners; John and I have been doing this all our married life.

## Learning from Leaders

When Rod Richardson and Seth Risenmay taught the 6-3-1 method, I saw how to be more effective. This method focuses on six daily questions, three weekly objectives, and one monthly event. I watched Rod and Seth mentor. Bryant was doing this too; I needed several examples of how to do this. I am fortunate none of my upline live near me, so I had to do it on my own. I would watch Bryant when he was in town and do what he did. I watched Bryant love on his leaders at leadership retreat and annual dōTERRA conventions. He took us all out to dinner, and he had our upline, Kelly Anderson, talk with us at lunch. As I learned and applied the skills taught by Rod Richardson and Bryant Hess, I started to have success.

When Rod and Seth introduced the Boot Camps for the leaders, John and I did this for our groups. This clicked with me, and I started doing this with everyone. Rod keeps things simple. This means I don't say too much. I learned to answer questions with enough information that the person can mentally digest it and ask for more. I learned to ask questions that help me and the person I'm working with be clear on what they are seeking. I learned to love people as they are, where they are.

## Helping Newcomers

I return to do the membership overview when they get their oils. I teach them how to use their back office, and I give them information on how to connect with the leaders. During the first month, weekly contact with a new person helps establish that there is a support system in place. When I or the leader leaves the new Wellness Advocate, they understand how to order, whom to connect with, and when the product calls will be. When I see a person has ordered 125 PV for three months, I talk to them or their leader to see if they have questions.

I have had leaders who hold the basic oil class and then have me come and be the second witness and answer other questions. Often the prospects will sign up right there. I get the leaders to be part of the presentation. Both Bryant and Rod have helped me to see just what I need to do—they are so supportive. As my leaders are ready to go to the next level, we plan together and we work the plan. My job is to show up, encourage, teach, and mentor. My team are great people with the vision to serve and help others. 💧



# dōTERRA® WELLNESS ADVOCATE *Recognition*

## DOUBLE PRESIDENTIAL DIAMONDS



FOUNDER EUR

WES & HAYLEY HOBSON



PATRICK & ALLYSE SEDIVY



FOUNDER USA

BOYD & SANDY TRUMAN

## DOUBLE BLUE DIAMONDS



FOUNDER TWN

DAVID & TAWNYA HSIUNG



FOUNDER TWN

STEVEN & MONICA HSIUNG

## DOUBLE DIAMONDS



FOUNDER USA

ANDY & NATALIE GODDARD



FOUNDER USA

JUSTIN & KERIANN HARRISON



FOUNDER USA

JERRY & LAURA JACOBS



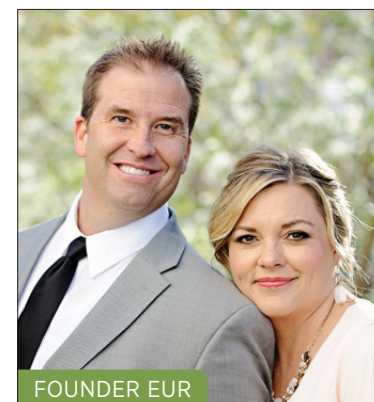
FOUNDER TWN

KAI HSUN KUO & PEI LING SU



ERIC & ANDREA LARSEN

## PRESIDENTIAL DIAMONDS



FOUNDER EUR

KENNY & REBECCA  
ANDERSON



MATT & KELLY ANDERSON



ROMAN & CORINNA  
BARRUS



PRESIDENTIAL DIAMONDS



JERRY & BRANDI BURDINE



JAMES & ROXANE BYBEE



MAREE COTTAM & DIRK VANDERZEE



MARK EWEN & CHRISTIAN OVERTON



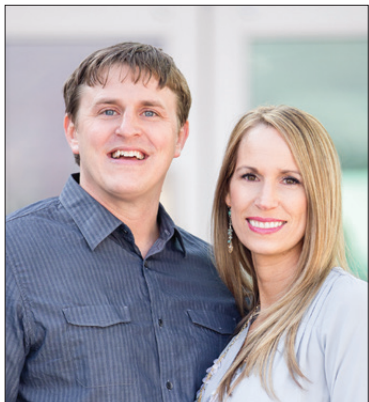
SCOTT & RHONDA FORD



JEFF & JEN FREY



ROGER & TERESA HARDING



JOHN & MELYN HARRISON



SHANE & REBECCA HINTZE

PRESIDENTIAL DIAMONDS



PAUL & BETSY HOLMES



NATE & BRIANNE HOVEY



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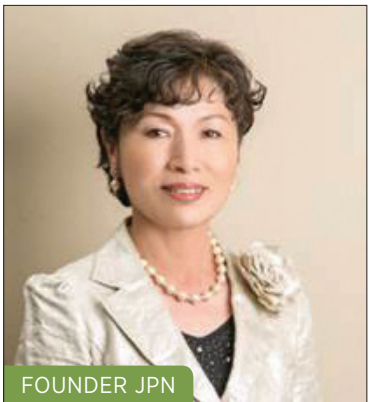
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SEASON JOHNSON



KYLE & KIERSTON KIRSCHBAUM



ASAKO KOBAYASHI



CHENG HUI LIU & PEI CHIH YI



HOLLY LO



PRESIDENTIAL DIAMONDS



DAVID & HEATHER MADDER



NATE & DANA MOORE



KC & JESSICA MOULTRIE



GARY & KARINA SAMMONS



KACIE VAUDREY & MIKE HITCHCOCK



MELODY & WALTER WATTS



SUMIKO NOBORI



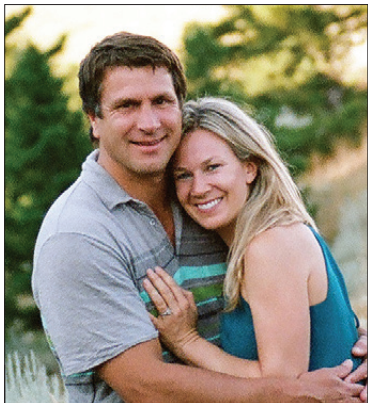
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PAUL & VANESSA JEAN BOSCARELLO OVENS



CHRISTIAN & JILL WINGER



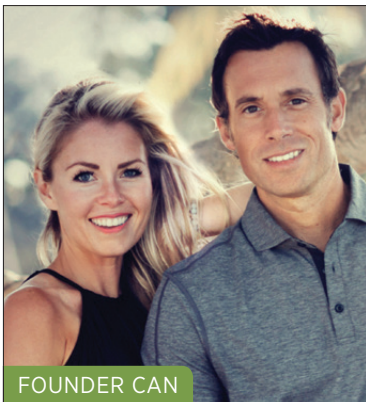
KEVIN & NATALIE WYSOCKI



TOSHIYA & IZUMI YANAGIHARA



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ANGE & CHRIS PETERS



JESSIE REIMERS

PRESIDENTIAL DIAMONDS



GARY & KARINA SAMMONS



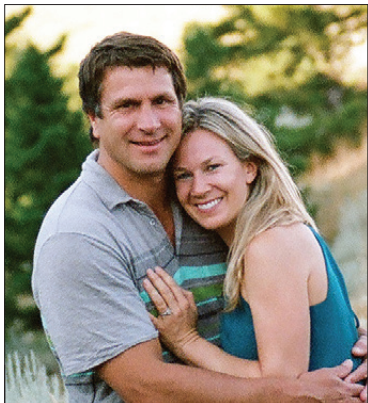
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MELODY & WALTER WATTS



CHRISTIAN & JILL WINGER



KEVIN & NATALIE WYSOCKI



TOSHIYA & IZUMI YANAGIHARA



BLUE DIAMONDS



PAUL & DELMAR AHLSTROM



FOUNDER MEX  
LORENA ALVARADO MORALES



DAVID & ASTI ATKINSON



FOUNDER USA  
PETER & SUSIE BAGWELL



JANNA BERRY



TARA BLISS



JEREMY & MICKI BOBERG



FOUNDER USA  
CHRIS & KAREENA BRACKEN



JENNIFER BRADY



FOUNDER EUR  
MARIO JÖLLY & SABINE  
BUCHNER



JEFF & CHERIE BURTON



FOUNDER TWN  
JUI CHANG & CHIA HSIU JUAN

BLUE DIAMONDS



FOUNDER JPN  
ETSUKO & RICK CHIDESTER



HUNG WAI CHOI



SPENCER & BRIANNA COLES



RICHARD & ELIZABETH  
COPELAND



JAMES & TANYA COTTERELL



VERN & JENNY CRAWFORD



STEVE & GINNA CROSS



JEFF & JUDY CRUDEN



MOLLY DAYTON



FOUNDER MEX  
LIZETH BALDEMAR DE ARRAS



FRED & CARRIE DONEGAN



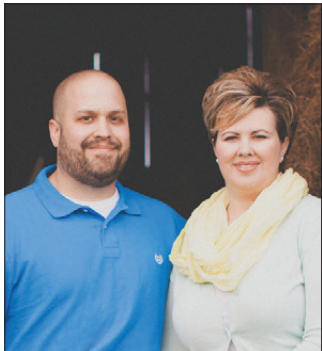
SHAYE & STUART ELLIOTT



BLUE DIAMONDS



DAVID & JULIANNE ELLIS



KEITH & SPRING ESTEPPE



NICK & JEANETTE FRANSEN



LI & LANCE FRYLING



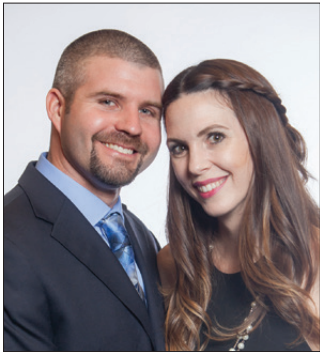
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LOUIS FUSILIER & MONICA  
GOODSELL



AL & MAUREEN GARCIA



ANDY & MISSY GARCIA



MARC & JENN GARRETT



JEFF & KATIE GLASGOW



STEVE & KRISTINE HALES



MARTY & JIM HARGER

BLUE DIAMONDS



JOE & LORI HAYES



FOUNDER CAN  
DRS. MARISSA HEISEL &  
PETER KRAVCHENKO



BRYANT & BRIANNA HESS



JIM & LARA HICKS



STANLEY HO & LAM YEE MUN



LAURA HOLBROOK



BENJAMIN & STEPHANIE  
HOWELLS-SCOVILLE



CHUN MING HSU & HSIN  
PEI HSIEH



FOUNDER TWN  
CHIH LUNG HUANG & CHEN  
CHANG



CHING YING HUANG



LASSEN PHOENIX & BRYAN  
HUDDLESTON



RICK & KATHY HUNSAKER



BLUE DIAMONDS



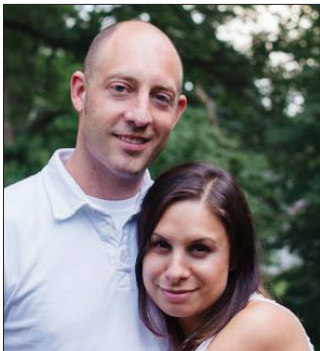
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LAI JAUCHING



JEREMEY & ANNETTE JUKES



DRU & GINA KIESEL



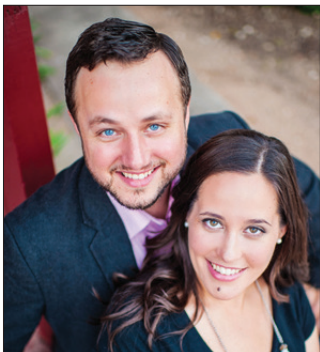
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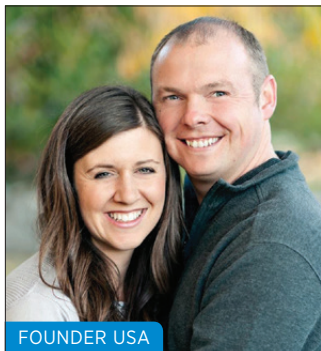
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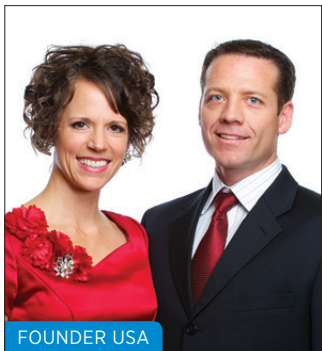
EMMA KNIGHT



JON & DUQUESA LAMERS



DANNY & NICOLE LARSON



JUSTIN & TAHNA LEE



CHIH JEN LIU & MAN TSAI



STEVE & RACHEL LOTH

BLUE DIAMONDS



ALONTO & DESIREE MANGANDOG



ZACKERY & STEPHANIE MARTIN



JOSH & KEELI MARTINEZ



AARON & TONYA MCBRIDE



DENA MCCAFFREE



DAVID & TAMMY MILLER



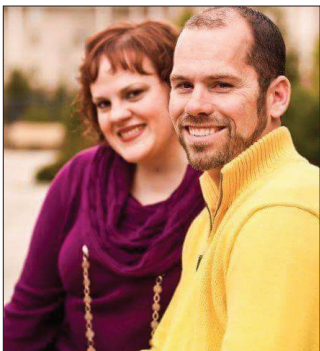
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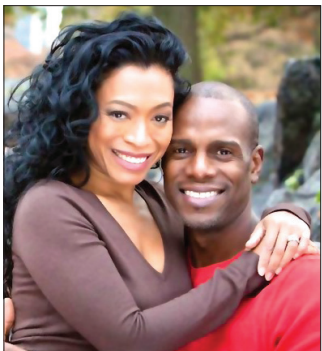
STEVE & KIMBERLEY MILOUSIS



JARED & NICOLE MOULTRIE



JONATHAN & DEANNA NICHOLS



DR. ZIA & KY NIX



MITSUKO NOMIYA



BLUE DIAMONDS



JEFF & CRYSTAL NYMAN



NATHAN & JENNI OATES



RICHARD & JENNIFER  
OLDHAM



KATHY PACE



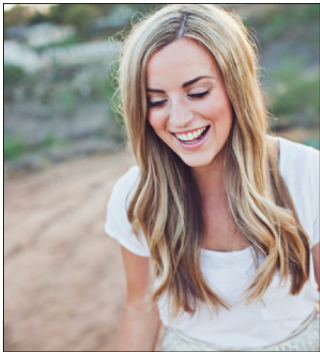
DR. JOHN & HEATHER  
PATENAUDE



FOUNDER AUS  
ADHEESH PIEL & SANTOSHI  
STONE



MARIE-KIM PROVENCHER



JENNA RAMMELL



ROD & JEN RICHARDSON



FOUNDER USA  
BURKE & NATALIE RIGBY



SETH & JENNY RISENMAY



FRANK & JACQUELINE RITZ

BLUE DIAMONDS



FOUNDER MEX  
DANIELA & FERNANDO ROMAY



KARI RYAN



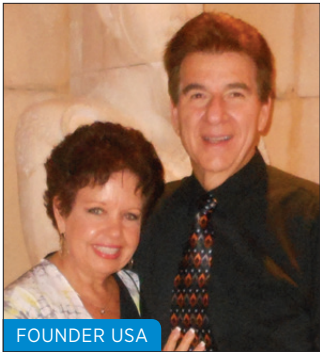
TENILLE & MATT SCHOONOVER



JEFF & DIANE SHEPHARD



FOUNDER USA  
TERRY & LIL SHEPHERD



FOUNDER USA  
DAVE & PEGGY SMITH



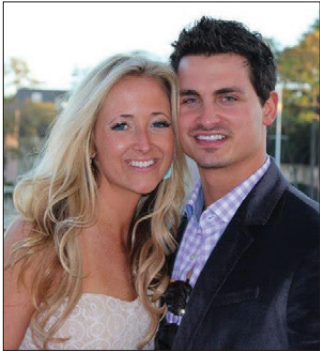
RYAN & DANI SMITH



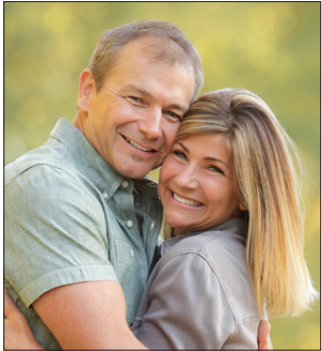
DR. MARIZA SNYDER &  
ALEX DUNKS



NATHAN & MINDY SPRADLIN



STEFANIE & BRANDON  
STAVOLA



JIM & TAMMY STEPHENS



JAMES & CHELSEA STEVENS



BLUE DIAMONDS



DR. JEFF STYBA



ZHONG SUN & FUCHUN XI



AMY & DAVID THEDINGA



BRAD & DAWNA TOEWS



BETTY TORRES-FORBORD



MATT & ALICIA TRIPLETT



FUMIKA UCHIDA



KARI UETZ



MARK & LORI VAAS



SHANE & KRISTIN VAN WEY



MICHAEL & SARAH  
VANSTEENKISTE



JOEL & SHERRI VREEMAN

BLUE DIAMONDS



CHARLES & HELEN WANG



PEI CHEN WANG



WENDY WANG



JOHN & KALLI WILSON



JARED & SHEREE WINGER



DANIEL & AMY WONG



EDWARD & LINDA YE



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DIAMONDS



DR. JOHN & JENNIFER ACCOMANDO



AMBER ADAMS



KATIE ADAMS



BRENDA ALTAMIRANO & OSCAR CORDERO



NEAL & ERIN ANDERSON



LEANNA ANDRADE



KISANE APPLEBY



CLAUDIO & JANAЕ ARANCIBIA



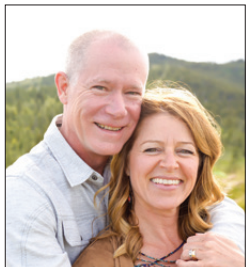
LUZ MARÍA ARGUELLES



ANA LEDA ARIAS & CARLOS PANIAGUA



KAZUYUKI ASAKAWA



KEVIN & LAURELL ASAY



KAREN ATKINS



PETAH-JANE AUCKLAND-HALL & URA AUCKLAND



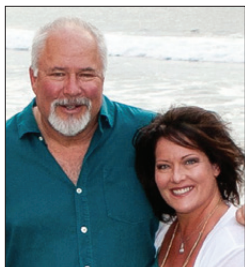
NATE & KELLY BAILEY



PERLA BALDEMAR & JORGE TENORIO



BEN & JADE BALDEN



RICK & HAYLEY BAMMESBERGER



MACKENZIE BANTA



ERIC & BECKY BARNEY

DIAMONDS



JEFF & TAMARAH BARTMESS



MONIKA BATKOVA & MARTINA VALNICKOVA



JEREMY & CARLY BAUTISTA



LISA BEARINGER



DANIEL & CRISTINA BENITEZ



JUDY BENJAMIN



JOY BERNSTEIN



KEN & WENDY BERRY



MARIE & HARLAN BERWALD



NATALIE BLACKBURNE



ERIN BLOTT



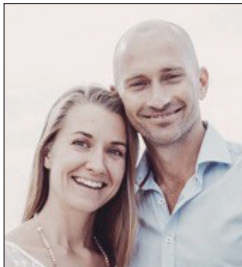
JAMIE BOAGLIO



JON & KENDRA BODINE



LOURDES BORNACINI



STACEY BORSERIO & ZACHARIAH AURELIUS



LAILAH ROSE BOWIE



NATHAN & REBECCA BOWLES



DR. JAMIE & CHRISTINA BOYER



MELODY BRANDON



JASON & KAMILLE BREUER



RACHELL BRINKERHOFF



JEN BROAS



ELENA BROWER



ADAM & CAREY BROWN



DON & CINDY BROWN



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DIAMONDS



PATRICK & KATHRYN BROWN



RUSS & CHAR BROWN



STEVE & BRENDA BROWN



BEN & CAMI BUCHTA



SUSAN & DAN BURSIC



JARED & REBECCA BURT



ERIKA BUTLER & RICK HENRARD



CLAUDIA CALDERON



ANNE CALHOUN



LORI & CHRIS CAMPBELL



KIM & JERRY CAMUSO



BRADY & MICHELLE CANNON



JESSICA CANTLIN



TRAVIS & JESSICA CARPENTER



BEN & ADABELLE CARSON



RACHEL & DARYL CARTER



JONATHAN & AMY CARVER



ANDREA CAUFFMAN



SHUANG SHUANG CHANG



CHIU SHIANG CHEN

DIAMONDS



FU YU CHEN



SHUFEN CHEN & CHIALING CHANG



WEI-FANG CHEN



HSIU WEI CHENG



CHIH HSUN CHIEN & SU JU HUNG



GREG & MARTI CHRISTENSEN



LI HUI CHUAN



TROY & DOROTHY CIVITILLO



DAPHNE & DARRIN CLARK



DARRYL & ANNIE CLARK



MARC & ROMI CLARK



MIKE & RACHELLE CLEARY



ANDREW & SHANNON CLOUGH



ALLISON COCHRAN



BRETT & FARRAH COLLVER



CAROL COLVIN



KARI COODY



JOAN COON



ADAM COPP & ROSIE GREANEY



KENT & STEPHANIE CRANE



JOHN CROFT & NOEL BLANCHARD



KARLEL CROWLEY & STUART DIXON



DR. JAMES & KIM DAHLIN



DANIELLE DANIEL



MONIR & TANJA DANIELS



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DIAMONDS



VICTOR & AMANDA  
DARQUEA



DURELL DARR



MIKE & LORI DAVIS



KEITH & KENDRA DAVY



SOFÍA LÓPEZ DE LARA &  
RODRIGO ALADRO



DR. MARK & KRISTI  
DEBRINCAT



VICKIE DICKSON



MEGAN DILMORE



BONNIE DONAHUE



CURT & TONIA  
DOUSSETT



ROGER &  
EMMANUELLE DUCE



DAVE & LIZ EATON



MARK & LINDSEY  
ELLIOTT



ROSALIE ELLIOTT



DENNY & MARY  
ENGLERT



DR. MELISSA & EVAN  
ESGUERRA



PAOLA & SILVANO  
ESPÍNDOLA



HEATHER & PAUL  
ESSLINGER



ROLANDO & JESSICA  
ESTRADA



DARNIE EWART

DIAMONDS



FORREST & LESLIE  
EXLEY



EM FALCONBRIDGE



DAMIAN & JENNA  
FANTE



BECKIE FARRANT



LEONIE  
FEATHERSTONE



CHRISTY & ANDREW  
FECHNER



KNUT & CHRISTY  
FEIKER



DANA FELDMEIER



DANIEL & MICHELE  
FENDELL



DR. ROBERT & KIYLA  
FENELL



YUWEI FENG &  
CHANGPU YU



DALE & TONYA  
FERGUSON



CATE FIERRO



BARRETT & CARA  
FINES



KIRA FISCHER



HAYLEY FLEMING



SAMSON & LETICIA  
FOLAU



MEGAN FRASHESKI



AARON & WENDY  
FRAZIER



KAORI FUJIO



CHIHU FUJIWARA



LESLIE & ROGER GAIL



CARMEN GAIRN



GINO & AMANDA  
GARIBAY



DAVID & CRYSTAL  
GARVIN



DIAMONDS



MICHELLE GAY



ALLISON GERRY



BRANDON & LINDSEY GIFFORD



REBECCA & BRIAN GILLESPIE



CRAIG & LYNN GINES



BRAD & TOBI GIROUX



DIANE GJELAJ



THOMAS & AMY GLENN



TESS GODFREY



JAY & DEBBIE GORDON



DR. ANDREW & RUTH GOUGH



LAURA GARCIA



ADAM & LEAH GRAHAM



LINDSEY GRAHAM



MICAH & KRISTA GRANT



MICHELLE GROSS



CURT & CAROL ANN GUEST



LINDSEY GUNSAULS



TASHA HAKEEM

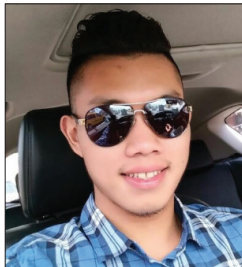


KIRK & JENNIFER HAMILTON

DIAMONDS



LINDSAY & CRAIG HAMM



HUANG PO HAN



KARA HANKS



DR. SANDRA HANNA



GIADA HANSEN



AISHA HARLEY & LARRY SPIELBERG



NATALIE HARRIS



RYAN & JENYCE HARRIS



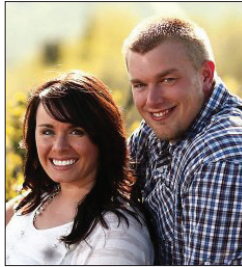
BRIAN & JEANNIE HARRISON



GARTH & JULIE HASLEM



SCOTT & SHYANNE HATHAWAY



MARK & ALICIA HAUGSTAD



ALLISON HAYS



JENNIFER HEATH



ANTHONY & DANIELLE HEIZENROTH



PAUL & TERI HELMS



SUSAN HELZERMAN



FOUNDER USA

GORDON & JULIE HERBERT



RYAN & MELISSA HERMAN



FOUNDER MEX

JUAN CARLOS SUAREZ HERNANDEZ & ARACELI VALENCIA SANCHEZ



FOUNDER MEX

IAN & PAOLA HERREMAN



FOUNDER USA

TERRY & MARIA HEUSER-GASSAWAY



JESSE & NATALIE HILL



FRANI PISANO & HERB HOELLE



SHALEEN HOGAN



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DIAMONDS



ADAM & CASSIDY  
HOLDSWORTH



TONI & ROBERT  
HOLLAND



JOY HORSEMAN



FOUNDER MEX  
OSVALDHO HOSORNIO &  
CAROLINA CEREZUELA



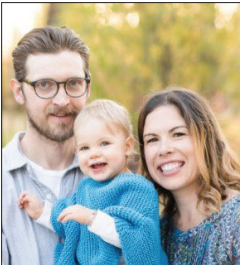
JENI HOUSTON



JESSE & BREANNE  
HOUSTON



TANYA HOWELL



JEN & MARTY HOYORD



FOUNDER TWN  
FU LUN HSIEH &  
CAROL SUNG



MENG CHIU HSU & HSIU  
LING HUANG



JEFFERY & MIRANDA HU



FOUNDER TWN  
SU WEN-CHANG &  
HUI YU HUANG



HO NIEN HUANG



CHRISTY & REID  
HUGHES



JENNI & SEAN  
HULBURT



JULIE HUNDLEY



TAKESHI IGARASHI



HIROMI IKEDA



JENNIFER INCHIOSTRO



FOUNDER CAN  
CYNTHIA INCZE

DIAMONDS



YUKI ISHIDA



JASMINE JAFFERALI



FOUNDER USA  
ROB & WENDY JAMES



DALE & JENNIFER  
JARAMILLO



FOUNDER KOR  
HABONG JEONG



CHRISTINA & LEWIS  
JESSUP



AARON & JESSA  
JOHNSON



ALICEN JOHNSON



KILEY & NORA  
JOHNSON



BRIAN & RACHEL  
JONES



JARED & RACHEL  
JONES



LELAND & ROBIN  
JONES



LISA & RICHARD JONES



RACHEL JOOS



BILL & DEENA JORDAN



HAGAN & DENA  
JORDAN



CHIAH HO KAO



FOUNDER JPN  
MASAMI KAWAI



TRACI & JACK  
KENNEBECK



MIKE & KALLI KENNEY



KATE KETTLEWELL



DRS. BRADLEY &  
JENNIFER KEYS



NICOLE KEZAMA



NICK & DYANNA  
KILLPACK



RYOKO KIMURA



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DIAMONDS



MELISSA KING



MIE KIRA



TOM & ROMMY KIRBY



MIKE & MEGAN  
KNORPP



FOUNDER EUR  
WILLEM-PAUL &  
LOUSSANNA KOENEN



FOUNDER JPN  
MIKI KOJIMA



JENNIFER KOURTEI



DEBBIE KRAHN



JOE & AMBER KROPF



FREDDY & MANDY  
KUHN



PU LI KUO



WEN HUNG KUO &  
SHIH AN KUO



DAVID & LOIS LANE



LAURIE LANGFITT



SUSIE LARSON



JAMES & MICHIE  
LAYTON



FOUNDER USA  
NOLAN & PAT LEAVITT



JOHN & CAROLINE LEE



ALLIE LEFER



DIANE LEFRANDT &  
JESSICA SMUIN

DIAMONDS



FOUNDER SGP  
CHUA HONG LEONG &  
LAW SHU LI



ZACH & KYLEENE  
LESSIG



DR. DANIEL & KATIE  
LEVERENZ



CHAD & JODI LEWIS



FUXIAN LI & LING LING  
ZHANG



FOUNDER TWN  
YU YIN LI



HSIAO-CHING LIN



PO HSIU LIN & FANG SU  
KUAN



YU YU LIN



YI CHEN LIN



JOHNATHAN &  
RACHEL LINCH



JOANNE LING &  
TRACEY FRY



WEN CHEN LO



YUCHUN LO



FOUNDER SGP  
LEE SEANG LOOI



CARDIN & MATT LOPEZ



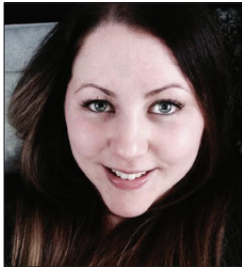
FOUNDER MEX  
CAROL LÓPEZ & LUIS  
ESTÉVEZ



SHELLY LOYD



YU JONG LU



ERICA ELDRIDGE  
LUCAS



DWAYNE & TRACY  
LUCIA



JEN LUKE



STEVE & TRACY LYMAN



BETTY MAGILL



BRETT & BROOKE  
MAGLEBY



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DIAMONDS



FOUNDER AUS

TANYA MAIDMENT



MAILE & KALIKO MAIL



KELLY & CHRIS MALLINSON



MILTON MARIN



RICK & EMILY MARTIN



JULENE MARTINDALE



TIM & EMILY MASCARENHAS



JOHN & PATTI MASON



FOUNDER JPN

TERUMI MATSUSHIMA



FOUNDER JPN

SHOKO MATSUYAMA



PAUL & KRISTIN MAYO



DAVID & HOLLY MAYS



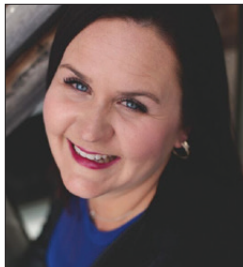
VICTORIA MCADAMS



TONY & AIMEE MCCLELLAN



KEITH & KERI MCCOY



BRITTANY MCDONALD



SHARON & JASON MCDONALD



JOSH JELINEO & BEBE MCFALL-JELINEO



SUZANNE & ROBERT MCGEE



HEATHER MCKINNEY

DIAMONDS



BRITTANY MCLEAN



JEANNE MCMURRY



ROGER & CAROL-ANN MENDOZA



PRISCILLA & JERRY MESSMER



BECKY METHENY



JIM & AMY MILLER



KAREN MILLER



MAYUMI MINAMI



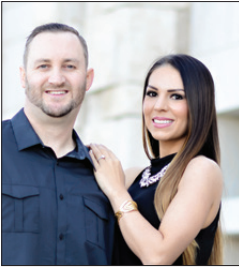
GREG & DR. JULIE MONTGOMERY



SHANNON MORGAN



MICHAEL & MELISSA MORGNER



SOPHIA & PAUL MORRISON



JANELLE & JUSTIN MUELLER



YUKARI NAKAGAMI



HOWARD NAKATA



HARUMI NAKATA



JODI & MARK NAYLOR



ROSIE NERNEY



FOUNDER

DR. MARTHA NESSLER



FOUNDER EUR

CHRISTIAN NEUDEL & GABRIELA HÄUSSNER



JULIA NICHOLSON



FOUNDER JPN

YOSHIFUSA NISHIDA



CHIKAKO NISHIMIZU



ERIC & KRISSEY NORDHOFF



AUSTIN & AMBER NORDSTROM



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DIAMONDS



KERRY & DENISE NORRIS



ADAM & TAMI NUHFER



MUNEHIRO OKUMURA



KEIJI & EMIKO OKUYAMA



JOHN & AMANDA OLSEN



STEPHEN & DAWN OLSEN



JOHN & PAULA OVERBEEK



JOHN & KIM OVERPECK



MELODY PAINTER



ROBERT & JANELLE PARRINGTON



ELAINE PARSELEY



SANDRA PASCAL



JOHN & LAURA PASTERNAK



CYNTHIA PATIENCE



DICK RAY & STACY PAULSEN



ANNA PENICK



SARAH-JANE PEPPER & TYLER HERR



CHRISTINA PETERS & MICHELLE MCVANEY



SPENCER & LAURA PETTIT



BETH & RYAN PHILLIPS

DIAMONDS



BRIAN & JEN PINTER



VICTORIA PLEKENPOL



GERALYN POWER & DANIEL SALOMONS



MAYRA & STEPHEN POWERS



JESSICA PRESS



RUTH PRINCE



TRACY PRINCE



AUBREY & BOBBY PRUNEDA



JACOB & ABI RAINES



KRISTA RANDALL



ANGELA J REED



KIMBERLEY REID



WINDI & SAMUEL RIFANBURG



ADAM & NISHA RIGGS



PATRICIA QUIROZ RIOS



REBEKAH & BOB RIZZO



JESSICA ROBERTS



VERON & JENNIFER ROBERTS



SHAWN & AMANDA ROBERTS



CASEY & MELISSA ROBERTSON



AUDRA ROBINSON



JAMES & KELLY ROBISON



BRITTANY ROSCHECK



MICHAEL ROTHSCHILD



ANDREW & MINDY ROWSER



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DIAMONDS



JOANNA RUSLING



DAVID & DENETTE RUSSELL



JESSICA RYAN



ERIC & GALE SANDGREN



ADRIAN & ROXY SARAN



JOSIE SCHMIDT



KATIE & CARLYLE SCHOMBERG

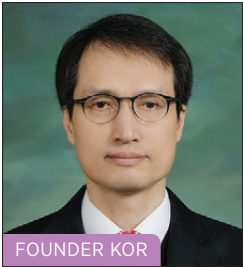


FOUNDER CAN

JANE SCHWEITZER



JULIE ANN SCOTT



FOUNDER KOR

HOON SEO



FOUNDER AUS

HELEN & MARK SHAW



COURTNEY & NICHOLAS SHEPARD



FOUNDER AUS

MARK SHEPPARD & RANI SO



ELENA SIMMONS



MARY SISTI



BRIAN & ELIZABETH SKAUG



KIM SMADIS



TOM & ERIN SMEIGH



ADAM & RIGEL SMITH



DRS. JORDAN & TRACEY SMITH

DIAMONDS



STEPHANIE SMITH



KIRK & LANA SMITH



MARCY SNODGRASS



ROBERT & SHARLA SNOW



JOE & LAURA SOHN



THERESA SOUCY



ALICIA & JASON STEPHENS



JULIE STOESZ



AARON & AMY STORBECK



VICTORIA STRELNIKOVA



SHENGHAO SU



YU KAI SU & LI NGEN HUANG



DR. MARA SUSSMAN & DWAYNE GRIM



ATSUKO TAGUCHI



YOKO TAKAKU



FOUNDER JPN

HIDEMITSU & YOKO TAKEDA



CHIEKO TAKEKAWA



FOUNDER TWN

CHEN CHIEN TANG & CHIAH LING LI



MEAGHAN TERZIS



JOE & ANNE TETZLAFF



PRAMELA THIAGESAN



EVAN & ADRIENNE THOMAS



DAN & AMY THYING



BILL & ERLEEN TILTON



GLENN & JESSICA TRAVIS



dōTERRA® WELLNESS ADVOCATE Recognition

DIAMONDS



JASON & ALLISON  
TRIPP



GINA TRUMAN



HAO HENG TSAI &  
HSIN YUN CHANG



STEPHEN & YVONNE  
TSAI



FANG CHING TSAO



LYDIA TSENG



CHERIE & MAX TUCKER



RENEE & BYRON  
TWILLEY



ANNET VAN DORSSER



CIERRA & TANNER  
VANDERPOL



JENNIFER VASICH



CHAD & ESTHER  
VERMILLION



SONDRA VERVA



EDDIE & ANGELA  
VILLA



MATTHEW & NICOLE  
VINCENT



PETE & CARRIE VITT



BROOKE VREEMAN



CATHI & BOB  
WAALKES

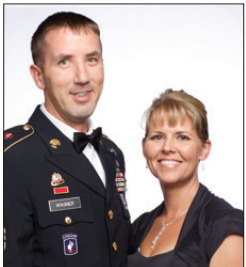


HEATHER & AARON  
WADE



CHERYL & ALAN  
WAELEBROECK

DIAMONDS



DAVE & KATE WAGNER



TARA & JUSTIN  
WAGNER



KENNETH & STEPHANIE  
WAHLBERG



CHAD & SUSIE WALBY



BRENT & JENNY  
WALSH



ERIC & SANDRA WANG



BEN & MEGAN  
WARDEN



MARK & TAMALU  
WATKINS



DANA & DAVID WATTS



ELISABETH WATTS



JULIE WEINBERG &  
MEREDITH KELLY



KAREN WELCH



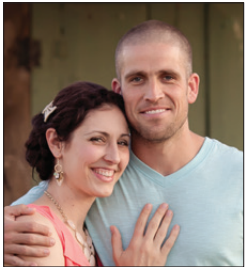
WENNY WEN



JOHN & SHAUNA  
WETENKAMP



RICHARD & HEIDI  
WEYLAND



AARON & DR. RACHEL  
WHALEY



EMILI & DALLON  
WHITNEY



AMY & CHARLIE  
WIDMER



DINAH WILSON



JENNI & MIKE WILSON



LISA WILSON



ROB & MELISSA  
WILSON



LINSEY & ERIK WILT



NEAL WONG & LISA  
NAKAMURA



RAVEN WOODS



dōTERRA® WELLNESS ADVOCATE Recognition

DIAMONDS



CHRISTINE WORTHY



CHING CHUN WU



TUNG HAN WU



HAN LIN WU & YUAN WANG



JOEY & CACHAY WYSON



MIDORI YAMAGUCHI



HIROKO YAMAZAKI



ELENA YORDAN



FUMIKO YOSHIMOTO



MIHO YOSHIMURA



YASUNORI YOSHIMURA



ATSUKO YOSHITOMI



MISKA & ROMAN ZACKA



LIE ZHAO

DIAMONDS NOT PICTURED:  
DR. KEVIN HUTTER  
ELIZABETH MATSAKIS  
QUAN JIN ZHOU

PLATINUMS



KEVIN & KIM AB AIR



ALICE ABBA



KELLY ALVIS



CAROLYN ANDERSON



DAVID & SHANNON ANDERSON



SARAH ANDERSON



JENNIFER ANTKOWIAK



MARCO ANTONIO PAEZ ARGUETA



ELIZABETH BAGWELL



AUDRA & BRIAN BAILEY



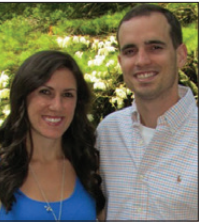
DAWN BALKCOM



DAVID & KARLA BANKS



REBEKAH BARLOW



BRADEN & CAMILLE BAWCOM



AMANDA BEACH



ASHLEY BEANS



MAJA VODEB BECIC



PAUL & LISA BERGMAN



MELFORD & CONCETTA BIBENS



BRIAN & SHAWNA BIELMAN



VANEESA BOLLER



REBECCA BOTTS



BECKY BOWLES



ALINA & RAUL BRACAMONTES



ALLISON BRIMBLECOM



TONI BUNTING



DEBBIE BURNS



MIGUEL & STEPHANIE CALDERON



DAWN & MARCELLO CALVINISTI



LISA CANIPELLI



ASHLEY CAREY



GILDA ESTRADA CARRANZA



CATHERINE CARRIGAN



AMY CASSEDDY



LACEY CHALFANT



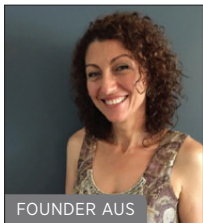
KUI FEN CHANG



PLATINUMS



DAVID & ANA  
CHAPMAN



TERPSY CHRISTOU



JESSICA & NIC CLARK



MONIQUE CLARK



STUART & CARLIN  
CLARKE



MERIDETH & BRIAN  
COHRS



AMIEE CONNER



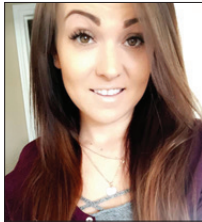
ALICIA COTTAM



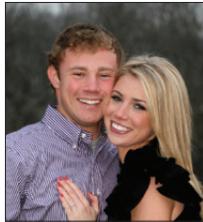
TAMMY COUNTS



CRYSTY COVINO



EMALEE DAME



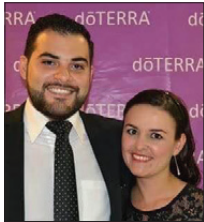
ANDREW &  
BRITTANY DAVIDSON



RACHEL DAVIES



JOYCE DAY



CECILIA LÓPEZ DE LARA &  
ANDONI ROMERO DE LARA



GUILLERMO & IVONNE  
DE SUAREZ



SARAH DEGROFF



JAMIE & TED DIBBLE



JILL DIEME



JOANNE  
DISSANAYAKE



JEREMY & HOLLY  
DIXON



ERICA DOLAN



LUKE & MAGGIE  
DUBOIS



SUSAN & WESLEY  
DYESS



STEVE & LORRAINE  
ELJUGA



MICHELLE ELSTRO



CAROLYN ERICKSON



JASON & JULIANA  
FILA



MIKE & JANA RANKIN  
FINCH

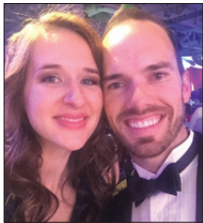


THERESA & LEAH  
FISHER

PLATINUMS



CHRISTI FLYNN



DR. BRADLEY &  
ALANNA FRANKLIN



MARCIA FRIACA



PAUL & STEPHANIE  
FRITZ



YOUKO FUJIMOTO



KENNY & LINDSEY  
GALE



DAREN & CRYSTELLE  
GATES



SUE GAVEL



ANGELA GEEN



NATHAN & JOANNA  
GEIGLEY



JULIE & SCOTT  
GETTY



FREDRICK & ERIN  
GILES



KRISTANN GILLIES



VALERIEANN  
GIOVANNI



CARMEN GOLDSTEIN



VERONIQUE  
GOLLOHER



LUCY GONZALES-  
ROMERO



LUKE & TERESA  
GOODLETT



SPRING & RICHARD  
GOUETTE



BÉNÉDICTE GRAF



VANESSA GRANATA



LEON GREEN



NATALIE GREIG



DREW & LACEY GRIM



GRIFFIN  
GUNDERSON



MELISSA GUTHRIE



BOO KYUNG HA



KATE HAGEN



JÜRGEN & MARTINA  
HAKENJOS



DANIEL HAMILTON



GRACIE HAMMER



CLIFF & PJ HANKS



DANIELLE HARDEE



MOANA & MATTHIAS  
HARDER



ARIANA HARLEY



ROXANNE HARRIS



PLATINUMS



TODD HART



KRISTINE HAUCK



HEIDI & BILL HIGGINS



JULIE & KAULIN HINTON



ELIZABETH HO



PAULA HOBSON



MARK & TRICIA HOFFMAN



GREG & MELODY HOLT



CAROL HOLTZ



BRENT & ANNIE HONE



JACQUELINE HOWELLS



KE HSIN HSU



MARY KAY HUESDASH



BJ & MEGAN HUNTER



BRIANNE HURDAL



MICHAEL & NANCY HUTCHINSON



KUN YOUNG HWANG



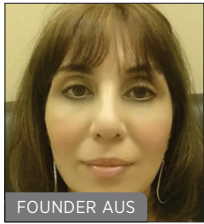
AMY INNES



KELLY IRIZARRY



JACKIE ISLES



RELEAF ISMAIL



CAROLINE JACKSON



SABINE & HARALD JAHN



TONY & DONETTE JOHNSON



MELITTA JÖLLY



RACHEL JONES



TIFFANI & D'ARTIS JONES



CHIAO EN JUAN



TZU YUAN KAO



LEAH KARRATTI

PLATINUMS



CHELSEY KAYSE



KRISTA KEHOE



COLIN & JEN KELLY



KRIS KESKE



AMY & JEROD KILBER



CADE & DOMINIQUE KING



KENTA KIRIYAMA



CHRIS & GARY KIRSCHBAUM



JESSICA HERZBERG KLINGBAUM



YASUKO KOBAYASHI



MICHIYO KOIDE



YOLANDA KOOLE



SHINJI & MIUI KOYATA



SPENCER & RETA KUHN



JON ERIK & LYNN KVAMME



EDDIE & AMY LAMKE



CINDY LANDES



PEGGY LANGENWALTER



SHARA LANGFORD



ALISON LANGRIDGE



SCOTT & JESSICA LAWSON



JANYCE LEBARON



CECIL & LIANA LEE



REN-MIN LEE



ARLA LEINS



TAMARA LEMMON



REBECCA LEONADES



CHUCK & CHRISTINA LEROSEE



CHING LIN



HSIU FENG LIN



HSIAO CHUN LIU



MIN LIU



XIANGLEI LIU



JEN & JEFFREY LONG



AVASA & MATTHEW LOVE









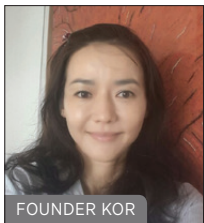

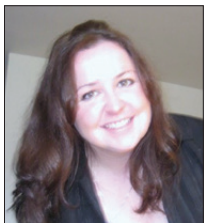




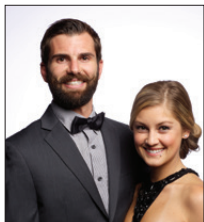

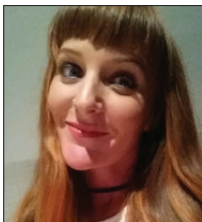













TOM & ARI LOWER



PLATINUMS

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| <br>HEIDI LUEKENGA               | <br>FOUNDER<br>ADELE LURIE            | <br>ELIZABETH MARA        | <br>VICKI MARCUS               | <br>FOUNDER EUR<br>LENKA MARKOVA          | <br>BERNY & JANET MARQUEZ |
| <br>AMY MARTIN                   | <br>CRIS & PATTY MARTINEZ             | <br>KEIKO MARUTANI        | <br>SUSUMU MATSUZAKI           | <br>LISA MECKLE                           | <br>DR. ALLIE MENDELSON   |
| <br>WENDY MENDOZA              | <br>JIMMY & DEIDRA MEYER-HAGER      | <br>HOLLY MILLER        | <br>MICHELE & TIMOTHY MILLER | <br>ANGELA MOFFITT                      | <br>IVANNIA MONGE       |
| <br>DRS. BRETT & RAECHEL MORAN | <br>CECILIA MORENO & JAIME HINOJOSA | <br>SHAE MORGAN         | <br>CAROLYN MOSHER           | <br>FOUNDER EUR<br>ANNA VASKOVÁ MOTÝLIK | <br>MARY LOU MULCAHY    |
| <br>EMILY NAVAS                | <br>KATELYN NEIL                    | <br>RAY & LAUREN NEWSOM | <br>ANGIE NG                 | <br>ALICE NICHOLLS                      | <br>RENEE NOVELLO       |

PLATINUMS

|  |  |  |  |  |   |
|--|--|--|--|--|---|
| <br>FOUNDER EUR<br>FRANK ODDENS | <br>BERNADETTE O'DONNELL          | <br>NARU OGISHI                           | <br>KAORI OKAMURA             | <br>WADE & KRISTIE OLSEN                              | <br>SARAH O'MAILIA                     |
| <br>FOUNDER AUS<br>KERY O'NEILL | <br>JENNY OTIS                    | <br>CHRISTOPHER & AMY OUELLETTE           | <br>FOUNDER KOR<br>HA PARK    | <br>FOUNDER KOR<br>DONGCHOL & SOON BYUNG BEH          | <br>ERIN PATEL                         |
| <br>JAMES & CHRISTINE PAYNE     | <br>BOBBI PEARCE                  | <br>JON & EMILY PFEIFER                   | <br>JESSIE PINKERTON          | <br>BRITT PIRTLE & KYLE HESS                          | <br>SHERRI PRICE & MITZI BYBEE MACLEOD |
| <br>RACHEL PROUD              | <br>SABINE & MATTHIAS QUARITSCH | <br>AMANDA & KEVIN RAHIJA               | <br>JANET RAMER             | <br>CLAUDIA RAMIREZ & SERGIO ANGE ABUNDIS RODRIGUEZ | <br>KERRI RAMIREZ                    |
| <br>SUSAN REIS                | <br>NICOLETTE REYNOLDS          | <br>KC RHON                             | <br>JILL RIGBY              | <br>BIANCA RODRIGUEZ                                | <br>CHANTAL ROELOFS                  |
| <br>PHIL & WHITNIE ROGERS     | <br>CANDACE ROMERO              | <br>FOUNDER CAN<br>CORT & KARLI ROSZELL | <br>PATRICK & MANDY ROWLAND | <br>RITA RUNNELS                                    | <br>ANDREA RYAN                      |



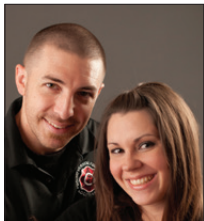
PLATINUMS



IAN & JESS SAGE



NORIKO SAKAGAMI



JAMES & MISSY SANDERS



RUI & JEANA SANTOS



ISIDE SARMIENTO



STACEY SARROS



ELIZABETH SCARCELLI



JIM & SUSIE SCHIERING



LESLIE SCHMIDT



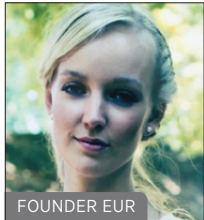
AVA & JACK SCHNEIDER



JENNIFER & CHANCE SCOGGINS



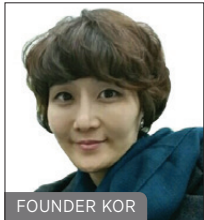
AMY SELLERS



TJASA SERCER



KEVIN & KESHIA SHEETS



EUN YEONG SHIN



LARRY & NIKKI SHORTS



KATRINA SIKORA



AMANDA SILICH



ROBYN SIMON



JODIE SIMPSON



KATIE SINGERY



MEGAN SPOELSTRA



ASHLEY SROKOSZ



TAMMY STEUBER



DAVE & CALLIE STEUER



WADE & CHRISTINE STOLWORTHY



PHIL & LEEANN STORK



SHEILA SUMMERHAYS



JENNIFER SUN



SAMUEL & MELISSA TAEU

PLATINUMS



PAMELLA TANIMURA



JOY TARPLEY



KELLY TAYLOR



KELLY TERRY



JEN TOMAZINCIC



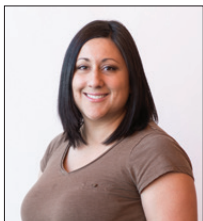
ANI TOROSYAN



BRIAN & AMANDA TRENT



CORRIE TREWARTHA



JENNIFER UPCHURCH



RYAN & MELISSA VALLELUNGA



ALI VAN ZANDBERGEN



JODI VANDERSTAAY



BILL & MARILYN VANDONSEL



LEIA VEARES



TYRONE VICKERSTAFF



ZACHARY & DANA VINEYARD



CASEY VON IDERSTEIN



LORINDA WALKER



WARREN & KELLY WALKER



HIROMI & SHIGEO WATANAB



NATE & KAROL WATKINS



ANGELA & LANE WATKINS



ZACH & KELSEY WATSON



TODD & JODI WEAVER



LIU WENHUI



RYAN & TARA WERNER



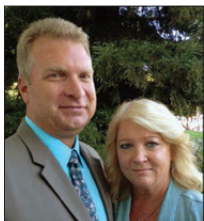
RANDY & SUMMER WHELCHER



HALIE WHITAKER



LORI WILLIAMS



FRED & MARTI WINKLER



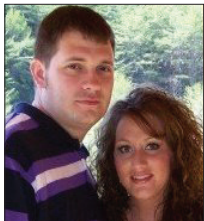
DANELLE WOLFORD



JOHN & CHRISTINA WOMBLE



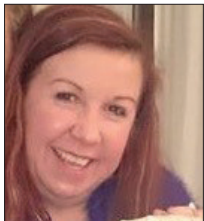
MICHELE WRAGG



JOHN & JESSICA WRIGHT



YI TE WU



PENELOPE WYNNE



PLATINUMS



ALISON YEO



YOUNG SUL YOU



TERUMI YUASA



KRISTI ZASTROW



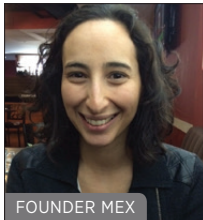
GARY ZHOU &  
LAURA WANG



SCOTT & LISA  
ZIMMER



ETHAN & CHRYSTELLE  
ZIMMERMAN



DIANA FALLENA  
ZONANA

PLATINUMS NOT PICTURED:

LOREN CHUSE  
AIMEE DECAIGNY  
ADRYAN DUPRE

MICHAEL & SHAYLEE  
FORD-MARTIN  
CHRISTINA GARDNER

STACEY HART  
WEI CHIEH HSU  
KATIE KLINE

MYRA QUINN  
KATIE RAGSDALE  
DIANNA SMITH

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