

# LEADERSHIP



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# Congratulations on Reaching Presidential Diamond

## Josh & Season Johnson

MOUNT SHASTA, CALIFORNIA, USA



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

Learning to lead from behind and not in front. It is such a temptation to want to pull my leaders with me at the same pace and on the same exact journey of building this business. I had to learn that in order to reach my goals, I needed to be a leader who leads from the back and supports each of my business partners in their own goals and journey. This

required me taking extreme ownership of my business. I recognized that if I continued to lead from the front, my leaders would lose their trust in me and wouldn't feel valued.

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

Become an expert on the oils. It isn't until you have created your own experiences by using the oils that you become completely convicted about getting them in the hands of everyone you know. We have a product that literally changes people's lives. If you feel like a salesperson, take a few steps back and start using our products more, and use our amazing resources to educate yourself, like the dōTERRA Empowered Life Series.

Also make sure that your mindset is always people over profit. This is a relationship business. Focus on building people, not just your business. Be a good listener and walk alongside your leaders. When your customers and business partners feel cared for, heard, and their needs are met, you will find yourself leading a successful dōTERRA organization that continues to thrive and grow.

You teach, you teach, you teach. There is no shortcut. Get in front of anyone who is willing to learn, and share your knowledge with them. I taught, on average, three classes per week until I hit Presidential Diamond.

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

We work together in our business just like we do in our life. Josh doesn't even know how to log into my back office. You won't catch him teaching a class or on a mentor call. He is my behind-the-scenes magic. He is the one who holds me up and leads me. He believes in me, encourages me, and a year and a half ago, he left his career to support mine. Every day he holds me accountable to my position. He helps me with business strategy ideas, leadership advice, and ways to encourage my creativity.

“Through dōTERRA, we have seen beauty come from ashes.”

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

This is an amazing business to have a family with. Even when I am working, I am home with my family. I can easily cancel calls or classes if my family needs me. I have learned to set boundaries of work hours, and when I hold to those hours, I am a more present mom, wife, and network marketing professional. This is a continual process that I still have to practice, but having my family as a part of my business is a huge blessing.

### Some people don't want to reach Presidential Diamond because of how hard and stressful it seems. What are the benefits of this rank? Why should someone want to reach it?

I believe we all have a purpose in life, and the most significant part of that purpose is showing up 100 percent in every aspect. I don't believe true success in this business can only be defined by hitting Presidential Diamond. True success is having the peace of mind that you gave your heart and soul to a worthy cause and did the best you could. For those who desire to hit Presidential Diamond, the beautiful part about our compensation plan is you can take as much time as you need to reach this rank. Of course, there have been challenges and a ton of hard work, but what other job could I have worked at my own pace, in my own creative way, and in just a few short years, get to the point of earning this kind of income, all while being at home with my family?

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

Supporting my business partners to achieve their goals. I wouldn't be a Presidential Diamond leader without them. They supported me and worked relentlessly every step of the way. Watching each of them accomplish their goals is what motivates me. I also know the calling in my life is significant and

involves me contributing to improving others' lives physically, emotionally, spiritually, and financially. All four of those changes can be facilitated through this company.

### How has this business changed your life?

Where do I even begin? I started building this business soon after we discovered my son's serious health problem. This was the most beautiful and healthy distraction for a heartbreaking three-and-a-half-year journey. This business has not only allowed me to play a part in supporting my son's healing journey, but it has allowed us to begin a nonprofit, where we have the privilege of helping teach other families walking through a similar problem how to thrive. Through dōTERRA, we have been able to not only enjoy the most beautiful, free life, but have also been able to play a significant role in the world of pediatric healthcare.

### What do you want your team to know?

I want to thank my amazing business partners who have walked alongside me on this journey. It is only because of them, their belief, and their efforts that I have the opportunity to have a voice here. When Josh and I walked at convention as Presidential, we wished our entire team was walking in front of us. 💎





Congratulations on Reaching Presidential Diamond

Jessie Reimers

COORPAROO, QUEENSLAND, AUS

**What have been the biggest hurdles you have overcome on the way to Presidential Diamond?**

There have been so many. I see challenges as necessary so you can help others navigate them.

I've driven hours to do workshops with my two little ones, only to have no one enroll. I was on welfare at the time and driving a very old car; I had to pay my mechanic in essential oils multiple times to keep my car going during Diamond Club. I have had builders in key positions quit on more than one

occasion. I have anxiousness, and it's been a struggle for me to do every class to date.

No matter the struggle, I always found a way. I see challenges as universal tests, testing your faith on how important this is to you. No matter the hurdle, I have continued on my path. I believe the biggest hurdles most people face are mindset and self-belief based, so if you constantly do personal development and use tools to support your personal and professional growth, anything is possible.

"I can't quit now because it is way too fun hanging out with my dōTERRA friends and being a part of them creating a life of their dreams."



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

Always continue to personally enroll; don't fall into micromanagement and only being in a support role. Balance the two. I am always helping more people discover the power of essential oils, as well as sharing the business opportunity. The more people you help get their oils for free and begin to supplement, replace, and multiply their income, the more stable your business will be. Placing your personal enrollments on your 3-6 level will help advance and solidify your rank and give you fresh energy to work with.

Momentum, persistence, and consistency are key. Be the kind of builder you want to attract. Lead by example. Have integrity, be kind to everyone, and focus on lifting others.

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

I think the dōTERRA business is an amazing way to be truly present with your family while running a business that provides long-term residual income. The flexibility allows me to be there for my kids, and I set work hours so that when they're at school or with their dad, I focus my energy on the business. When we are together, I can focus on having a whole lot of fun. Of course there are sacrifices made and times when I am away, but I think it's amazing that my kids see their mum going after her dreams and helping others. It makes me a better mum to have passion, purpose, goals, and something of my own to focus on.

**Some people don't want to reach Presidential Diamond because of how hard and stressful it seems. Why should someone want to reach this rank?**

I think it's less stressful at this level because you have engaged sharers, leaders, and builders. It's not like in the early days when you are the only one running classes, enrolling, doing business training, etc. As you build, you raise leaders. This level means the kind of abundance that ensures your own financial needs are met, and you can begin to bless others. You are

able to be of more service to causes you are passionate about because of the genuine time and financial freedom. It is so fulfilling to be able to make a real difference in people's lives and bring them hope.

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

Continuing to support my team to achieve their goals, as well as inviting people to discover a new way of life, is an amazing experience. My Why is to empower people physically, emotionally, spiritually, and financially, and dōTERRA is the perfect tool to do that. It also allows me to pursue other areas I'm passionate about and to share my writing and speaking to empower people.

**How has this business changed your life?**

The way I feel about myself and others is probably the biggest change. I was extremely isolated prior to dōTERRA. I thought I was worthless and had nothing to offer the world. I lived in deep shame and pain. The oils, personal development, abundance, and the community have completely transformed me. Having people believe in, support, and genuinely love me for exactly who I am has filled my heart and allowed me to pass that on to others. Then there's the global travel, financial freedom, time with my family, the joy of celebrating my team as they achieve their goals, the constant personal development and up leveling. What in my life hasn't significantly changed thanks to this business?

**What other advice would you like to share?**

Keep sharing with people and blessing their lives with the oils, opportunity, and community. Think about what your life would be like if the person who shared with you hadn't because of their own fears or blocks. You wouldn't have this in your life and that would be a shame, so don't take this opportunity from anyone. Share it far and wide, and keep showing up because you have the power to make a real difference in your own life and countless others. 💧





## Erik & Linsey Wilt

MEDFORD, OREGON, USA

# AN UNEXPECTED BLESSING

It took only one experience with dōTERRA essential oils for Linsey Wilt to start learning and sharing. She was drawn to natural solutions, so she accepted an offer from her friend, Gina Kiesel, to try essential oils. From the powerful experience Linsey and her family had, she was immediately convinced of the oils' benefits. This has changed her whole family's life.

In the beginning, Linsey had endless questions about essential oils. "My first

impression of dōTERRA was that the company is helpful, kind, and beautiful. My questions were always answered by my upline or member services. Essential oils started to open up my mind to a different way of living." With essential oils, Linsey began to feel more empowered in how she could care for her family's health.

Before long, Linsey and her husband started to apply the idea of empowerment to their family's financial situa-

tion as well. Linsey had been sharing naturally with her friends about how they could use the oils. She says, "I fell in love with the idea of helping others see the value in having these natural tools in their homes. At first I saw the business side as a fun way to make money while helping others. Then I had a conversation with my upline, and she showed me some numbers about how much she was making as a Diamond. Instantly I started dreaming of the possibilities."

"If it took you 10 years to build a financial pipeline that would change your family's life, would it be worth it? **Don't stop.**"

Thanks to her success in her dōTERRA business, Linsey's life now looks completely different than before she was introduced to dōTERRA. She builds her dōTERRA business with her husband, Erik, and they love their freedom-filled life. Linsey says, "Everything about our life has changed. We get up each day thankful for this life. Our life looked very different before—Erik was working full time, so our kids only saw him in the evenings and on weekends. I was also working two jobs, and when I was home, I didn't have a lot of energy for my family. Now we are together full time, and we love it!" Linsey and Erik are also grateful for how the oils have impacted their family; their children use the oils every day.

For Linsey and Erik, reaching Diamond was key to achieving the financial and time freedom they desired. They explain, "Diamond gave us a taste of that freedom we so cherish. We're planning to get to the top. Diamond needed to happen to get there, but this isn't our stopping point." Now, they focus on helping their team reach the same freedom. Linsey says, "This business has changed our lives and given us options and freedom we didn't know were possible. I want that for our entire team! I want that for anyone who is willing to go after it, and we will always be here to support them." As they work to help others reach their own goals, Linsey and Erik are excited to see how they will continue to grow together.



## GROW AS A TEAM

**Motivation.** "On our team, we motivate each other. We are truly blessed with incredible leaders who are self-driven and self-motivated. I don't feel pressure to be 'the leader,' but rather I feel free to participate in our team-family with my strengths. We all lead and glean from each other because we all have something unique to bring to the table."

**Strengths.** "I am interested in other people and making them feel valued. I want everyone to see their own unique strengths. I love witnessing a group of people come together and support one another to accomplish something they never thought they could. I cry happy tears when others triumph over objections and discover self-love."

**Inspiration.** "I didn't have a personal story about the business at first, so I would sit down with the *Leadership Magazine* and soak up the words of incredible leaders. I used their examples and gained confidence in the business side of dōTERRA. Instead of focusing on what you haven't accomplished yet, focus on what you want and share from that place as if you've already made it happen."





## Alice Nicholls

SANDRINGHAM, VICTORIA, AUS



# THE RIPPLE EFFECT

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**“dōTERRA is a complete ecosystem—we get paid the best while the company operates in complete ethical integrity and with a vein of philanthropy.”**

Alice Nicholls had used essential oils before she learned about dōTERRA, but when she tried dōTERRA oils, she was immediately impressed by the difference. This led her to research the company, and she loved everything she found. She recalls, “I went down the rabbit hole researching the company, and with every turn I was so impressed that I decided to share the oils.” Without understanding much about the business opportunity, Alice began sharing dōTERRA products in an effort to help others.

When Alice started sharing, she already had an online health business; within a short period of time, she was working on her dōTERRA business full time. She explains, “This business gives you an unrivaled opportunity to reach your full potential in life while partnering with a company whose ethics are second to none. Every day we not only help improve the health and wellbeing of our customers, but we also create abundance in our own lives, and then that health and abundance ripples to those in the world who need it most.”

Alice’s husband, Cam, is also an entrepreneur with an online business. They both work from home, and Alice is grateful for his support and insight. “He understands why I put in the hours I do and is proud of how passionate I am about dōTERRA and my work. He knows it’s lighting me up, which in turn reflects outward to the whole family.” Cam also helps Alice find solutions to challenges, and they share the home responsibilities to allow both of them the flexibility they need for their work.

**“THE MORE YOU TRY, THE MORE YOU FAIL; THE MORE YOU FAIL, THE MORE YOU SUCCEED.”**

Alice and Cam’s family lives “the essential oil lifestyle”—both of their daughters love using the oils on a daily basis. For Alice, simply sharing her lifestyle is one of the best ways she has found to share dōTERRA products with others. “I love to chat and show how I use the oils on Instagram Stories and on Facebook. I still host and will always host live classes; this product lends itself to be experienced in a real-life environment, and I love that!”

In addition to introducing more people to essential oils and their benefits, Alice is also passionate about helping others live their purpose. When asked about her Why, Alice confides that she didn’t know her Why until she reached Diamond. Now she says, “I have always wished for women to remember how powerful and filled with potential they are, and my Why is to inspire them to remember that. I want to remind women of how infinite they really are.” Alice focuses on empowering the women around her to reach their true potential, whether they are customers, sharers, or builders.

Alice has always been committed to getting to the top in her business, and now that she has discovered a Why that drives her, she is even more dedicated than before. “I’ve found a product I can’t live without, a company to hold hands with that is doing conscious enterprise right, and a Why I adore. This opportunity came out of nowhere for me, but it has changed everything.”

## GET STARTED SIMPLY

**ANCHOR IN THE OILS.** “I like to allow a person to anchor into their love for the oils before I explain the whole compensation plan. It can be incredibly overwhelming and hard to understand for someone who is brand new. I learn what they would like to achieve with dōTERRA, and then I tailor the way I share the compensation plan info.”

**FOCUS ON THE HOME ESSENTIALS KIT.** “When I host classes, I always stick with the Home Essentials Kit. It’s called that for a reason and truly does give me the broadest market to reach. I also know that I can successfully help the layperson understand how to safely and confidently use the Home Essentials Kit directly after a class without feeling like they’re out of their depth.”

**LOOK AHEAD IN STRUCTURING.** “I advise my team to structure two ranks in advance so they don’t find themselves short-changed when going for the next rank. For example, when aiming for Elite, structure for Premier, and so on. Learn to look further than your next rank. Think ahead.”



Adam Barralet ■

GUILDFORD, WESTERN AUSTRALIA, AUS

“When you walk out in nature, every tree has grown differently depending on what has happened in the environment around it, but each one is beautiful and perfect.”

# BACK TO NATURE

When Adam Barralet was introduced to dōTERRA, he already owned essential oils. What convinced him to join dōTERRA? Frankincense. He recalls, “I just wanted a bottle of Frankincense oil. Then we had a dōTERRA product brochure sitting on the coffee table, and we started looking through it and decided to get a few more things. We loved the products, told others, and thus began the journey.”

Adam had been invited to join other network marketing companies in the past, but he had declined because the products or services simply didn't excite him. dōTERRA is different because it gives him a way to live and share his passion. Adam explains, “In my experience, most people are out of touch with the natural world. Anything I can do to bring them back in touch with the gifts of nature inspires me, whether it's by supporting conversations, opting for natural solutions, or integrating the magic of nature into their spirituality.”

dōTERRA essential oils are perfect for Adam in helping others connect with

nature. He often shares this at the close of his training classes: “Please remember that right now, all around the world, there are plants and trees peacefully growing under the sun and stars. One day they will offer their flowers, fruits, leaves, barks, roots, and resins so that you may have these precious essential oils. I ask of you, please don't let their sacrifice be in vain. Go out and share their magic, and help make this world even a little bit more beautiful than how you found it.”

In addition to helping others get in touch with nature, Adam is also passionate about caring for people as he builds his business. He says, “This is an opportunity to make a significant difference in the world. As a single person, it would take a huge effort to try to help others who have less than myself around the world. However, through dōTERRA Co-Impact Sourcing®, each time I play a role in someone purchasing a bottle of oil, I am helping people all over the world whom I probably couldn't help

otherwise.” Adam also loves that this business gives people just like him the opportunity to build a substantial income while doing something fulfilling, challenging, and worthwhile.

As he works to share dōTERRA products, Adam is grateful to have the support of his partner, Jonathan Mozingo. Jonathan has always been interested in essential oils and in Adam's business, and he has gradually taken on a greater role in helping Adam teach classes and support his team. Together, they are learning to use both of their strengths and talents to do more than ever before. Besides Jonathan, Adam finds his main support in nature. “Whenever I go out in nature, it reinvigorates and re-inspires me.”

Looking to the future of his business, Adam is eager to continue building toward his goals. He says, “If I can help others fall in love with the oils, then it is my hope they will respect and value the natural environment more. This will in turn lead to a greater preservation of the environment.”

## BE THE BEST LEADER YOU CAN BE

### Lead by Example

“Let your light shine so brightly that your team has no choice but to follow. Let them know that they too can achieve the same success. It is important for Diamonds to be aware of what image they are showing their team. Build a life you want, not just an income you want.”

### Understand Your Team

“It's vital to remember that our downline aren't employees whom you can give instructions to; they are volunteers. It's vital to understand what motivates and inspires them, what their love language is, and how to help them achieve their aspirations and goals, not yours.”

### Put Goals First

“Most people don't realize that I'm an introvert. I get nervous presenting to 10 people, but I have presented to hundreds at dōTERRA training events. The reason I keep going is that my goals are greater than I am. This work needs to be done for the betterment of the whole planet.”





“You are the only one getting in your way; therefore you are the one powerful enough to change it.”



NEW dōTERRA DIAMOND

Joy Horseman

BOISE, IDAHO, USA

# Dreaming Deeper

When Joy Horseman found dōTERRA, she was a busy mother taking on major responsibilities. She was homeschooling her three children, designing her family's dream house, and running a farm. She loved how the essential oils supported her family's health, but she felt she didn't have time to run a dōTERRA business.

Then Joy realized she had already been doing the business, and now it was only a question of her commitment level. She remembers, “I hosted classes because it was fun and easy. I had huge enrollment rates and loved seeing my friends with tools that were changing their lives. I realized I was already doing the business and that it chose me. I saw how jumping into the business with both feet could be the vehicle I was looking for to truly make a difference in the world.”

Joy started to see that the dōTERRA business could bring something even greater to her family than the projects she was already working on. She and

her husband decided to sell their farm, put their dream house on hold, put their kids in an arts and science school, and commit to dōTERRA. “dōTERRA was a much bigger vehicle to empower the world than what I could create on my own. I had to choose it.”

Just as Joy needed to make major changes in her life, she feels that many others also need to make changes to allow themselves to fully do the business. She says, “As we grow, we realize the places where we have settled in our lives are holding us back from being successful. Get honest with yourself. Give yourself the gift of really dreaming and living again!” Now, Joy and her family are living a life that is more than what they ever expected.

The dōTERRA business has affected nearly every part of her family's life. Joy's three children use the oils on a daily basis and share them with friends at school. Her husband supports her in the business, and their kids contribute to her work as well. For Joy, her family

is one of her greatest motivations. “My kids are my inspiration. How could I not keep sharing, knowing that I can make a difference in someone else's child's life?” Joy also consciously chooses to share her fears and vulnerabilities with her children so they can learn how to address difficulties and overcome challenges in life.

Just as Joy is devoted to helping her children learn and grow, she is also committed to helping her team become more empowered and achieve their goals. After years of dedicating her life to raising her children, Joy realized she had lost herself. “I had stopped dreaming and forgot who I was. I was not living the life I came here to live. When I realized that dōTERRA could be the answer to making changes in my health, financial freedom, and purpose, I jumped in. My Why is to empower other women to know they are strong, loved, important, and that the world needs them.” With a passion for empowering others, Joy is more dedicated than ever before to continue sharing.

## THE POWER OF QUESTIONS

### PRODUCT-SHARING QUESTIONS

“I like to ask a lot of questions and learn as much as I can to get a complete, whole-person picture. People love to be heard and seen, so I try to give them space to get into their experience. I keep asking questions to get deeper into what's going on. When they realize I really care, they'll share more about their emotions and beliefs. Then I have more to work with.”

### FOLLOW-UP QUESTIONS

“After I share with someone for the first time or they come to a class, I call them the next day or two. I ask them how they are doing and how they feel about the oils. I ask which oil is their favorite. Follow-up builds trust with my customers. They realize I'm invested in them.”

### BUSINESS-SHARING QUESTIONS

“I ask people if they are happy in their jobs. I ask if they have the money they need to get out of debt, to save for college and retirement, and to live the life they dream of. I ask what their dreams are to help them reconnect and remember what is important.”



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



## Jen Tomazincic

LONDON, ONTARIO, CAN

## WHAT MATTERS MOST

“dōTERRA is full of leaders who are kind, service-led, and generous. Our goal is to serve.”

For Jen Tomazincic, family has always come first. Before she discovered dōTERRA, Jen was a busy mother of three young children who also ran a home daycare in order to be present with her children while contributing financially to their family. In fact, her dedication to her family is what led Jen to dōTERRA in the first place. Her oldest daughter was struggling with a health issue, and Jen knew that her friend, Susan, used essential oils. Jen enrolled with Susan so she could order a couple oils for her daughter, and they quickly saw that the oils worked.

Once Jen experienced how effective dōTERRA essential oils are, she wanted to learn more. She recalls, “I was very impressed with how much information and guidance is available online with dōTERRA. I spent many hours late at night reading and learning about these oils, but I had no interest in the business.” Because Jen was so busy with her other responsibilities, she felt she didn’t have time for a dōTERRA business, and she was satisfied with

sharing the oils with her friends—especially other mothers—to help them care for their families.

After being a product user and sharer for some time, Jen realized she had a team growing beneath her, and she began to consider the possibility of starting a “side business.” Her husband, Mike, was supportive of her, especially when she promised that her goal was to get her oils paid for. Jen’s dōTERRA business has now grown far beyond her initial goal. “The checks started to trickle in, and quickly my oils were paid for. Now our dreams and goals are endless. We both get so excited each month to see the commissions. The sky is the limit!”

Thanks to her success with the dōTERRA business, Jen’s life has changed immensely over the last few years. Their three kids love using the oils on a daily basis, and Jen loves seeing them being able to care for themselves. She says, “I wish I knew about dōTERRA 10 years ago when my first child was born. I love that

my kids will take this lifestyle on their journey ahead, and one day they will be using these oils in their families.”

Jen also has more time flexibility with her children now and was able to close her home daycare. With the dōTERRA opportunity, Jen is able to find fulfillment in helping others while still having the time she needs to be present with her family.

Jen’s time freedom is greater than ever before, and this motivates her to continue sharing the dōTERRA products and business with others. She explains, “Part of my Why is to coach other women, especially mamas, and show them that this business is possible. If I can do this, anyone can! I want this freedom for all of them.”

As she continues to grow her business, Jen keeps her family at the forefront. “The greatest part of my Why is to keep living, loving, and being present with my husband and kids. I am thankful to have the freedom to now devote myself to what matters most.”

## ESSENTIALS TO REMEMBER

**The Power of Your Story.** “The most effective way I share the oils is to speak truth on the magic of these oils. It’s easy—open a bottle and start sharing your story. The oils speak for themselves. People want to hear your story and how they have worked for you.”

**The Importance of Events.** “You must attend events. Events are where you will see the big picture on the impact dōTERRA has in the world. For my own events, I love to hold events and classes at my house. This makes it more comfortable and less stressful for newcomers.”

**The Support You Need.** “My family all play a role in helping with the day-to-day. It takes a team to do this business. My family contributes in many ways, but most of all, through their love and support. They cheer me on and have belief in me and in this incredible company.”





## Angela Dodge

LONDON, ONTARIO, CAN



# AUTHENTIC EMPOWERMENT

“I try to help people realize there is so much value in what they have to say, and a dōTERRA business is a way to get that message out.”

If you started out thinking you would never “do” the dōTERRA business, you aren’t alone—Angela Dodge didn’t either. In fact, she didn’t even tell other people that she used essential oils. Angela has a career as a pediatric dietitian, working with pediatric patients who have health issues. In this environment, she was uncertain that her colleagues would be open minded enough to try the oils. However, when Angela noticed one of her patients using essential oils, she knew she couldn’t remain a “closet oiler.”

Since then, Angela has been committed to sharing the benefits of dōTERRA oils. She found that many of her coworkers are more open minded than she expected. “Other staff members started asking me for help and oil recommendations for their concerns. I was helping people every day and realized those people were looking for the same thing I was: a more natural answer to their problems.” Her background in the field of service and science also fit perfectly with the dōTERRA business opportunity.

In her dōTERRA journey, Angela is grateful to have the support of her family. Her husband, Dave, supports her immensely, and their three children all love the oils and hope to join Angela in the business in the future. She is also thankful for the support of her team. She says, “These women are my go-to. They are my sounding board and my idea makers.” In fact, her team was one of the driving forces behind Angela’s own goal to reach Diamond. “I wanted my four Silver leaders to step into what I knew they wanted and needed. These are women who have worked their hardest to make it there.”

One of the keys for Angela in achieving Diamond was Diamond Club. She explains, “I think the momentum I had to reach Diamond started with Diamond Club. I started as a Silver, finished as a Gold, and soon after hit Diamond. Those were classes upon classes upon classes. That is where the magic happens.” Staying consistent in teaching classes, sharing the oils, and following up was a necessity. In addition to sticking with the basics,

Angela remained authentic throughout the journey. “I do not put up false pretenses. People appreciate honesty, and they are more likely to trust someone with their health, guidance, and business if they feel a genuine connection. This is my goal in life—to never be something I am not, and to only grow my organization and business the same way.”

Angela felt she had everything she needed in life before she found dōTERRA, but she has now found another dimension. “I am more of the woman, mother, leader, and business owner that I never knew I needed to be. I always felt content with the way my life was proceeding, but I look back now and realize there was something more for me—not necessarily in place of what I had, but a complement to what I was living.” Angela and her family are now living a life of authenticity and empowerment.

**“This business is built on empowering you, your organization, and your leaders. It’s an ‘all for one’ family.”**

## DIAMOND ACHIEVEMENT ADVICE

### TAKE THE SMALL STEPS.

“Be consistent. Attend events. Build your belief in the company. Click the submit button on the Diamond Club application and complete the program. Take advantage of the BOGOs. Don’t subscribe to the ‘closet oiler’ club. Be you. Take action.”

### KNOW YOUR BACK OFFICE.

“You cannot know where you are heading without a tight grasp on where you are now. Plan like a CEO. You should know where you need volume, where volume is coming from, if and how you can get your Power of 3, what leaders are contributing, etc. Record, record, record!”

### TREAT IT LIKE A BUSINESS.

“Nothing is more important than treating a Diamond business like an actual Diamond business. This isn’t a pretend game of life—it’s the real deal. Know that the last day of the month will cause a cascade of emotions, including excitement, anxious feelings, relief, tension, stress, and exhilaration.”



## Ashley Carey

DUNCAN, BRITISH COLUMBIA, CAN

# New Goals

Ashley Carey loved the dōTERRA essential oil samples she received from a friend in a Facebook group, but it still took her nearly a year to enroll. When she finally enrolled, she ended up enrolling others before she even received her kit. Ashley explains, “I posted on Facebook about how excited I was to receive my kit, and people started reaching out to me about it! They wanted to know how to get the oils.” Since then, Ashley’s enthusiasm about the oils has remained a driving force in her sharing.

Although Ashley hadn’t originally intended to pursue the dōTERRA business, she realized she should look into the opportunity when she enrolled people so easily. Her business grew quickly, but as she was busy working another job and caring for her two children, she remained stagnant at Silver for a year. The turning point was when Ashley participated in an incentive trip. She says, “My husband and I met so many amazing people on the incentive trip. He asked me why the dōTERRA

business wasn’t my main focus. He believed in what I was doing.”

During that incentive trip, Ashley signed up for Diamond Club. She hit Gold during Diamond Club, but again stagnated. This time the key was a change in her belief. “My passion for dōTERRA really started to grow, and my vision for our life started to change.” While Ashley had always enjoyed her job, it became more difficult for her to stay there as she realized that the dōTERRA opportunity was her real

“In my heart, I’ve always wanted to be an involved mom. With this opportunity, I can do that while also working as hard as I want to.”

passion. She quit her job and quickly advanced from Gold to Platinum, and then to Diamond.

Throughout it all, Ashley’s husband has remained one of her greatest supports. She says, “He’s the reason I really went for it; I wouldn’t have done it without him.” As she works in her dōTERRA business, he has been able to become more involved with their children. “I stepped up in dōTERRA, and he stepped up in our family. That was just as special.” Their two children love using the oils as well.

Ashley feels blessed to also have the friendship and support of two other dōTERRA builders in her journey. Kelsey Watson originally shared with Ashley in their Facebook group, and Lindsey Foster is Ashley’s direct upline. “We always have each other to lean on. They’ve been a huge part of my growth—both with dōTERRA and as a person.”

Now that Ashley has reached her goal of achieving Diamond, she has greater goals in mind. When asked about her Why, she explains, “My Why has always been difficult for me to explain. What brings me joy in this business is getting people started with the oils, but that isn’t my full purpose. I’m just starting to find it. I want to be a person I can be proud of. I want to be able to make choices that are right for me without hesitation—I want to make choices out of love rather than fear.” With a continued dedication to helping others and improving herself, Ashley is in it for the long run.

## PUSH YOURSELF

**SET GOALS**—“I’m very goal driven. For me, it’s important to write things down and stick to them. In this business, you have to hold yourself accountable because no one else will. Find an accountability partner or someone who inspires you. A lot of things were working against me the month I hit Diamond, but I had made it my goal, and that was enough to hold me to it.”

**GET CLEAR**—“When you’re working on a big goal like reaching Diamond, you need to get really clear on yourself. Why are you going for this goal? What will it take to get there? Once you’re clear on yourself, get really clear on your team’s goals. Know where they stand and what their contribution level is. Figure out where you’ll need to make up the difference.”

**BE YOU**—“Don’t let anyone else get you down. Decide what you want and let that lead you. Find what in this business really speaks to you—what in dōTERRA makes you feel the best—and stick to that. If there are things that don’t feel good to you, don’t keep going back to them. Find what feels good and follow it. Find your tenacity.”





## Nathalie Chausseau

LOUISEVILLE, QUEBEC, CAN

“This is just who I am. I love the products, I love helping people, and I love building a community of people as passionate as I am.”



# SHINE BRIGHT

Nathalie Chausseau has been an aromatherapist since 2004, and she has been using essential oils and other natural health solutions to care for her family for over 10 years. When she found dōTERRA, she knew it was the perfect fit. Nathalie explains, “I’ve always had a dream to teach people how to reach their health goals. Now, with the dōTERRA business and products, I can live that dream more than ever before.”

While Nathalie’s passion for natural health has helped her in sharing dōTERRA products, it hasn’t all been smooth sailing. She had little previous experience in business, and it was a harder concept for her to understand than the products. Nathalie feels fortunate to have an amazing upline who is always willing to mentor, teach, and help her with challenges. She says, “Most of my uplines are business-wise women. They lead by example, and they give advice from their experiences. They are admirable women who force me to become a better version of myself and to become an example for my team.” Nathalie is also grateful for the constant support of her boyfriend, who has encouraged and believed in her since she began her dōTERRA business.

One of the driving forces when Nathalie first started her business was her desire to help others improve their health. This still motivates her in growing her business. She explains, “My Why is to offer people simple and efficient health solutions at all levels—physiological, emotional, financial—

without having to revolutionize their way of life. I love my Why because it gives people the freedom of choice.” Freedom is one of Nathalie’s most important core values, and she is committed to giving others more freedom in their health choices.

Because of Nathalie’s love for the products and natural health, she has become a go-to on her team for information about the products. In addition to sharing her knowledge about dōTERRA products and how to effectively and safely use them, Nathalie is proud to also share information about the business with many people. “I’m in a French-speaking community, and because I’m bilingual, I translate and provide videos in French for my clients, sharers, and builders. I have a lot of videos and documents translated into French for my team and upline team too.” Nathalie strives to help her team achieve the same success she has.

Since her first day in the dōTERRA business, Nathalie’s goal has been to reach Presidential Diamond. Achieving Diamond is one important step along the way for her, and she is grateful to see the changes this business has already brought to her life. Her family is on track to be debt free by the end of the year, and she has experienced immense personal development. “Take a rough diamond—you have to polish it to bring out the richness. It’s the same for us. As I become a better version of myself, it encourages my team to do the same. We must live to believe.”

“I was working toward the same goals before, but the dōTERRA business has given my work a whole new dimension.”

## PERSONALIZE YOUR BUSINESS

### A WHY WITH A TWIST

“Find your Why, of course, and then add to that. What are your core values that drive you in doing this business? I consider this to be a Why with a twist. This could be a desire for freedom, for self-realization, etc. For me, it’s a desire to give people more freedom in their health choices.”

### YOUR ZONE OF GENIUS

“Emphasize your zones of genius. Don’t start by making cold calls if you aren’t driven by it. Do whatever is easy and energizing to you. You will have to touch sides of the business that are not so appealing to you, but when you do things that are nourishing to you most of the time, these other tasks don’t take as much of your energy anymore.”

### A NEW STYLE OF COMMUNICATION

“I have a very active online community. I follow up a lot by email and messenger. I have developed my own style of web-based follow-up, which isn’t the same as in real life. Things that would work well face-to-face don’t necessarily go well on the web. I like to see it as a new art of conversation.”



## Thorsten Weiss

THE NETHERLANDS

# PERFECTLY ALIGNED

**B**efore he found dōTERRA, Thorsten Weiss was a speaker and bestselling author in alternative healthcare, nutrition, healthy lifestyle, and self-development. Even then, he found that the essential oils brought something new to his life. A friend shared the oils with him, and within a few weeks, Thorsten could clearly see how the oils supported his health and wellbeing.

Thorsten recalls, “I was immediately attracted not only to the smell and quality of the essential oils, but also to the company, especially as I read about the dōTERRA Healing Hands Foundation®

and Co-Impact Sourcing®. It was like a dream come true—I had never heard of this before, but I knew it was the right choice for me.” Thorsten’s previous experience with direct sales companies had been largely negative, but when he heard David Stirling speak at an event

in Amsterdam, he knew dōTERRA was different. “I saw integrity and honesty in what he said.”

Another key for Thorsten was that his personal mission aligned perfectly with

the dōTERRA mission. He explains, “I immediately felt accordance with my personal mission statement: ‘Don’t build up a business and use people for that, but build up people and use the business for that.’” With his mission in mind, Thorsten has worked to help others through his dōTERRA business. “With dōTERRA, everyone has opportunities to recover, to gain a better emotional life, to have fun, and to grow financially.”

He loves seeing his team

members grow as they experience the benefits of both the products and the business opportunity.

For Thorsten, one of the key benefits of this opportunity is how inclusive it is. He explains, “I think there are four motivations someone can have when starting a business: one, you can earn money with it; two, you love what you are doing; three, you are doing what other people need; and four, you are talented in something. All four motivations are good to start with, but with dōTERRA, you can have it all—not only working, but also living your passion and mission, and finding your calling.” Part of Thorsten’s Why is to help other people find this opportunity to improve their lives.

Just as he has seen the business help others, Thorsten has seen changes in his own life and his family thanks to his success. Thorsten’s partner and their children use the oils on a daily basis, and he loves that with this business, he has more time freedom. “For me, it is important to have quality time with my family. I love to work with dōTERRA because it gives me a lot of freedom in my schedule.”

Thorsten has seen all of these benefits grow as he has grown his business, and now that he has reached Diamond, he remains committed to helping others achieve the same. “There is so much peace in my life, and I feel fulfilled. Listen to the voices within you and contact the people you feel led to. You don’t know what a difference you can make in their lives. Just do it!”

**“I feel a calling to help people and give them the best opportunity to improve all areas of their lives.”**

## FOCUS ON THE OILS

**EXPERIENCE THE OILS.** “Take your time to experience the oils. You have to know them, understand them, and create your own Why. Talk about that—spread your story and share your enthusiasm. Others will want to have their own experiences. Give them a positive understanding of the oils so they want nothing more than to have them and share them too.”

**SHARE THE OILS.** “There is no tactic when it comes to sharing the oils. Just do it! Whenever I hear someone talking about their issues, I ask, ‘Have you ever heard of essential oils? Did you know they are natural, safe, and effective? I can give you a little bit of this oil—just test it, and I will call you in a week to see what it has done for you.’”

**LOVE THE OILS.** “Share the oils. Get to know the oils better. Just love the oils in times when you are struggling. Share all of your wisdom about the oils. Learn all about the chemistry of the oils and the power of nature. Put others first and help your team grow.”





# Leader

Richard & Lisa Jones  
*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.



## If you knew earlier what you know now, what would you do differently?

**Lisa:** I would never hesitate to offer a solution to someone's health concerns. I am continually blown away by the testimonies I hear and the lives that are changed by these tiny brown bottles of goodness. If I had known and been confident that the business worked, I would have offered that sooner too. It's amazing, and it works if you work it!

**Richard:** Knowing how effective the oils and supplements are, we would have started sharing more earnestly in helping people with their various health issues. There is so much joy in assisting others with the oils and supplements, and seeing such positive, lasting results. Now realizing how strong the compensation plan is, we also would have been more forthright to share that there is a real

opportunity to supplement or even replace their income. Seeing so many people being able to quit their jobs and to work full time sharing dōTERRA products has been so fun to watch.

## How do you avoid getting discouraged when your team members don't follow through on their goals?

**Lisa:** Life happens to everyone, and sometimes someone has to take things a little more slowly than I'd like, or worse, someone quits. I remind myself why I started in the first place: to get oils into as many hands as possible. I take a minute to breathe and make sure I'm practicing good self-care so I can focus on keeping my energy high and my mindset positive. I am always very careful in what I say to myself. It's not that I deny reality—I just choose to believe the best is yet to come. I stay in gratitude for where I am and how far I've come. Early on, I heard Boyd Truman say,

"If you feel discouraged or stuck, put oils on someone," which I have never forgotten, and it works! Sharing oils helps you stay in the right head and heart space. Focus on the positive, take care of yourself, and do the next right thing.

## How do you decide what you're going to do during blocked-off "dōTERRA time"? I have started to time block, but once it's "dōTERRA time," I have so much I want to do that I end up being scattered and not as effective.

**Lisa:** For the most part, I plan my time beforehand so when it's time to work, I know exactly what I'm doing. In planned time, focus on sampling, inviting, presenting, following-up, and growing and supporting your team, which are revenue-producing activities. We block time for mentor calls almost back-to-back on Mondays. It helps to keep like things together so you can stay in the same mindset for a block of time. I block time for calls, recruiting, and

follow-up an hour at a time, at different times each day, to catch the most people. Once I'm calling, it's much easier to knock several out at once. If there is something you need to get done, block a time for it—even a 15-minute time block—or it won't get done. Beware of Facebook. It's a time stealer.

## How do you open up the conversation about the dōTERRA business opportunity and find out if someone is open to building?

**Richard:** In our membership overviews, we attempt to ascertain if there is interest to share the oils with their friends and family members. The response will give us a gauge on how much interest there is. Even if the reaction is not that great, once they have enjoyed the oils for a period of time, we gently go back and see if there is any interest to share. If not, that's okay, but many times there tends to be more interest after seeing how profoundly the oils are helping their household. 💧





“I love not only the business side of dōTERRA,  
but also the way of thinking and living at dōTERRA.”

NEW dōTERRA DIAMOND

Yuko Yaguchi  
JAPAN

# Matching Missions

When Yuko Yaguchi was first introduced to dōTERRA essential oils, she was immediately drawn to their aroma. She remembers, “I had a feeling that I wanted to use the oils right away. I was able to learn how to take care of my family and help them naturally and easily with dōTERRA essential oils.” For over a year, Yuko focused on using the products before she decided to start sharing them.

As a former therapist, Yuko has a background in helping and empowering others. When she decided to start her dōTERRA business, she knew her focus would be the same. She says, “When I chose my profession, I wanted to choose one where I could empower others by helping them cultivate a healthy mind and emotional state. I felt that the dōTERRA mission matched my own.” Yuko was eager

to help others by sharing dōTERRA products with them.

Throughout her dōTERRA journey, Yuko is grateful to have the support of her family, upline, and downline. “My family has been so supportive and involved in my life, even before I started my dōTERRA business. I also appreciate the support from people I’ve met through this opportunity.” Because Yuko’s direct upline members live abroad, she is especially thankful for help from other dōTERRA teams in Japan.

When Yuko shares the products or the business opportunity, she focuses on sharing her own experiences and story. She suggests, “You just need to share your own experiences and how you decided to start a dōTERRA business. As people see how the products and the business have changed you, they will want to learn more.” Yuko

also strives to listen to each person’s unique needs and interests so she can share the solutions that will best meet their needs. As for the business opportunity, Yuko knows it’s important not to force the conversation. “I think the timing is so important. I try to help them visualize their abundant, beautiful life by incorporating the dōTERRA business in their life.”

Yuko knew that achieving Diamond would be an important step in advancing her business and growing her team. “I want to change the world with dōTERRA and the essential oils, and my team has the same vision. I chose a time to try to push and improve myself, and it was the perfect timing for me to decide to become Diamond.” By working with her team to reach their individual and group goals, Yuko was able to push herself to reach Diamond.

## SUPPORT NEWCOMERS

**Communication.** “First listen to them. Try to understand if there is anything they are worried about, and also listen to their goals. It is important to talk about why we do a business with dōTERRA. As I communicate with them, I can help eliminate their fears and encourage them to move forward.”

**Education.** “It is important to hold a small seminar where you can explain about the products, LRP, CPTG Certified Pure Therapeutic Grade®, and the dōTERRA mission. Try to meet with new members in person to resolve their questions. Go to various dōTERRA seminars with them and provide an opportunity to learn together.”

**Classes.** “For me, the most successful class topic has been how essential oils work with the body. This helps people reflect on their health and their needs during the class. Also, be consistent. I held the same event, an AromaTouch Technique® seminar, on the same day of every month for five years.”

“My motivation has been seeing people become happier.”





“If you love helping others and sharing a healthy lifestyle, why wouldn’t you want this opportunity?”

## David & Andrea Cauffman

BLAIN, PENNSYLVANIA, USA

# LED HERE

Andrea Cauffman attended her first essential oils class with her daughter, Taylor. During the class, Taylor whispered in Andrea’s ear, “Mom, why aren’t we using these oils?” Andrea was curious and excited to see how the oils worked, and at Taylor’s suggestion, their family started using dōTERRA essential oils.

Like many other Wellness Advocates, Andrea started sharing naturally. She says, “We were telling all of our friends how these little brown bottles were helping our family with health issues. Then I decided to host a class, and the rest fell into place.” When Andrea decided to commit to the business opportunity, she was already working from home with her husband’s construction company. “I had the perfect opportunity. However, I truly believe that if it’s God’s will and direction, anytime is the perfect opportunity. You just have to see it and move toward it.”

Since then, Andrea has remained dedicated to following the path God shows her. On this journey, she

feels blessed to have the support of her family, her team, her pastor, her mindset/life coach, her business coach, and God. Andrea says, “Each of these play a significant role in helping me be successful in many ways. They push me to become a better person all-around so I can help our team do the same.” With their support, Andrea continually pushes herself to grow and improve.

As Andrea’s business has grown, her team has become part of her motivation. “I want to help others be the best and healthiest they can be in their mind, body, and spirit. I’m motivated to help my leaders toward the same financial freedom I have.” Andrea’s family is also an important part of her Why. Through her journey with dōTERRA, Andrea has learned more about natural health solutions, and she is grateful for the impact this has had on her family.

Andrea’s family has also come along for the dōTERRA journey with her. Her daughter, Taylor, is in college and is now a Silver. Her son, Jade, is starting

his own dōTERRA business with his fiancée, Katie. Andrea’s husband, David, owns a construction company and also works as a firefighter; his support, insight, and help are invaluable. He helps Andrea teach team leader trainings; David is great at explaining the numbers-end of the business and keeping other men engaged and supportive of their partners.

dōTERRA has touched Andrea’s life in ways she never imagined. She explains, “God chose this path for us to be on. He placed my friend who shared oils with me in my path. If not for her leading me toward dōTERRA, I would not have been inspired to further my education and become a certified aromatherapist.” This path has also led Andrea to find solutions for her own health issues, which in turn has helped her guide her family and team to greater health. With her simple yet powerful motivation to better herself and others, Andrea is eager to see what else is in store for her. “I can’t wait to see what is going to happen next on our journey! All the glory goes to God.”

## WORDS OF WISDOM

**LEAD WITH FAITH.** “See this amazing opportunity, move through any fear blocks you may have, and go for it! Let your faith be bigger than your fear. I was terrified to teach, but I am also strong willed and knew this was where I was being led. My mantra has helped me overcome many hurdles along the way.”

**BUILD UNITY.** “The compensation plan is designed to help us support our team. Creating a team atmosphere and helping others is what it’s all about. Team unity sets dōTERRA apart—it honestly doesn’t matter whose ‘team’ we’re on, because everyone is very helpful and supportive.”

**KEEP YOUR PRIORITIES.** “When my kids were still in school, I’d time block and have specific times for the business. Now, I work as it comes. When the kids are home, they have my full attention. David and I both work a lot, but we always make time for each other.”

**FOCUS ON BELIEF.** “Bust through limiting beliefs and help your leaders do the same. Break that glass ceiling! Who wants to stay boxed in? You can do anything you set your mind to. Focus there. Work in your strengths and allow your team to do the same. Love your leaders and help your team shine.”

“Leadership Retreat is by far our favorite event of the year! It gives us the motivation we need, as well as product education.”



## Dave & Dr. Allie Mendelson

FARMINGTON, CONNECTICUT, USA

**“For me, the most important thing about these oils is that they’re pure. They’re the most pure oils I’ve found.” —Dr. Allie**

As a chiropractor, Dr. Allie Mendelson has long been interested in health and natural solutions. A few years ago, she was on a quest to find non-toxic products to use in her home and to share with her patients. When she discovered how difficult it was to find these products, she decided to create her own—and this led her to essential oils. However, this presented a problem as well. Dr. Allie recalls, “When I started looking into essential oils, I found that most of them aren’t pure.”

Thankfully, Dr. Allie was introduced to dōTERRA essential oils at just the right time. Her financial planner heard of her interest in creating non-toxic cleaning and personal care products, and he put her in touch with his sister, Melody Watts, to learn about dōTERRA essential oils. Dr. Allie recalls, “I just couldn’t stop smelling the oils. I couldn’t believe how good they smelled, and they were pure!” From there, Dr. Allie tested and perfected recipes for cleaning and personal care products,

and then invited her friends and clients to a workshop. Once Dr. Allie used the oils with her family for therapeutic uses as well, she became even more convinced of their efficacy and benefits.

Dr. Allie’s dōTERRA team grew naturally from her chiropractic patient base as she started telling her patients about the many uses of the oils. For her, essential oils fit perfectly with her health philosophy. “I add the oils to the other protocols I recommend—like diet, exercise, and chiropractic adjustments. The oils really help support the body.”

While Dr. Allie’s husband, Dave, was supportive from the beginning, he became more interested in her dōTERRA business as he watched it grow. With over 25 years of experience in the corporate world, Dave now puts his business skills to use in their dōTERRA business. He explains, “We decided to start homeschooling our two sons, so I dropped out of the corporate world to run the business

side of the chiropractic office. Dr. Allie now homeschools our boys and does adjustments in the practice, while I take care of the business. We also opened a health foods store, and we decided to truly commit to dōTERRA as a revenue stream. I’ve learned to adapt my business skills to the new environment of network marketing.”

Now, Dr. Allie and Dave see their dōTERRA business as a major part of their future. As they move forward in continuing to build their business, Dr. Allie and Dave are driven by their Whys. Each has their own: Dr. Allie is dedicated to helping people find natural, non-toxic solutions for their health, while Dave is motivated to secure their family’s financial future and to help other people achieve financial security for their families as well. And through it all, they’re grateful to have fun as they work. Dr. Allie says, “The people we’ve met through this opportunity are amazing. We’ve made great friends and found a supportive, helpful community. It’s so much fun!”

# PURE

## STARTER TIPS

**FOCUS ON INCOME-PRODUCING ACTIVITIES.** “Be consistent in income-producing activities. Whatever your goals are—whether they’re rank advancement or extra spending money—you need to do these income-producing activities consistently in order to move forward. Share, teach classes, and invite.” —Dave

**CREATE A PLAN AND STICK TO IT.** “I have to be an expert in time management. I create a schedule of everything that must be done, and then I follow that plan. It takes self-discipline; it’s a new habit you have to create. Be sure to include sleep and exercise in your plan—without those, you’ll get burnt out.” —Dr. Allie

**GO FOR IT!** “One of the biggest pitfalls I see in new builders is that they hide behind over-training. You can’t train forever! You always need to be sharing, teaching classes, and inviting people. You don’t need to know everything or become Dr. Hill in order to start sharing and building.” —Dave





## BJ &amp; Megan Hunter

SANTA CLARITA, CALIFORNIA, USA

# Passion Empowered

When Megan Hunter's family was struggling with some health issues, her friend, Jessica Moultrie, offered her some dōTERRA essential oils. Megan was skeptical but decided to try them—and they worked. "I was so surprised and excited! I finally felt I had found a natural option to help my family." Megan began researching everything she could find about essential oils.

As a nurse, Megan had heard about natural health solutions but had been doubtful about their effectiveness and safety. When she began learning about dōTERRA essential oils, she was impressed by the dedication to quality and testing. Megan felt comfortable and empowered using the oils to support her family's health, and she started telling others about them.

When Megan considered the business opportunity, it fit perfectly with her goals. "I have always loved learning about the body and health. My passion throughout my nursing career was caring for women and empowering them to care for

themselves and their children. Through dōTERRA, I've been able to expand that to empowering women and men of all ages to have the tools and confidence to care for their families naturally."

There's another aspect that Megan finds empowering: the financial opportunities available through the dōTERRA business. She chose to begin her business when she had been considering going back to work as a nurse to supplement her family's income. She explains, "Building a business from home, while still being involved in health and serving others, was very appealing to me. I have five children, and I wanted to be very involved and available to them."

Megan is now passionate about sharing the possibilities with others. "So many people are looking for more purpose, more time and financial freedom, more opportunity for personal growth, and more fulfilling relationships, so I never hesitate to share the business opportunity." She especially loves

seeing the empowerment and success of her leaders, and she treasures the relationships she has created with them. "The relationships that are developed are such a blessing. We have become empowered together as we have supported one another in our goal of making a difference in others' lives while creating financial freedom. We are passionate about empowering others to do the same."

BJ, Megan's husband, has been her greatest support throughout her dōTERRA journey. Although BJ doesn't work full time in the dōTERRA business, he helps Megan however she needs it, and they share their family and home responsibilities. Together, they are focused on building a life of freedom, abundance, and service. Thanks to the success of their dōTERRA business, they have experienced financial blessings that enable them to experience more as a family and serve others more generously. Megan says, "I love what we do and what we will continue to create together in the future."

"Events build belief, knowledge, and relationships. Gathering together creates belonging and strong community, as well as that connection towards a greater purpose."



## EVENTS TO FOCUS ON

### CONVENTION.

"Convention is the most valuable and essential event of the year, and I communicate to my team that it is an investment in themselves and their businesses they can't afford to miss. I remember the impact my first convention had on my belief in the oils and my belonging to a greater purpose."

### INTRODUCTION TO OILS.

"Although our basic introduction to oils class may vary in attendance from a few to several people, over time it is the most successful event topic. It is through these classes that we help new people learn about the oils, are introduced to new networks of people, and often find potential business partners."

### CUSTOMER APPRECIATION.

"Our most attended event is our quarterly customer appreciation event. It's dedicated to education and giving back. All local leaders are invited to contribute, support, and invite all of their customers. We teach about several products, have a DIY project, sample essential oil-infused food recipes, and have raffles and prizes."

### ONLINE EVENTS.

"We have a monthly online event through one of our Facebook groups where prospects, customers, and leaders come together to share experiences they have with the oils. We touch on a different topic each month, combined with basic information about the oils. It's a fun five-day event full of education and giveaways."





"It is incredible to be able to share something I love and change lives every day."

NEW dōTERRA DIAMONDS

Ted & Alisia Nelson  
NIXA, MISSOURI, USA

# DIAMOND Girl

If you ask Alisia Nelson what motivated her to attend her first dōTERRA class, she'll tell you it was the free bottle of Wild Orange. "I had never been one to host parties or want to go to them, but I occasionally make homemade soaps, so I thought it would be fun to try the oil in my recipes." At the class, Alisia was amazed to learn that essential oils are more than just nice-smelling oils. She invested in a kit and was eager to see how the oils could help support her family's health.

Alisia was raised using herbs and natural products to care for her health, so the idea of using essential oils fit in perfectly. When she started using them and saw how well they worked, she was hooked. Her husband, Ted, also quickly noticed the benefits of the oils; he is a physical therapist with an emphasis in health and wellness. Alisia recalls how she got started in sharing: "When I began using the oils and had such great results, I couldn't stop sharing with my family and friends.

My sister was my first enrollee, and I love that she is now sharing and building with me."

Ted has supported Alisia throughout her dōTERRA journey, and she is grateful for his unfailing encouragement and help. "We are a perfect team, and he's the one I turn to for direction, support, and questions." Ted started singing the song "Diamond Girl" to Alisia a short time before she hit Diamond for the first time, and they chose to walk to that song as Diamonds at the convention gala. Alisia also feels blessed to have a wonderful team with amazing leaders. As she and her team have grown together, they have become best friends and continually support each other.

Now that Alisia has reached Diamond, she is eager to help her team achieve the same benefits she has found through her business. She explains, "One of the most important things when you begin a dōTERRA business is knowing your Why. There needs to be

something that will drive you when you get discouraged and feel like giving up. For me, it was financial freedom. I'm so grateful that dōTERRA is something I can believe in—it truly works, I can share it with confidence, it changes lives, and it empowers families every day. I can hardly wait for all of my leaders to reach their own goals." In addition to helping Alisia reach her personal goals, reaching Diamond also created incredible energy and momentum on her team, and she wants her leaders to know that Diamond is achievable for each of them as well.

While Alisia is grateful for the invaluable support of her husband and team, she feels the greatest guidance and help have come from God. She says, "I couldn't have done any of this without His help, and I know that it is because of Him that I have been so incredibly blessed. Seek God first in your business, and He will bless you abundantly—so much more than you can imagine."

## FACETS OF A DIAMOND

### PURPOSE

"God has the most amazing plan for you. Trust Him and ask for His help. When I look back over my journey, I see God's hand in every little detail."

### PASSION

"It starts with your passion! Love these oils and desire to help everyone experience them. Share from your heart and care about others."

### CONSISTENCY

"From the beginning, I've tried to do at least one thing every single day to share dōTERRA products. Consistency is key to success in this business."

### PERSISTENCE

"Persistence means finding a way instead of an excuse. Persistence is taking action despite difficulties, discouragement, and obstacles."

### DUPLICABLE

"Simple is best! I have always kept things simple, inexpensive, and duplicable. I want people to look at what I am doing and think, 'I can do this.'"

### PERSONAL DEVELOPMENT

"Love and support your team. Lead by example, never stop learning, and get clear on your Why. Refer to your vision board daily."



## Lorinda Walker

EMERSON, NEW JERSEY, USA



# A CHANGE FOR THE BETTER

**A**s a massage therapist, Lorinda Walker had been using essential oils for years in her practice, as well as to support her family's health. When she began experiencing quality problems with the oils she was using at the time, Lorinda decided to look into dōTERRA. Her first thought when she tried dōTERRA essential oils was simply, "Wow." She left her former company, joined dōTERRA, and never looked back.

From the start, Lorinda noticed several differences between dōTERRA and the company she had previously worked with. She explains, "The company culture is so different. There is a spirit of generosity here that makes dōTERRA so special, and I'm honored to be a part of it. I am continually amazed by the willingness to share resources, ideas, product, and advice. This culture truly sets dōTERRA apart from any other

direct selling company I have worked with in the past."

Now, Lorinda feels she has built a team that is a beautiful community. "I'm so proud to see my team members stepping up, growing into leadership roles, and supporting each other. It's been a joy to see them reach their goals." She uses the Strategic Attraction process to attract new people to her

team with the qualities of an ideal leader. "By focusing on the ideal qualities of your perfect business partner, you will begin to see people with these qualities show up in your life. Plus, you will focus on modeling these qualities yourself, which helps you attract the perfect leaders to your team."

Throughout her journey, Lorinda's Why has evolved and grown as well. When she first discovered essential oils, she found that they were an excellent way to help support her emotional and mental health. She recalls, "It became my mission to share the message that there are natural ways to manage your emotions." This remains an important part of Lorinda's motivation. She also loves having a career that is fulfilling, meaningful, and financially successful. "I want to show my kids that you can have work that is service oriented while also supporting your family financially. There is nothing more rewarding than bringing that message of hope and witnessing someone's life change for the better."

Lorinda's dōTERRA business has influenced her family in another way as well—she now has more time freedom. She explains, "I have time flexibility with my family. I can do what I need to as a parent and a wife, and then work on my business when it fits my schedule." Now that Lorinda's two children are older and one is in college, Lorinda finds it easier than ever before to balance her work with her family. She is also grateful to have the constant support of her children and husband as she works to build her business.

Looking to the future, Lorinda is committed to continue sharing the benefits of both the business and the products with others. She is also eager to continue her own personal development. "This business is so joyful. The way we collaborate and grow together is a beautiful thing."



**"The most important thing is to believe in yourself. Have the mindset that you can do it—anyone can do it!"**

## DIAMOND POINTERS

**TRY MAKE-AND-TAKES.** "One thing that really helped my team with our momentum this year was adding make-and-takes to our classes. We added this option at the end of every class, and people love it. It shows people how to really use the oils in their lives. I want people to embrace what they just bought. It's also put a lot of fun into my business."

**CONSIDER DIAMOND CLUB.** "I participated in Diamond Club twice. I'm very competitive, so it was a great motivator for me. I loved it! The metrics really helped me have a sense of urgency about my business and pushed me to use my time wisely. Diamond Club was a great opportunity that allowed me to focus all of my energy on my business for that four-month period. It's a great way to skill up and get really good at planning, teaching classes, and enrolling."

**ENVISION REACHING YOUR GOALS.** "One thing that made a difference for me was to ascribe emotions to achieving my goal of reaching Diamond. I imagined how I would feel when I achieved it, how it would feel to walk the carpet—I envisioned my dress, the confetti, the music, etc. When I finally got there, it was surreal to see it all happen just as I envisioned it."



## Jessica Travis

WINDSOR, COLORADO, USA

## AN Inside Job

When Jessica Travis was introduced to dōTERRA essential oils, she was working as a nurse practitioner and didn't have much faith in natural health solutions. However, she decided to try Lavender oil to help her three-year-old daughter. Jessica was surprised to discover that the oil worked, and she decided to start looking into essential oils for her own health issues.

Once Jessica began using essential oils to support her own health, she was impressed by the results she experienced, and she began sharing. She remembers, "Once I saw the incredible results, the first thing I thought about was helping other people with the same issues I struggled with. I started contacting people and sharing the oils with them, and they had the same results I did. I saw the impact this could have on people." Although Jessica hadn't intended to start a business with dōTERRA, she and her husband were encouraged by the checks they received once Jessica started sharing.

Jessica's husband, Glenn, has always been supportive of her business. She is grateful for his continual encouragement, and their daughter also helps Jessica with her work. "My daughter loves coming to classes with me. She helps pass around oils and shares how she likes to use them, and she even holds mini classes with the other kids there while I teach." While Jessica has many responsibilities between her family and her work, she finds it easier to balance family time and business time with the dōTERRA business than she did with a 9–5 job.

In addition to the support of her family, Jessica finds great support in online groups. She says, "The quality of people who are in dōTERRA leadership is incredible. I've had so much support along the way. Now that I'm a Diamond, I'm part of a Diamond group on Facebook. When you're in a group of nothing but Diamond leaders and above, it raises your game to a whole new level." Jessica has found amazing mentors among other dōTERRA leaders, and she strives to do the same for her own team.

When asked about her Why, Jessica's family is her top answer. Their family experienced financial strain when Jessica quit working as a nurse practitioner, and with her dōTERRA business, they are now starting to see the light at the end of the tunnel. Jessica explains, "We're almost debt free. I want to help other families experience this same financial freedom. It excites me to think of helping others get out of debt."

In contrast to her work as a nurse practitioner, Jessica has found immense satisfaction in her dōTERRA business. She explains, "When I was a nurse practitioner, I was so in my head. It's transformative to work from my heart instead. Before, I tried to help people by rearranging external circumstances. Now I understand that it's an inside job. The oils have helped me understand how things work inside, and you need to work with your body. I can't wait to help other people experience this same transition." With her heart focused on helping others, Jessica is excited to continue growing with dōTERRA.

## Next Level Success Tips

**Look at the details.** "I had the goal of reaching Diamond from the time I started the business, but it was a vague idea. It wasn't until I hit Gold that I actually sat down and looked at the compensation plan, the earning potential, and what was required to reach Diamond. That helped Diamond feel so much more real, tangible, and achievable."

**Focus on real builders.** "As I planned for Diamond Club, instead of feeling frustrated that the very first people I shared with weren't serious about building, I started to look with gratitude at some of the people they had brought on along the way. I also focused on personal enrollments who weren't on my frontline but were actively engaged. This served to completely reinvigorate me and my team."

**Attract success.** "You don't find builders—you attract them. If you don't feel successful, you won't attract the right people. You don't have to be at a certain rank like Diamond to feel successful. All you need is to know enough to believe in the product and the business. Be committed. Look inside and become a person who feels successful."



"This business has shown me that it's up to us. We can choose. Success is an inside job."





## Zach & Kelsey Watson

GODLEY, TEXAS, USA

# Growing to Be More

When Zach and Kelsey Watson were first introduced to dōTERRA essential oils, they quickly saw how the oils supported their family, especially with their first child. Kelsey immediately started sharing the oils with other moms she knew could use the oils with their own children. Thus was born their dōTERRA business.

At first, Zach solely supported Kelsey as she worked on building her business and sharing the benefits of the essential oils with as many people as possible. In fact, two of Kelsey's first enrollments from a Facebook group for moms are now Diamonds as well, and they have been grateful to grow together. Kelsey explains, "We're so

different that we complement each other perfectly. We all mentor each other and drive each other forward in the business, and I think that is a very important part of success because God moves through relationships." Once Kelsey reached Platinum, Zach joined her in building the business.

Zach and Kelsey now work in their business together and travel as a family full time. Their children love the oils, and Zach and Kelsey feel blessed that their children have always known the oils as a way to support their health. Even at this stage, Zach and Kelsey still focus on scheduling their priorities. They explain, "Kelsey is a free spirit and is not good at scheduling, but she has had to learn

to do this so she can keep her priorities in order: God, Zach, the kids, and then dōTERRA. Now she sets her work hours and her family time, but still leaves room to be flexible and do things spur of the moment like she craves."

Because they work together, Zach and Kelsey divide responsibilities based on their strengths and interests. "Zach is great at encouraging our current builders through team calls, trainings, etc. He also loves to write letters and make phone calls for customer appreciation, and he is great at bringing in new people as we travel! Kelsey is passionate about educating people on their health, and she holds classes or one-on-one meetings all over as we

"We realized God brought us this business to help our family physically, mentally, spiritually, and financially."



"This is the life we know the Lord has always intended for us—our spirit-led life."

travel, as well as live on Instagram and Facebook. She loves to share through social media and on her blog."

Zach and Kelsey have seen immense changes in their life since starting their dōTERRA journey. After reaching Platinum, Zach quit his job, they paid off all of their debt, sold their house, and now travel as a family. They say, "This opportunity has called us out of our comfort zone and challenged us to go deeper in every aspect of our life. It's helped us to dream bigger and given us the opportunity to see so many dreams come true already. We know this is still only the beginning of the blessings that God has in store for us through dōTERRA. Best of all, it has brought our family closer, and our family has grown because our whole team is our family. It has grown our walk with the Lord because we couldn't do any of this without Him."

## SPIRIT-LED SHARING

- 1 Share with sincerity.** "If someone doesn't need a product, I don't want them to buy it. But if I put the person's needs first and find out their health concerns, I can help them find a need for the top 10 essential oils, or better yet, a need for those and the supplements. My goal is to serve them, so if that's not right for them, then I'm okay with that."
- 2 Share with generosity.** "When I share the business opportunity, I love to ask people about their dreams, and then give them real numbers so they can see the potential. I realize that if I don't share the business, I could be withholding a huge blessing from them. I share our story and tell them it's an option for them, and we're here to support them in whatever they choose."
- 3 Share with faith.** "The heart of this company is what sets it apart from anything else. We're motivated by thinking of the lives we can change all over the world with these products and with the financial blessing that allows us to be the big givers God calls us to be."





## Mary Lou Mulcahy

LITHIA, FLORIDA, USA

Mary Lou Mulcahy attended her first dōTERRA class because she was looking for natural health-supporting options. She knew nothing about essential oils then, but she hoped they would work—and they did. When she enrolled, she was already fully on board with the idea of sharing. “As the presenter was talking, I was already thinking of people I knew who could also benefit from these amazing oils.”

Mary Lou was initially attracted to the oils in order to help her family, and the results have been amazing. All four of her children, as well as her husband, use the oils every day to support their health. Their four children are also dōTERRA builders. Mary Lou says, “They have an incredible passion because these oils have helped change their lives so drastically. It is so exciting that they can be part of this journey.” As Mary Lou’s husband has used the oils more, he has also become more enthusiastic in his support. He now helps her with trainings and shares the oils with others.

As she has built her business, Mary Lou’s Why has always been powerful, but it has shifted. When she started out, her Why was to help her children improve their health. Now she is eager to help others find this same opportunity to care for their families. “When I present in classes and I see the hope the oils give people, it gives me great joy and motivation to keep sharing.” She is also dedicated to sharing the dōTERRA business opportunity. She says, “If we don’t mention the business opportunity, it’s a disservice to the people we’re talking to.”

When Mary Lou shares, she focuses on pointing out how dōTERRA is different from other essential oils and other network marketing companies. She explains, “I like to show them that if we help others achieve their goals, we in turn achieve ours as well. I don’t know of another company that has this type of compensation plan.” She also highlights that dōTERRA is a debt-free company, that the oils are exceptionally pure and effective, and that dōTERRA has a giving, supportive, and humanitarian-focused culture.

In her dōTERRA journey, Mary Lou is grateful to be accompanied by an incredible team. Along with her family, her downline has become one of her greatest supports. “My downline leaders have become dear friends to me. I could not do this business without them; I truly respect and value their individual gifts.” Because so many of her team members are constantly in motion, doing what they can to help others and grow their businesses, Mary Lou has named her team “Team Runnin’.”

Mary Lou is also dedicated to doing more for her business every day because she has seen how it has changed her life. She explains, “I have made amazing friends and business partners. This opportunity has given me more financial freedom; with three children in college, the financial benefits have been important. My next goal is to be able to retire my husband. dōTERRA is truly what you make of it. This company gives you everything, from incredible oils to financial freedom. It just depends on your mindset and your passion.”

## STAY IN TOUCH

WHAT YOU  
MAKE OF IT

“Always put others’ needs before numbers,  
and you’ll be surprised at how much your team grows.”

## FOLLOW-UP

“I believe follow-up is the key to building your business—it shows people you care about them and their needs. I follow up with a personal phone call and set up a wellness consultation to go over their kit or products. I also like to send a little bag of products that did not come in their order. That gives them a chance to try some different products and helps with LRP orders.”

TEAM  
COMMUNICATION

“Personal touches are the best way if possible. I use a system called Vaetas to record and send personalized interactive videos by email, text message, and social media. Viewers can respond directly to me from my videos. I also like to conduct weekly individual calls or texts with my leaders just to touch base with them.”

## BUSINESS TRAININGS

“Events are crucial. You must be constantly talking to and coaching your team in order to keep building. Maintain communication on where they want to be and in what timeframe. Business trainings, as well as product trainings, are invaluable. This allows your team to get more knowledge on both aspects of the business.”





Are you looking for a way to make significant changes in your life, but the prospect seems overwhelming? It's good to have big goals and dreams for yourself, your business, and your loved ones, but sometimes the steps it takes to reach your goals can feel daunting.

## keep those PROMPTS in front of you EVERY DAY

**Here's the secret:** Significant changes and grand accomplishments don't happen with a single moment of decision and commitment. Deciding to advance your business or to improve your relationships isn't all that's required to make those changes happen. The key is taking small, consistent steps to reach your goals. One great way to focus on this is to remember to **do less of some things, and do more of other things.**

**For example,** if your goal is to be more positive in your interactions with your team, you'll likely feel you have failed in your goal if you give up after the first less-than-ideal interaction. Instead, break it down into what you should do less of or more of. Maybe you need to do less of being critical of others' actions and words, or do less of comparing yourself to your fellow team members. Perhaps you should do more of cheering your team on in their achievements, or do more of sharing your experiences with them in an honest, open way. Each time you succeed in doing less or more of these things, it's a victory!

**Now apply it to your own goal.** Think of your major goal—whether it's a personal development goal, a rank advancement goal, a time management goal, or another personal, family, or business goal. As you consider what you will need to do less or more of to reach this goal, think about these questions:

- What will your life look like on a daily basis when you reach that goal? How can you start bringing that into your life now?
- What are the steps required to reach that goal? This might be changes in your thoughts or actions, adjustments in your interactions with others, a certain number of enrollments or classes, etc.
- What can you do less or more of that will get you closer to this goal each day?

**Write down what you need to do less of and more of, and keep those prompts in front of you every day.** As you work toward your goals and make progress in these simple steps, the things that you do less of or do more of will shift. That's one of the beautiful things about this tool—it changes along with you, and it can be applied to a wide variety of goals. Try it and see how it changes your life!





## John & Tina Womble

FAIRVIEW HEIGHTS, ILLINOIS, USA

# An Opportunity for Freedom



As a hairdresser and the mother of three boys, Tina Womble thought she was too busy for another project when a friend first introduced her to the dōTERRA business. Tina is now grateful that her friend, Phil, was persistent and eventually succeeded in getting her to take a serious look at the business opportunity.

Tina recalls, "I was on board with the business opportunity almost immediately once I really looked into it. I'm a hairdresser, and my clients often share their lives with me,

including their health needs and concerns. I saw the opportunity this could be for me. It was a great fit for my job as a hairdresser." Now, Tina divides her time between the salon she owns and her dōTERRA business.

From the beginning, Tina has had the support of her family. She explains, "My family is always supportive of everything I do. They weren't necessarily believers in essential oils at first, but now they've all had their own oil experiences, and the oils are their first go-to when they need a

solution." Tina's husband, John, is one of her greatest supports. He is a great listener, and while he still works his job, John and Tina form a team when it comes to the dōTERRA business. Tina loves that John attends events and classes with her and does as much as he can to help and encourage her.

Their three sons also love using the oils in their everyday lives. Tina says with a smile, "They'll call me from work and ask me which oil or other dōTERRA product a coworker or friend could use for a specific problem. They're always

sharing." To make certain that she is able to keep her family as a priority, Tina focuses on scheduling family time first. Sticking to her schedule is Tina's key to staying on track with family, her dōTERRA business, and her hair salon.

Because she has seen how the dōTERRA products and business have changed her family, Tina is passionate about sharing these with others. She says, "I'm motivated by the opportunity to share freedom. Freedom means different things to different people—it might be time freedom, or health freedom, or financial freedom. Everyone is in need of one of these solutions, and dōTERRA can provide that to them."

Tina is especially dedicated to helping her team members achieve their goals for freedom. "My team is so giving. They're constantly sharing, and they work together as a unit to support each other in whatever they need. I want to help them reach the same freedom I have." She feels her success in her business required no "magic trick"—she simply stayed consistent with the basic actions of sharing, teaching, following-up, educating, and loving people. "I invite everyone to have an oil experience, and then I listen to their needs so I can help and guide them on their own journey." With even greater goals in mind now, Tina is committed to continue sharing so she can help more and more people.



"In the beginning, I joked that it was 'Diamond or bust.' I saw the opportunity and that it was attainable."

## INSIGHTS TO SUCCESS

- 1 ALWAYS INVITE.** "Have an event, a class, or an opportunity on your calendar at all times. When you come across someone and introduce them to dōTERRA, you can always invite them to that next opportunity or event, and invite them to learn more."
- 2 TEAM FOCUS.** "With this opportunity, you have to help others reach their goals before you can achieve your own goals. It's so rewarding to help everyone work together to reach goals. With dōTERRA, it's a team effort—it isn't just about you."
- 3 NO EXCUSES.** "I encourage my team not to make excuses for people. Let them make their own excuses, because some people will always have excuses. If you're already making excuses for them, you'll never have the opportunity to share with them."







“We do the dōTERRA business the way we do everything else—as artists. We try to bring our creativity and unique inspiration to this experience.” —Ben

NEW dōTERRA DIAMONDS

## Lone Skye & Ben Lee

LOS ANGELES, CALIFORNIA, USA

# THE . Artists

“We still aspire to become more abundant so that along with being financially self-sufficient, we can support the causes we care about.” —Lone

Lone Skye and Ben Lee might not be your typical dōTERRA business builders—they are both artists. This has influenced how they build, why they build, and whom they attract. When they were first introduced to dōTERRA, Lone and Ben were skeptical, but they decided to jump in. Lone loved the essential oils right away, and Ben could see that the compensation plan was generous and could work for them.

One of the most important factors of the business for them was that dōTERRA is an ethical, giving company. Ben recalls, “I love business, but I also consider it very important to be involved in businesses that I am ethically aligned with. We had the idea to get involved with the dōTERRA business to become more financially independent and therefore be able to give back in a bigger way. Of course, we learned how charitable dōTERRA is on its own through the dōTERRA Healing Hands Foundation®.” With trust in the company and their intuition pushing them, Lone and Ben committed to the business.

Now, Ben and Lone can see how the dōTERRA business has changed them, their family, their financial situation, and their aspirations. Thanks to their success, they are able to have more freedom in their artistic endeavors. Ben explains, “The financial independence we are creating is creating artistic freedom in our other careers. We want to make the art that we are inspired and internally guided to make. dōTERRA is supporting that process for us.” Furthermore, Lone is grateful for the personal changes she has noticed in herself through their journey. “I like that I have changed and grown while building the dōTERRA business.”

Lone and Ben know that no journey is without challenges. When they encounter difficulties, they are thankful to be able to rely on a strong support system that includes their upline, crossline, and their teams spread throughout several countries. Lone recommends talking to someone about your challenges. She explains, “Most of the blocks that come up around selling and the insecurities we feel tend to be the same things that almost anyone who has started this

business has also experienced. It’s easy to help one another.” Similarly, Lone encourages honest, open sharing about the dōTERRA business—the good parts and the challenging parts.

In addition to the support they have received, another key for Lone and Ben in reaching Diamond was attending events like convention. Lone says, “Seeing Diamonds at convention is encouraging. Knowing people have done it without any prior business experience means anyone can do it.” Every day, Ben and Lone wake up asking themselves and each other what they can do to grow their dōTERRA business. Ben says, “It can be fun and simple. Never stop thinking!”

As Diamonds, Ben and Lone continue to look forward to their goals. Ben explains, “Starting a brand-new business we knew nothing about in our 30s and being successful with it has opened my mind to many other possibilities. If we can do this, we can do anything! I feel inspired to keep jumping into new adventures and becoming a more dynamic, abundant person.”

## EFFECTIVE EVENTS

### Focus on the Basics

“We feel that the ‘Introduction to Essential Oils’ class is the most successful event topic. We’ve had fun make-and-take classes, etc., but truly, the basic intro class is the one that changes lives.” —Ben

### Create Exposure

“Holding more events over time creates more exposure. More people will know what you do and where to find you. It isn’t always about how many people sign up—it’s about showing up, sharing, and educating over the long run.” —Lone

### Keep It Simple

“Give a few examples of what each oil does. Let them know why you like dōTERRA. The quality of the oils is terrific. Share about Co-Impact Sourcing®. Be compliant. Let them know how to use the oils.” —Lone

### Do It Your Way

“I heard someone say that if you aren’t teaching at least one class a month, you aren’t building the business. I would agree with that, but it’s truly a case-by-case situation. Take your own unique, personal path to the top.” —Ben

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



## Steve & Lorraine Eljuga

BREDBO, NEW SOUTH WALES, AUS

"I follow the standard of integrity set by dōTERRA, and duplicate that to my team."

# Finding Her Voice

As Lorraine Eljuga says, she was sold on dōTERRA at her first sniff. She was introduced to dōTERRA essential oils at an expo several years ago, and as an aromatherapist, she could smell the difference and the quality of the oils right away. Lorraine was immediately excited at the prospect to offer such high-quality oils to her massage and aromatherapy clients, and she couldn't resist sharing the products with more and more people.

When Lorraine's upline, Paula Overbeek, called to tell her that she was a winner in the Australian incentive competition, Lorraine was shocked. She recalls, "I was simply sharing the oils.

I used the prize money to book plane tickets, and my husband and I went to our first convention." Lorraine and her husband, Steve, are looking forward to attending their fifth convention this year. They love sharing the new information with their team and soaking up the feeling of dōTERRA events.

While Lorraine feels that her background prepared her for some aspects of her dōTERRA business, she believes the personal development that has come along the way has been more than she ever expected. She explains, "The leadership skills were something I learned as I went. There were many moments when I was unsure what I was

doing. I found watching what others did in the ranks above me helped immensely." Lorraine also invests her time in reading personal development books and watching motivational webinars to help her learn the skills she needs to successfully grow her business and lead her team.

Lorraine's business has grown immensely since she first started out with her desire to bring quality essential oils to her clients, but her core motivation hasn't changed. She is still passionate about helping others lead a more natural, toxic-free lifestyle, and she is also dedicated to helping Steve retire from the construction company

## RELATIONSHIPS AT THE CORE

### CREATE A FOUNDATION.

"Follow-up wasn't my forte in the beginning. In fact, I dreaded it. Having a system in place takes away fear. A new enrollment is like a new baby—they need lots of love and attention. This is where the foundation of mutual trust and respect begins, and plenty of support, education, and samples are the way to facilitate this."

### BE YOURSELF.

"Let your words come from the heart. Show that you genuinely care about the person you're sharing with and their health. Relationships and trust are the foundation of longevity in your business. Be authentic. Be genuine. Be present. But most of all, be the best you that you can be."

### WORK TOGETHER.

"If you want to achieve Diamond, my advice is to check in on all of your leaders and make sure you all want the same things in the same amount of time. Not much will come of it if you have different goals and timelines. Have lots of conversations about this and discover their Why—why they want to reach Silver and what motivates them."

**"A newfound confidence is the most evident change in my life. And finally, a voice of my own."**

he has built over the last 20 years. Even greater, Lorraine has found a new part of herself through her journey. "Finding the voice that I didn't think I had or needed was life changing. I spoke at the Leadership Retreat in Perth last year in front of 700 people, which was a huge fear for me. This has allowed me to truly believe in myself and feel strongly that I have something to say and something to offer the world."

Her dōTERRA journey has also helped Lorraine reach people outside of her immediate area and build relationships with people who are now as close to her as family. Lorraine's team is one of her greatest joys. She explains, "I love seeing my team members step out of their comfort zones, push through some of their deepest fears, and come out on the other side with gratitude and appreciation." A large part of Lorraine's

drive to reach Diamond was to help her team reach their own goals.

Through it all, Steve and their children have remained Lorraine's rock. Lorraine is eager for Steve to begin playing a larger role in her dōTERRA business as they continue to take on life together. "My life has changed immensely thanks to dōTERRA and continues to change month to month."



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



## Alice Abba

BURLEIGH HEADS, QUEENSLAND, AUS

# A Gift of Opportunity

Alice Abba felt a spark of curiosity when she heard multiple people at her job mentioning dōTERRA. She began researching dōTERRA, and she soon ordered a kit of essential oils and supplements. Alice also knew immediately that she wanted to be involved in the business opportunity. She remembers, “I felt a strong alignment with the company and the oils themselves, so the fact that dōTERRA was a direct sales company felt like an incredible gift of opportunity to me.”

At the time, Alice was leaving her work for maternity leave, and she wanted to use the time before her second child was born

as a time to build something lasting for her family so she would be able to stay home with her young children. “Right before the birth of a child is seemingly an inconvenient time to be pursuing a passion business, except when the pull is so strong that you can’t ignore it, it’s actually the perfect time.” Alice committed to building her business so she could dream bigger for her family.

At first, Alice’s husband, Tristan, wasn’t fully on board with the idea of the dōTERRA business. “My husband wasn’t always supportive or encouraging of my pursuing dōTERRA as a business. It took a few years for him to fully see the growth and

the vision. Even though he doesn’t work with me in my business, his partnership is incredibly important. We continually refine what it means to show up in partnership to raise our little girls, for me to have hours or days to fulfill my purpose in my dōTERRA work, for him to have mornings for surfing, and for us to have time together as a family.”

Alice’s family has always been at the core of her motivation. She and Tristan are working toward building a life that will allow them the greatest amount of freedom and fulfillment. Alice says, “My Why is our family vision that we’ve crafted together about how we want to spend our days. My Why is remembering the value of time and creating a business and a life where I can truly show up for my favorite people.” Thanks to Alice’s success in her business, their family is now able to live their vision in traveling together. She is also dedicated to making sure her parents are taken care of as they head into retirement.

In addition, Alice is passionate about sharing this opportunity with others. Because she knew from the beginning that she wanted to build a business with dōTERRA, she has found it easy to share this part of her dōTERRA journey along with the products. In all of her sharing, Alice finds that the best approach is to create genuine connections and to allow her dōTERRA lifestyle to naturally lead to discussions about the products and business.

Now, Alice is living a life of immense fulfillment and freedom. Her family has the financial and time freedom to travel and experience life together, to give back to charities that are important to them, and to continue to improve themselves. “This business has changed our lives in so many ways, and because our life has changed, we’re able to change the lives of others now too. I am deeply, deeply grateful.”

“What truly links people to this business and inspires them to action is their own purpose and vision.”



## BRIGHT POINTS

### Lead with positivity.

“Everyone will experience failure in this business, be told no, be rejected, and will have months when you or your leaders don’t achieve your goals. Leading with positivity has given me the gift of resilience to continue to move forward and be able to clearly see the possibility and future lesson in everything.”

### Prove your success.

“My husband was skeptical about the dōTERRA business opportunity at first. Despite his own use of the oils, the major turning point for him in his belief in this business was seeing my business grow. Each rank built his belief. If you have a partner who isn’t totally on board, the best thing you can do is just keep growing.”

### Just be you.

“Ask yourself how you are here to live and to lead. You can follow the simple and effective dōTERRA business guides for the roadmap to Diamond, but the not-so-secret magic here is pairing that up with being completely and unapologetically yourself in how you show up in your life. Apply your own strengths.”

“Being on this journey with dōTERRA allows you to live freely, to lead yourself and others, and to give back in a big way.”



## Marcello & Dawn Calvinisti

ALLISTON, ONTARIO, CAN



“If you have anything you’ve wanted to do but thought could never happen, then this business is the thing to bring that dream to reality.”

## BUILDING A GREATER FUTURE

“We are better versions of ourselves today than we were at the beginning, and we’re growing every day.”

Dawn and Marcello Calvinisti had a seemingly perfect introduction to dōTERRA—Dawn’s sister, Holly Lo, is a Presidential Diamond and Canadian Founder. However, when Holly first spoke to them about dōTERRA, Dawn had no interest. Marcello was excited about the opportunity, while Dawn avoided even using the oils. When she finally tried the essential oils, she was shocked. She recalls, “Our oldest daughter had struggled with certain health-related issues for years, and after using a diffuser, her health improved. I tried to give credit to anything else, but there was really only one answer.” After this experience, Dawn was committed to learning all she could and sharing the oils.

As they’ve built their business, Marcello and Dawn have been grateful to have Holly and Gabriel Lo as their immediate upline and family. “There is a saying that says, ‘True friends say good things behind your back and say bad things to your face.’ Holly and Gabe have built us up while we grew into our leadership roles, but they’ve also pointed out with

love where we need to grow, and that has radically changed us and our ability to do this business.” They are also grateful to have an amazing downline team and leaders.

In addition, Marcello and Dawn are thankful to have the support of their three children. Their children love and use the oils, and they always ask Dawn and Marcello how their business is doing and what their goals are. They say, “It’s really amazing to share our goals with our kids and have them be excited about the future.”

When Dawn and Marcello first started their dōTERRA business, Marcello took on extra work around the house and more responsibilities with their children so Dawn could travel to grow their business. Now, as they work in their business together, they are able to spend more time as a family. Marcello has been able to quit his job to work on their dōTERRA business, and they all road trip across the US together to go to convention and leadership retreats. This business has

given them more financial and time freedom than they ever dreamed of.

As they have built more financial and time freedom for their family, Marcello and Dawn have also felt drawn to give back to others in powerful ways. Marcello moved to Canada from Guatemala in his twenties, and thanks to their success in their business, he has been able to return to Guatemala several times in the last few years. He even teaches dōTERRA classes while he is there!

These visits have also sparked a passion to help people in Guatemala. Dawn explains, “Marcello has been instrumental in getting donated fire trucks and equipment to volunteer fire departments in Guatemala. He has driven the trucks all the way to Guatemala twice now. Our Why has become a desire to help support people in Guatemala with things we take for granted. We are excited about what that will look like as we explore more options for giving back.” From here, Dawn and Marcello are eager to see how else they will be able to grow and give.

### GROWTH KEYS

#### Commit to personal development

“Mindset really plays the biggest part. We’ve both learned that you have to keep moving forward and taking action no matter what comes at you. Develop yourself personally if you want to go all the way.”

#### Be upfront and honest

“We are very upfront with people who are considering the business. It’s important to know that you will have to work very hard and get very little income until leadership ranks start coming into play.”

#### Focus on your leaders

“On our way to Diamond, it took us a while to realize we could stop pushing ourselves and instead focus on where our leaders needed help and strengthening. Our leaders are our passion. We grow together.”



Dr. Sean &amp; Wendi Kohler

BARRIE, ONTARIO, CAN

# More Radiant

“Believe in your team. Believe in yourself. Take massive action.”

When Wendi Kohler’s friend, Dr. Andrea Ryan, offered her some essential oil samples, Wendi accepted. She and her husband, Sean, started using the oils with their family and were amazed at the results. Wendi explains, “We knew quickly that we needed to integrate the oils into our lives. We have always leaned toward natural health. dōTERRA products helped us find additional solutions we were comfortable using with our children, which was important to us. They were the missing link and a perfect fit into our natural lifestyle.”

Because Sean is a chiropractor and Wendi is a Doctor of Physiotherapy, they both have a background in and passion for helping others improve their health. Thanks to the financial blessings of their dōTERRA business, Wendi was able to quit her job at the hospital, and she feels her work with dōTERRA still allows her to continue her commitment to helping others while building more time and financial freedom for herself and her family.

As Wendi has worked to build her business, Sean has supported her every step of the way. “We’ve been through Diamond Club a few times, and during those times he took over many of the roles in our home that I was used to doing, and he still does! I really love the beautiful bonds he has created with our girls during the times I am away.” Their two daughters, Lauren and Sierra, love the oils and know how to use them to support themselves. Wendi hopes that her work will encourage her daughters to pursue their passions as well. She says, “I want to inspire my children to make a difference in this world, to do something impactful and help stand up for others.” Wendi also loves that she now has more time freedom to spend time with her family.

Wendi’s family is at the core of her Why. She explains, “I desire greater financial and time freedom to be able to experience the world with my family, make memories, and open up opportunities.” However, her Why doesn’t stop there—she has bigger dreams for how she and others who

share dōTERRA products can affect the world. “I desire to see healthy communities that have choice for their healthcare. My dream is to see essential oils used in wellness environments in my own community and beyond.”

In addition, Wendi is eager to share the benefits of dōTERRA products and the business opportunity with others. She finds the unique beauty of dōTERRA lies in the fact that people can improve their health and wellbeing while also building financial freedom. Her mission focuses specifically on helping other women find these opportunities and reach their goals. “My mission is to empower women to live their lives to the fullest by improving their physical, emotional, spiritual, and financial health. My vision is for every woman on my team to become the best version of themselves—their most radiant selves.” Wendi loves helping her team reach their goals, and one of her favorite parts of her journey to Diamond was sharing that success with all of them. From here, she is excited to continue working toward her mission with her family and her team.

“My life has been enriched in amazing ways through the experiences, growth, and people I have met with my success.”

## ADVICE FOR BUSINESS SUCCESS

**START OFF RIGHT.** “Take your business seriously right away, lean into your fears, follow the training systems provided, and don’t take things personally. Stick with it. Lean on your mentor for advice on placements, attend as many corporate events as possible, and invest in personal development.”

**TAKE ACTION.** “I am an action taker. I can see how all of my strengths contribute to my business, but my ‘activator’ strength probably does most. When I hear an idea, I act, and it’s those action steps that propel you forward. It’s action that has helped me move through fear and develop confidence.”

**ATTEND EVENTS.** “Events are a game-changer in the dōTERRA world. Events keep you in touch and motivated. Events create community and ignite your fire. Always attend events. Bring that information back to your team, inspire them, and keep them in the loop for what is coming.”



Jennifer Bitner  
HAMILTON, ONTARIO, CAN



“We are all given the same opportunity by dōTERRA. Will you choose to do the work for it?”

# Mindset Matters

When Jennifer Bitner found dōTERRA, she was working as a general manager for the largest chain of fitness clubs in Canada, and she had no interest in joining a network marketing company. After a disappointing experience with another company, she was convinced she would never try network marketing again. However, when Jennifer met Erica Lucas and saw how sincere and passionate she was about dōTERRA essential oils, Jennifer started to change her mind. She was also amazed at how powerful and effective the oils are.

Jennifer had just started her own coaching business in addition to her manager position, and while she was interested in sharing the oils with others in an effort to improve their health, she didn't want dōTERRA to overshadow her new business. The turning point was when she saw that incorporating the dōTERRA business could bring her message to a larger audience. She explains, “The business opportunity gave me a platform to share my story and my message with other people who felt alone in their journey.” With an original goal of reaching Gold so she could replace her corporate income, Jennifer committed to the business.

Since then, Jennifer has grown with her goals. She feels that personal development is the key to success. “Expect the first year in this business to be about you unbecoming a lot of who you once were that no longer serves you, and creating a newer, more

## FIVE DIAMOND STEPS

Team	Planning	Events	Educate	Belief
“Have your team on board for the big expansion to Diamond. Raising four Silvers is no easy feat. They have to be all in—their heart, their schedule, and their willingness to do the daily methods of operation.”	“I started planning months in advance. I spoke to all of my team leaders and asked how they felt about going Diamond as a group, and then I knew what work I needed to do based on their responses.”	“Get involved in local or distance events in the health and wellness industry. Meeting people and inviting them to classes face-to-face is a great opportunity to create qualified future customers.”	“Never stop educating! That's the lifeblood of our business. If one class was a flop, I planned a pop-up class for a week or two later. Also, 100 percent of my enrollments get a membership overview.”	“I made sure I focused on the appropriate belief levels with my team. I worked with my younger ranks on their belief in the product and the company, and I worked with my Premiers going Silver on their belief in themselves.”

empowered version of yourself. Most people need to do the work on themselves before the financial rewards appear.” Jennifer finds excitement in helping others find a way to better themselves, whether it's improving their health with the help of the products or improving their financial situation through the business opportunity. “To know I am influencing others keeps me going every single day.”

Another key motivation for Jennifer is her family. Jennifer and her husband, Dave, have a daughter named Paislee, and they are grateful to have the oils to support their family's health. Dave provides

immense support for Jennifer; he left his own job soon after she did so he could care for Paislee while Jennifer worked on her dōTERRA business. Soon after hitting Diamond, he was also able to fulfill his dream of buying a racetrack to own and operate. In balancing her responsibilities, Jennifer has discovered the importance of creating a schedule. She says, “I make a schedule that lays out work time, family time, and hubby time.” One of Jennifer's tools in staying organized in her life and business is the dōPLANNER, which she created with her sister.

Along with the dōPLANNER, Jennifer has worked to create other tools to

support her team and other dōTERRA builders. She is committed to helping others succeed and to creating a team culture of collaboration and support. She explains, “We are a perfect blend between building with heart and building with a business-minded hustle.”

From here, Jennifer is dedicated to continuing to share and build. “The reason I will never stop building my business is there are only 5.5 million people using our products, but there are over 7 billion people on this planet. We still have a lot of work to do!”





## William & Alice Rahn

LANDISBURG, PENNSYLVANIA, USA

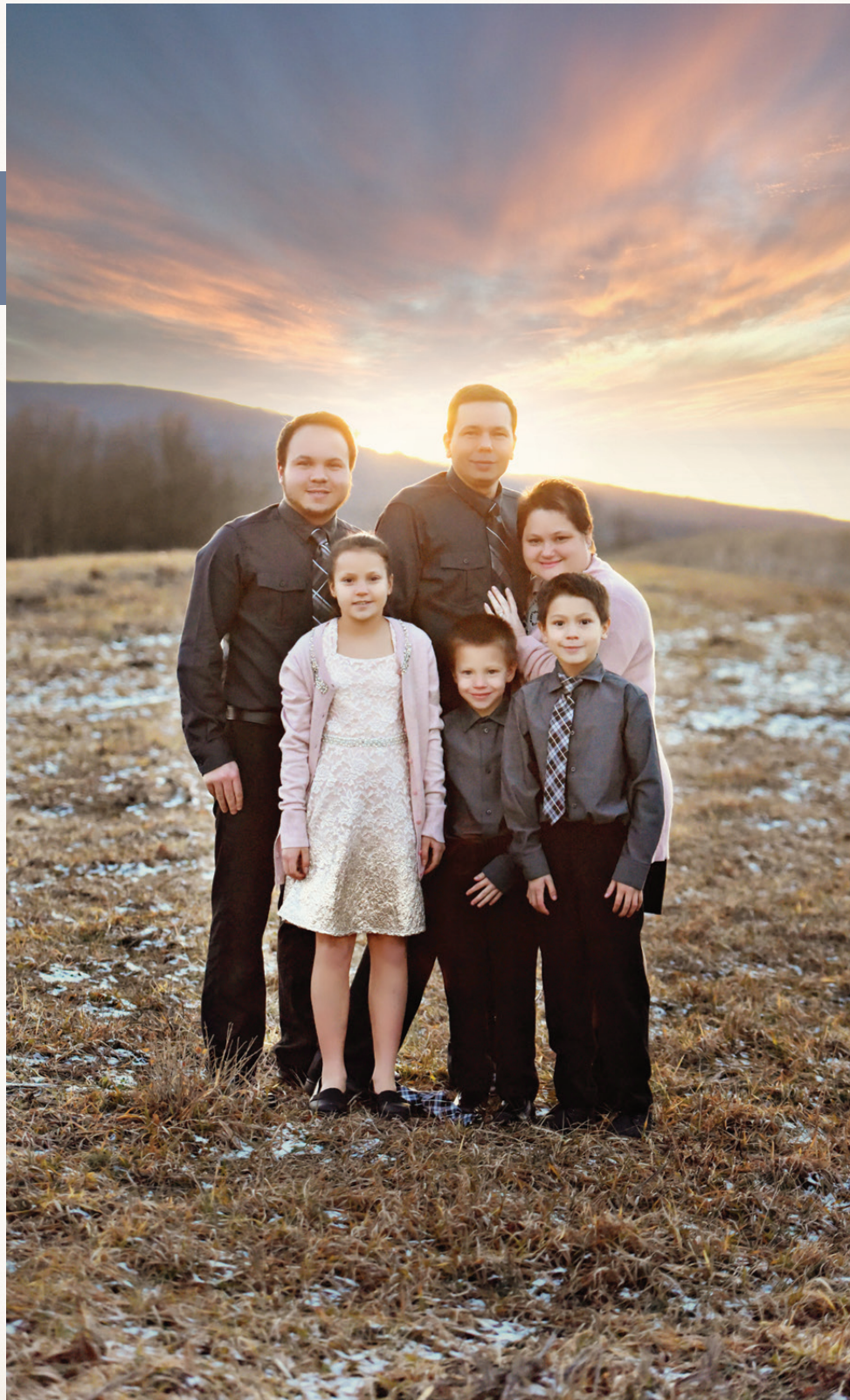
# A LIFE OF TRUE PURPOSE

William and Alice Rahn found dōTERRA essential oils as they were searching for new solutions to help support their son's health. William was amazed at the potency of the oils, but Alice remained skeptical until their family experienced impressive results.

Since then, Alice and William have found that the dōTERRA business was just what they needed in their lives. Both still work full-time jobs, and the residual income helps support their family financially. Alice has continued her education as a Certified Holistic Nutrition Consultant and is now working on her certification as a Holistic Healthcare Practitioner. She plans to retire early to pursue her new career path and dōTERRA business full time.

The financial blessings have impacted their children as well. "Our oldest son, Elijah, is our Silver frontline leader. He just graduated with his bachelor's degree, completely free of student loans; his next step is Physician Assistant school. dōTERRA has allowed us to dream again and given our children the ability to have even bigger dreams than we did. It is a gift that will continue to be passed down through our family." Their younger children, Hannah, Isaiah, and Jeremiah, also love to tell people about the benefits

"The journey to Diamond molded me to be who I was created to be. I am living a life of purpose."



of essential oils, and Alice and William are certain that dōTERRA will be part of their lives as well.

With the responsibilities of her job, her dōTERRA business, and her family, Alice has found it challenging at times to find balance. She says, "Balance is a struggle. I have learned that self-care is extremely important. Schedule self-care time to avoid burnout within your business; you cannot pour into others if your cup is running on empty. I have also learned to time-block our family time first in order to have a better balance." Alice is grateful to have help from William in balancing her responsibilities.

Perhaps most importantly, Alice and William rely on their Heavenly Father, Jesus Christ, and the Holy Spirit, as well as their pastors, Gwen and Philip. Alice explains, "Achieving Diamond takes a lot of endurance, and there are many ups and downs emotionally. Without the right spiritual support systems, as well as understanding our scriptural and covenant promises, it would have been easy to quit. Their on-time word from heaven, prayers, and guidance helped us see our heavenly purpose within it all."

As they continue to share, William and Alice are driven by their Why. "Our Why is to share love, wellness, and freedom. Our desire is to help people see that their struggle does not have to be a life sentence. We want to set people free from all of that bondage. So many people believe that sickness and debt is a way of life; we have a better solution, one with health and financial freedom. Our dream is to have the time and financial freedom to be more involved with missions work. God has placed in our hearts the need to rebuild homes in Haiti that have been damaged by natural disasters. Our Why is to restore beauty from ashes." With their focus on their Why, William and Alice are excited to continue touching lives and making an impact with dōTERRA.



"No longer bound by limitations, we now see the infinite possibilities and go after the things we want."

## STRENGTHEN YOUR TEAM

**ALLOW THEM THEIR OWN GOALS.** "I have learned not to push my goals on our team. I love them where they are, regardless of how it affects our business. Develop patience and trust God's timing, even if it takes longer than you planned. Building relationships is our main focus."

**SUPPORT THEM THROUGH CHALLENGES.** "Understand the desire to quit is the strongest right before God is about to do something amazing. We saw this with each rank advancement and structure challenge. Don't shrink back. Push through the doubts, fears, and desire to quit. Lift up praise to God during your challenges. Praise your way through those storms with immense gratitude."

**PRAY FOR THEM.** "It is important to pray for your teams and pray that they live the life God has for them—whether or not it includes dōTERRA. Pray that their marriages and families remain strong and healthy."



**Heather Klepfer**  
Charlotte,  
North Carolina, USA

## RIPPLES OF POSITIVITY

“Serving one person each day will create a positive ripple effect felt around the world.”

**Heather Klepfer had three main motivations to participate in Diamond Club: curiosity, her upline, and her downline.**

**Now that she’s participated—and won the US Grand Prize—Heather recommends Diamond Club 110 percent.** She says, “I believe the more you challenge yourself and are open to new opportunities, the more you will continue to learn and grow, both personally and professionally.”

Heather was initially curious about how Diamond Club would affect her team, and she was blown away by the results. “I saw people empowering people. I felt the increase of energy flow through my team as they helped one person at a time learn to

be in control of their own health.” Because of Diamond Club, her team’s momentum hit a high gear. They grew in volume, expanded through multiple states, and saw multiple new users and leaders emerge each month.

For Heather, one of the keys to her success was being willing to listen and be present in the moment. She says, “We have the ability to empower change, empower awareness, empower education, and provide life-changing natural solutions to everyone we meet.” With this driving her and her team, they are eager to watch the ripple effect as their positive efforts continue to spread.

**Karine Dostie**  
Rouyn-Noranda,  
Quebec, CAN

## SIMPLY BETTER

“I have a burning desire to contribute to a healthier world.”

**Karine Dostie started Diamond Club with big dreams—she wanted to connect with her team, to contribute to empowering people in their health, and to leave a legacy for her children of a mother who is fulfilled and passionate.**

The challenge and accountability of Diamond Club pushed her to succeed, and she saw incredible growth on her team. She explains, “Not only is my team more united and confident now, but we experienced amazing growth. We went from one Gold and one Silver to one Diamond, one Platinum, two Golds, and six Silvers, not to mention the many Premiers and Elites! Our team volume almost tripled in four months.”

Karine is now a better version of herself, someone on the path she always wanted to find. Her Diamond Club experience wasn’t without challenges and difficulties, which fed this deep personal growth. It sometimes felt as though everything was going too fast, but she found that the key was to focus on leaving people better than she found them. With this anchoring her, along with a daily review of her vision board and her Why, Karine succeeded in Diamond Club and now recommends it wholeheartedly. “You have to live it to feel it.”



■ Luke & Teresa Goodlett

SAINT CHARLES, MISSOURI, USA

# Bloom Where God Plants You

With a background as a nurse and an interest in natural health and wellness, Teresa Goodlett is surprised she didn't learn about essential oils earlier. When a friend shared a drop of Peppermint oil with her, Teresa was amazed at how quickly it worked, and she was eager to learn more about the oils and how she could add them to her family's natural health solutions.

Teresa started off strictly as a product user, but she soon found herself sharing because she simply couldn't keep the oils' benefits to herself. She remembers, "I wasn't looking to start a new business venture, and I was in denial that I was dabbling in doing the business. My husband, Luke, is the one who brought it to my attention after he opened up a substantial check from dōTERRA that came in the mail." With Luke's encouragement, Teresa began looking into the business opportunity.

The true turning point came when Teresa attended a regional wellness

summit, which was her first corporate event. "The heart of dōTERRA was shining bright there, and I caught the vision of joining them on their mission of seeing oils in every home. God's hand of blessing had been on my business since before I knew I was 'doing the business.' I decided that I should bloom where I had been planted."

Now with her team, Team Bloom, Teresa remains committed to sharing the benefits of essential oils with as many people as possible. Her team members have become some of her closest friends, and she feels blessed to have them alongside her on this journey.

Teresa is also grateful to have Luke's help and support. He was able to come home from his job after Teresa hit Diamond, and they now work together to take care of their responsibilities at home and with the business. Teresa explains, "In the first weeks of Luke being home, we put a lot of pressure on ourselves to figure out what areas of the

business he would take over, and we struggled to make that transition. Once we let go of that pressure, we more clearly recognized that for now, the most important role for him is managing our home and the day-to-day details with our children." This in turn has given Teresa more freedom in her schedule to say yes to more in their business.

Teresa and Luke are already enjoying increased time and financial freedom thanks to their success in the dōTERRA business, and they are grateful to have more opportunities for their family. In their deepest Why, they dare to dream even bigger. Teresa says, "It has grown into a huge passion to build big so we can give big. Our purpose and mission is to love God and love people. We desire to honor God in all that we put our hands to. We look forward to seeing where God leads us and what He sees fit to do in us and through us in our dōTERRA business. This motivates us because this is our legacy. We refuse to play small."

## SHARING ESSENTIALS

### Simplicity

"Do not firehose people with all of your oil knowledge. This will make them feel like it's too complicated and will overwhelm and deter them from getting started."

### Listening

"Be a good listener like it's your job—because it is! You won't know what their needs are if you do all of the talking."

### Caring

"Talk to everyone as if they have a sign around their neck that reads, 'Make me feel special and important.' Everyone has a desire to be heard and loved."

### Support

"Support people how they want to be supported. You learn this by asking them questions like, 'What's your preferred method of communication?'"

### Follow-up

"Within a week, follow up with a message that is genuine and specific. Wait for their response and reply accordingly, but with the goal to find out how you can serve and empower them."

**"Share the business opportunity with confidence. What we have with dōTERRA shouldn't be kept a secret!"**





## Drew & Lacey Grim

PLEASANT GARDEN, NORTH CAROLINA, USA

# A SHARED VISION

When Lacey Grim attended an essential oils class at a friend's house, she thought she had a lot of the same aspects offered by dōTERRA already in her life—she used essential oils frequently, and she was building another business. However, she started using dōTERRA oils and was a strong sharer, and she quickly found that there was something different.

“At first I thought I was newly obsessed with essential oils in general, but then it became wholeheartedly dōTERRA as I threw out my old stash.”

The turning point in her commitment to the business opportunity came when Lacey attended her first convention. She remembers, “I was in tears watching the Co-Impact Sourcing® videos. We are extremely passionate about small-scale farming, homesteading, and teaching people about where their food comes from. dōTERRA is such a beaming example of how that model can be effective and profitable, but more importantly, good for everyone.” Lacey and her husband, Drew, quickly saw

that they could incorporate their own passions into their dōTERRA business.

Lacey and Drew were already familiar with the concept of residual income because Drew owned a security monitoring business, but their income from the dōTERRA business quickly outgrew that. They believe in this business model 100 percent because they have seen it work in their lives. Lacey explains, “It can make any dream you have come true. If you commit to building dōTERRA for a time, then you can have the freedom to do whatever you choose—retire, serve, start another business, or travel. I love teaching and sharing dōTERRA, and as a career that's satisfying, but now I have bigger dreams. I don't have to wonder what will finance those dreams.”

While Lacey and Drew have difficulty defining a specific Why, they know that their dōTERRA business is the vehicle for reaching their dreams. “Drew and I have lots of ideas. Some of them fall by the wayside because we don't have the financial means to make them happen.

Now we're getting to a place where those ideas aren't limited by our finances, but by our own vision. Our biggest vision has always been one of community, of learning, and of creating together. We are committed to helping others and to helping others help others by spreading hope by the drop.” They also have bigger plans for their farm, which they hope will become a bigger part of their community.

Drew has always supported Lacey in building their vision through the dōTERRA business, and he now works with her full time. Lacey says, “There are so many reasons I'm thankful for dōTERRA, but this is the biggest. We are free to build this together and be together.” This opportunity has also given both Drew and Lacey more time freedom to be with their children. Although balance is a challenge and they take each day as it comes, Lacey and Drew love knowing their children have access to them almost all the time. While they know there is much more to come, Lacey and Drew are grateful for the opportunities and freedom they have found in their dōTERRA business.



“Have faith in what you've got on your heart to do. The Creator doesn't put things on our hearts for no reason.”



## BUILD YOUR WAY

**FIND YOUR NICHE.** “We went to convention together. Co-Impact Sourcing was the selling point for both of us. We're permaculture fanatics, and much of what dōTERRA does through Co-Impact Sourcing is in that vein. We connected immediately to those stories and wanted to be more involved.”

**SET GOALS.** “Pick a goal you can achieve, and achieve it. Then pick another one. Maybe it's to help three people, or to help nine, or to help 27. Whatever it is, when you can check it off, you realize how powerful helping people feels.”

**HAVE FUN.** “Drew and I are fun. Our team is called ‘Oildorks’ because we know how important it is to not take yourself too seriously. What is life if it isn't fun? We are all a little quirky, and if we embrace those quirks, magical things happen.”

“We work with a company that does good in every aspect of production, sales, education, and giving.”

Results not typical. Average earnings are less. See dōTERRA Opportunity and Earnings Disclosure Summary on [doterra.com](https://doterra.com).



## Laura Garcia

HIGH POINT, NORTH CAROLINA, USA

"I'm more concerned with having a relationship with someone than anything else. I want to connect with people."

# FROM ONE DROP

"Don't overcomplicate things—remember the power of one drop."

Laura Garcia's dōTERRA story starts with a single drop of oil. Her friend, Crystal Garvin, offered Laura a drop of dōTERRA Breathe® for a health issue, and Laura felt the effects immediately. Laura recalls, "It was so powerful and helped right away. That started my journey with essential oils." As she learned more about the oils, Laura also started to learn more about dōTERRA. Along with the effectiveness of the essential oils, Laura was impressed by the generosity and mindfulness of the company.

Although Laura quickly became a dedicated product user, she didn't begin sharing right away. She had a demanding job at the time and was doubtful of whether she could succeed in an MLM. Crystal eventually asked Laura to hold a class, which she agreed to, and that's when things started to change. Laura explains, "I didn't understand the compensation plan at the time, but I saw the benefit of sharing the dōTERRA products with others to help them. Then I saw the income and I knew I needed to learn about the business."

For a while, Laura worked her dōTERRA business along with her full-time job.

Her husband helped her manage her responsibilities between work and home. She says, "My husband, Steve, has always been supportive. I could set my own hours at my job, so I could fit in my dōTERRA business if I finished my other work. Steve told me to do what I needed to for my work, and he helped run the household. He always says, 'Let's just get it done.'" Steve has now been able to retire thanks to Laura's success with her dōTERRA business, and he is becoming more involved in the business.

The dōTERRA opportunity has transformed Laura and Steve's life. Not only have Laura and Steve both retired from their jobs, but they are also now debt free. Laura says, "We were already working toward becoming debt free, but dōTERRA has helped us build toward paying off our mortgage. Now we can live without the stress of debt and we can leave a legacy for our children. This also allows us to help others more through the charities and causes of our choice." Laura and Steve are now able to travel more and to help their children graduate from college without debt, and they have an even bigger dream of a family home where everyone can gather. They know this would not be possible for them without dōTERRA.

Laura is now passionate about helping others achieve this same financial freedom. She explains, "One of the driving forces for me is helping people become financially independent. I came into contact with lots of working moms who juggle full-time work and raising a family, and I think the dōTERRA business is a great way to supplement or even replace their income so they can stay home with their kids." She saw the opportunity for herself, and now she is eager to help others reach it as well. For Laura, dōTERRA is about opening new possibilities for herself and others.



## SIMPLE YET IMPORTANT

**STAY CONSISTENT.** "Keep sharing and teaching. Don't quit. Stay consistent in the simple things. To reach Diamond, I turned up the heat, but it was nothing new. Help your leaders reach their goals. They should be leaders in their own right, but make sure they know you're there to support and help them."

**BE RESILIENT.** "It's hard to find people who have a dream they're willing to work for. Don't let challenges and doubts get you down and distract you from your goals. If you want it, stay consistent in what you need to do. My team is made up of resilient people who keep going, and it's such a blessing to me."

**FIND UPLINE SUPPORT.** "Get your upline's support. If your immediate upline doesn't provide the support you need, keep looking up. There will be someone who can offer you support and help you get where you want to go. There will be someone interested in seeing you succeed. Upline support is so important."



## Lane & Angela Watkins

LIBERTY, NORTH CAROLINA, USA

# A Full LIFE

Angela Watkins had used other essential oils before her first experience with dōTERRA oils—and she noticed a difference right away. “I immediately knew the potency and effectiveness of our oils was different. I felt it from just one drop when I had been using 8–10 drops at a time with the other brand without anything near the same effects.” Angela was excited to have the essential oils as a tool to help support her family’s health, and she couldn’t stop herself from telling others about how the oils had changed their lives.

Soon after, Angela started to realize the financial possibilities of the dōTERRA business. She was driven by a desire to cover private school tuition for her children, and she began to dig deeper. Some of her team had already been placed by her upline, but she needed to make a deliberate decision to step into the leadership role. Now, she says, “Building a pipeline of income has been the best decision we ever made. It has allowed us to open our possibilities beyond feeling stuck in 9–5 jobs; even though we liked those jobs, they were a need, not a choice. It has allowed us to

believe that things we would have only dreamt about before are real possibilities.”

Angela and her husband, Lane, now work in the dōTERRA business together. Angela explains, “We work as a team, and it’s been a learning process to figure out what that looks like day to day. We are learning to each work in our own zone of genius to accomplish what needs to be done.” Because Angela is a nurturer and Lane is an executor, Angela handles most of the supportive work and teaching, while Lane manages the business necessities.

“I am a different person than I was five years ago. I still have learning to do, and I couldn’t be happier to be on this journey!”

In addition to changing their work lives, Angela and Lane are grateful for the way dōTERRA has changed their family life. Their children love the oils and use them on a daily basis. “They are learning a natural way to care for themselves, and we love it!” Lane and Angela deliberately set aside time each week to spend time together as a family, and they make an effort to be actively involved in their children’s lives.

The dōTERRA products have helped improve their family’s health, while the business opportunity has increased their financial freedom. Angela and Lane are committed to helping others find freedom as well. Angela says, “Lots of people need freedom—financial freedom, or the freedom they gain by taking care of health needs with safe, natural, and effective products.” This desire to share freedom is the heart of Lane and Angela’s Why. “The Why is so important. How else would you push past the hard days? Without a strong purpose, it would be easy to quit, but we believe that this product helps people and that the opportunity is real.”

As they continue to grow their business, Angela and Lane are eager to see what else is in store for them. “Our life is so full—we get to work beside each other and show so many others, including our own family, how to work toward their best health and being their best self.”



## BUSINESS GROWTH

### SHARE THE BUSINESS

“Invite people to explore the compensation opportunities. Ask questions about what financial needs they might have in their lives, and see whether the dōTERRA business could possibly fill those needs.”

### STRUCTURE CUSTOMERS WISELY

“Don’t place customers under someone without their knowledge and some kind of commitment to work with you in that customer’s education and support. The person above them should be aware of the responsibility that comes with the placement.”

### SUPPORT YOUR TEAM

“I aim to provide assistance where and when I can, and I encourage my team members to utilize their strengths, enjoy themselves, and grow when they feel stuck. It isn’t always easy, but it’s worth it!”





## Reagan & Heather Wagoner

SPRINGBORO, OHIO, USA

# PASSING ON THE GIFT

**H**eather Wagoner hit Silver rank before she even realized she was “doing” the dōTERRA business. She had been impressed with the oils after her first experience with them, but she was averse to the idea of network marketing. She shared the products with others and helped them enroll with their own kits, but her only goal was to get her own product orders paid for. Then Heather began to realize this could be something more. “The income had been consistent, and it had grown slowly over time. I realized that this could be something my family could not only grow, but also depend on.”

Since she committed to her dōTERRA business, Heather’s Why has grown and changed several times. Her original Why was to replace the income she earned as a piano teacher and allow her more time freedom to be with her children after school. Once this was accomplished, Heather wanted to achieve the major rank goals. She explains, “I wanted to experience every stepping stone along the way in the community that I loved being part of.”

And now that she has reached Diamond, Heather continues to dream bigger. “Now that those goals have been met, I’m quickly realizing what an amazing gift has been entrusted to me—a gift that I can’t keep to myself. If I’m not passing on the experience and knowledge I’ve been given to others, and seeing their success and growth and goals achieved, then I’m not satisfied.” Heather is dedicated now to helping others find the same success she has and helping them become more empowered.

As she works to empower others to reach success and freedom, Heather is grateful to have the support and help of her family. Her husband, Reagan, has always been supportive of her efforts in the business, and they work together to ensure that their family and their business are taken care of. Heather explains, “Whether we’re working side-by-side in something or not, we are each other’s biggest cheerleaders. It’s an amazing gift in the dynamics of our marriage and part of what we believe we were created for: to support each other’s dreams and goals.” Their children also love using the oils, and Heather and Reagan are thrilled to see their children able to care for themselves with natural solutions.

While Heather is grateful for the financial and time freedom she has gained through her dōTERRA business, even greater is the personal development she has experienced. She feels that her experiences have helped her become the person she needs to be. A couple of years ago, Heather and Reagan moved their family to begin planting a church in Ohio. She says, “I quickly and humbly realized that everything I had learned, every way I had struggled and been stretched and grown as a person and a leader, was all leading up to this moment.” The residual income from the dōTERRA business was also a blessing to their family at that time. Heather works to empower everyone she comes in contact with to offer them hope and solutions. From here, she is excited to continue sharing the gift she has been given through dōTERRA.

“God wanted to develop and use gifts He had given to me, and He used dōTERRA as a vehicle to do so.”

### PROPEL YOUR GROWTH

#### FIND YOUR MENTOR.

“Attach yourself to an experienced mentor who can guide you through proven business-building habits, and be teachable. If you can’t find this mentor in your enroller, don’t give up looking for that mentor until you are connected with one. And don’t forget your sideline community—they’re some of the best partners.”

#### EXPECT CHALLENGES.

“Expect that it will be simple but that you will work hard. And it will change and grow you, especially mentally and emotionally. It isn’t without struggles and frustrations, but it’s those experiences that help to grow and stretch you into the person that it’s necessary to become if you’re going to lead.”

#### FOCUS ON YOUR MINDSET.

“While it’s necessary to grow in sales skills, leadership skills, and developing your ability to use the tools that dōTERRA makes available, don’t overlook growing your mindset and beliefs. They can be the most limiting things to deter exponential growth, or they can be the things that skyrocket you to see amazing success.”



“I’ve been given much in dōTERRA, and so I have a responsibility now to teach others how to pass it on, too.”





NEW dōTERRA DIAMONDS

**“It is easy to feel alone in your business struggles. What keeps me going is talking it out with my supports.”**

Matt & Rachel Primeau

MAUMEE, OHIO, USA

# GREATER GOALS

When Rachel Primeau was first introduced to dōTERRA essential oils, she was immediately impressed with their quality, potency, and versatility. Soon after enrolling, she realized that the dōTERRA business opportunity could also benefit her and her family. Rachel says, “I knew that my friend and upline, Alicia, was making good money as a Silver, and I thought to myself, ‘If I can hit Silver in one year, I could quit my job and become a stay-at-home mom.’” Because she already had a passion for holistic health, she knew dōTERRA would be a perfect fit.

In addition to her desire to share a way for people to improve their health, Rachel started out with a desire to create more financial freedom, and she achieved just that. She is now able to stay home with her toddler and spend time with him while also building her business. Even though she has more time freedom and flexibility in her schedule, it can still be a challenge for

her to balance all of her responsibilities and activities. She says, “Mom guilt is real. I have set aside business hours, which works well for me. When I am on work time, I can focus and get my new contacts, follow-ups, and personal development done. When I am with my family, I can be fully present with them.”

Since she has achieved her original goal to be home with her son, Rachel’s Why has grown. She explains, “My Why now is still developing. My husband, Matt, and I want a few acres of land and a home we love. My passion is in working with a population of people who find themselves homeless or stuck in a bad cycle.” As she works to reach her goals, Rachel is thankful to have the support of many people in her life, including her husband, parents, in-laws, upline, downline, friends, and siblings. They all help her with support, ideas, caring for her family, and staying on track emotionally and mentally.

Rachel is grateful to also be able to build her business with some of her family members. She says, “I love building with my family. I get to build with my cousins and mom, and it is amazing to watch them support each other.” Overall, she feels she has attracted a team that keeps her passionate and driven. “My downline keeps me moving forward. I want to attract people better than me, and I have done just that! They genuinely inspire me to be confident, show grace, and go for the next goal. If you have an amazing downline, it motivates you to keep up with them.”

Rachel’s team was one of her driving forces in hitting Diamond. “I had a team under me that I loved leading and teaching. When I hit Diamond, I felt like we all did it together.” Now that she has reached Diamond, Rachel feels grateful for all that dōTERRA has given her, and she knows there is much more to come in the future.

## DECIDE TO BE

### Be a Builder

“If you find yourself ‘dabbling’ in the dōTERRA business, attend a dōTERRA event. Go to convention, post-convention tour, Premier/Elite retreat—anything. Decide to go all in with the business because success isn’t just for the top one percent, it’s for everyone.”

### Be a Support

“Approach talking about the business in terms of support. I share the three pathways of dōTERRA—living, sharing, and building—and ask each new enrollee to identify where they see themselves fitting so I can best support them.”

### Be a Diamond

“Know you are going Diamond. You have to know it, not hope it. Be consistent. Find a great referral partner. Find another professional who works in the same ‘market’ but doesn’t compete with you, such as a massage therapist, chiropractor, or acupuncturist.”



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





**“At events, I focus on being present. You will hear what you need to hear to grow yourself and your business.”**

## Todd & Jodi Weaver

PLAIN CITY, OHIO, USA

**W**hen Jodi Weaver was introduced to dōTERRA, she was immediately impressed by the quality of the essential oils and other products. She purchased a starter kit that night to begin introducing more natural solutions into her family's healthcare. While she started with a desire to only use the products, she quickly realized that the business opportunity could also bless her family and others. Jodi says, “It felt different than any other direct sales company. It was all about the products and education to empower families to live happier, healthier lives.”

Before she committed to the dōTERRA opportunity, Jodi carefully reviewed the business with her husband, Todd. He has his own career, but he has always been supportive of Jodi in pursuing her passions and strengths. Jodi explains, “We have a lot of faith and we sow a lot of seeds. We believe that we need to be in complete agreement before we make any decisions. We reviewed all of

the pros and cons to building a business with dōTERRA. We are so happy that we decided together to build our business.” While Todd doesn't work in the dōTERRA business with Jodi, he supports her 100 percent and helps her with their home responsibilities to allow her to grow her business.

Todd and Jodi's son, Jacob, loves dōTERRA products as well. He uses them every day, and Jodi is thankful to have the oils as a solution to any health concerns. “We love the confidence we have in the oils to ‘try’ them first for any issues that come up.” As she works to balance her family and her work, Jodi has found the key is to strive to be present in what she is doing. She explains, “Everything has its season, and we try to work our schedule around those seasons. I am really trying to be present and do just one thing at a time effectively.”

While Jodi sometimes finds it difficult to balance all of her responsibilities, she

feels the dōTERRA business has given her more flexibility and freedom. Her Why is to increase her family's time and financial freedom, and to overall be able to live their best life. She is also dedicated to helping others achieve these same gifts. Jodi says, “I love that I can create a business and a life that I love. I also love that I can help other families with the same opportunity!”

Through her journey, Jodi has had one lesson confirmed to her over and over: with God, all things are possible. This kept her going through challenges, through two rounds of Diamond Club, and through all of the work she devotes to her business, her team, and her family. She feels that this business was brought to her family for a purpose. “With dōTERRA, we have the opportunity to truly live a life of service, compassion, and overflowing gratitude—a life where anything and everything is possible.”

## ALLOW FREEDOM FOR OTHERS

# OVERFLOWING WITH POSSIBILITY

**“I don't know of any other opportunity that has the products and the passion to change the world one drop at a time.”**

### LET IT GO.

“I sing or say, ‘Let it go, let it go,’ multiple times under my breath every day. Things are going to happen—actually, things happen every day—people say or do things that can be upsetting or distracting. I just remember to let it go!”

### BEST FOR THEM.

“I believe you should hold events as often as possible, but it depends on what people have going on in their lives. Online events fit my sharers' and builders' lives better. I can always record events, and then they can listen or watch when it's convenient for them.”

### NO RIGHT NOW.

“Everyone has seasons. A no right now usually doesn't mean no forever. After several follow-ups, I will ask whether that person wants me to continue to follow up, and they usually say yes. So I do. Always follow up, and always ask the question.”



“I can’t stop sharing the business with people at this point. It has changed my life and my family’s lives.”

## Chrystelle Zimmerman

CORONA, CALIFORNIA, USA

# A NEW LIFE

dōTERRA essential oils came into Chrystelle Zimmerman’s life by complete accident. At the time, she was working in human resources at a university and wasn’t looking for a business opportunity. However, she was quickly sold on the effectiveness of the oils, and within a few months, she had committed to building a business.

When Chrystelle originally decided to build a dōTERRA business, she didn’t see

herself quitting her job and achieving the rank of Diamond—she just wanted to hit Silver so she could afford a housekeeper and work part time. As she progressed, her belief and her goals grew. Chrystelle explains, “As you build and advance in rank, new goals come into play and you reach higher.” She reached her original goal of hitting Silver and was able to transition to part-time work so she could spend more time at home with

her children. Then Chrystelle’s goals grew even more, and she was able to quit her job completely to be at home with her children and focus on her dōTERRA business.

Throughout her journey, Chrystelle’s family has been her Why. Now that she is able to be home with her children, she explains her new Why: “My Why is to truly be able to be home and present with my kids, to create a life for us where we

can help others achieve their dreams and their Why. My Why is to provide a strong Christian education for my kids. We also have some health challenges in our family, and dōTERRA is part of that Why so we will not have to worry—financially—when those health issues could change things for us in the future.” Her family has also been one of her greatest supports, with her husband, Ethan, taking on extra responsibilities at home to allow Chrystelle to commit to her business.

Chrystelle’s strong Why drives her to continue building and sharing, and so does the possibility of changing other people’s lives. She has become passionate about her team and helping each of them reach their own goals. She says, “What motivates me is seeing the faces of those who are coming up right behind me. Continuing to build our business, impact more lives, see others achieve things they never thought were possible, not going to a 40–50 hour job and commuting anymore—and the financial freedom that comes from continuing to grow—all motivate me to never stop sharing my deep love for people and my belief that anyone can do this business if they choose to.” One of the keys Chrystelle has learned is to never assume who might need or want the dōTERRA business in their lives. Her rule is to ask everyone!

Whether she is sharing the oils, inviting someone to consider the business opportunity, or supporting her team, Chrystelle never loses focus on what she loves most: people. That is one of the reasons she loves dōTERRA. “Our company is a company with heart. We focus on people, on lives, and on helping, serving, and empowering. Love and serve—that’s what dōTERRA does, what I do, and what I teach my team to do.”

## SUCCESSFUL FROM THE START

### FIND A BUDDY

“Doing this business with someone—a friend, an accountability partner, a family member—is so fun. I don’t know where I would be without the accountability of someone else who knew what I was trying to accomplish and was cheering me on. It was so much sweeter to be able to do it with a friend who was willing to run with me and see what we could create together.”

### TELL YOUR STORY

“When other moms saw the results my family was having when we started using the oils, they asked me what I did. I told them about the oils, but I didn’t know what else to say. I kept texting my enroller and asking her if they could call her. She told me, ‘Tell them what you did and what worked for you. Tell your story.’ That was the best advice ever. This is what I’ve been doing every day since.”

### DUPLICATE SUCCESS

“When I started out, I knew if I followed people who were successful in their dōTERRA business, I would have a chance. I committed to learning, growing, and building—the way my successful leaders were doing it. They showed me what success looks like, but also what hard work looks like. They reached goals and they shared with their teams how to follow in their footsteps.”





# BUILT FOR YOU

CHECK OUT OUR LATEST TOOLS AND TIPS DESIGNED TO HELP YOU SUCCEED!



**Empowered Success:** The Empowered Success training program includes business trainings, rank advancement

guides, class materials, and other resources to help you succeed in your business. Check out [doterra.com/US/en/empowered-success](https://doterra.com/US/en/empowered-success) to download or purchase guides and class handouts, and to watch training videos to help you reach your business-building goals.

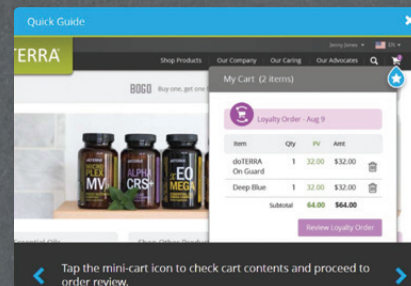


**Empowered Life Series:** The Empowered Life Series is a monthly product education webinar series. Each month, we have in-depth product discussions to help you

learn more about dōTERRA essential oils and other products and how to incorporate them in your lifestyle. To register for next month's webinar and to view past months' videos, visit [doterra.com/US/en/empowered-life-series](https://doterra.com/US/en/empowered-life-series).

## Empowered You (Coming soon!):

Watch for our Empowered You program coming soon! This is a personal development, strength-based program designed to help you become the best you possible.



**New website FAQs, tutorials, guides, and more:** Do you have questions about the new online shopping experience? Are you uncertain about some of the details of the Loyalty

Rewards Program or how to edit an LRP order? We encourage you to visit [doterra.com/US/en/university/living-new-shopping-experience](https://doterra.com/US/en/university/living-new-shopping-experience) for FAQs, guides, tutorials, and other helpful information about the new shopping experience, LRP, redeeming points, and more.



**Business Blog:** As you're likely aware, [doterra.com](https://doterra.com) has several blogs to help you learn more about our products, business, science, and more. Check out the Business Blog at [doterra.com/US/en/blog-business](https://doterra.com/US/en/blog-business) for business building tips, tools, announcements, personal development inspiration, class ideas, events information, and advice from top dōTERRA leaders.



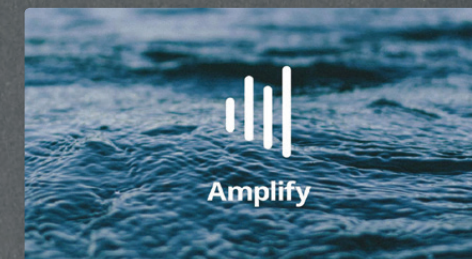
**eBooks:** Have you ever wished for a simple eBook full of information about essential oils and their uses? You're in luck! Go to [doterra.com/US/en/ebooks](https://doterra.com/US/en/ebooks) to access our eBooks full of helpful information that's easy to use and understand.



**Presentations:** Our Presentations pages are perfect for finding all of the information you need about dōTERRA products, whether you're interested in single oils, blends, supplements, or other products. Head over to [doterra.com/US/en/presentations](https://doterra.com/US/en/presentations) to check it out and start learning more. Keep in mind that these pages are also easy to share.



**Class Kits:** With our Class Kits, it's easier than ever before to plan a class! Check out [doterra.com/US/en/class-kits](https://doterra.com/US/en/class-kits) to easily plan a class with handouts, eBooks, invitations, PowerPoint presentations, and much more. Choose the topic that fits you and your class attendees best!



**Amplify:** Amplify is an app created by Hootsuite that gives you access to unique content—created by dōTERRA for Wellness Advocates like you—that you can use on your own social media sites. New content is added to Amplify every week, which helps you establish consistency and quality in sharing dōTERRA online. To get started, purchase Amplify in your back office (Amplify Subscription SKU: 60200744). Visit [doterra.com/US/en/blog/building-amplify-tutorial](https://doterra.com/US/en/blog/building-amplify-tutorial) for more information about how to get started.



**Business Facebook Page:** The Business Facebook page is perfect for dōTERRA business builders who want to stay up to date with the latest news, events, tips, and other information that will help you build your business. Plus, who doesn't love a giveaway or two? Follow the dōTERRA Business page at [facebook.com/doterrabusiness/](https://facebook.com/doterrabusiness/) (@doterrabusiness) for helpful posts, links, videos, Facebook Lives, support from other builders, and more.



## David & Shannon Anderson

BURBANK, CALIFORNIA, USA

# A DESIRE TO BLESS

After Shannon Anderson's friend first shared an essential oil with her at church, she was intrigued enough to attend a class. As luck would have it, there was a corporate dōTERRA event in her area the following week. Shannon was encouraged to attend the event with her husband. She says, "From that event, I knew I wanted to do the business. I just had to convince my husband."

Because they were in a tight financial situation at the time, Shannon made an agreement with her husband, David, that if they invested over a certain amount of money, she would stop working on the business. This pushed her to quickly succeed. "I enrolled that night and got to work right away. I hit Elite quickly because I needed to. There was a necessity to make it work." For Shannon, the keys to her growth were simple: teaching classes and enrolling people. These financial steps were not only essential to her growth in the beginning; they

have remained important throughout her dōTERRA journey.

Once David saw that Shannon's dōTERRA business was going to be successful, he became more supportive of her business activities. Shannon explains, "He was always supportive of me following my passion, but he thought the dōTERRA business was going to just be a hobby. He started stepping things up once he saw that I was really dedicated to making it work. Now he helps take care of our kids when I can't be home, and he gives back-end support." Shannon and David now continually communicate on their needs and priorities—both in the business and in their family—to make certain they are spending their time in the best way possible.

David's support has been invaluable in helping Shannon grow her business, especially as she participated in Diamond Club. This was one of the turning points in her business and was

a perfect fit for her competitive nature. "Diamond Club pushed the competitive side of me. I was going all out to be there for my team and to get them to rally behind me. Every time I've seen a big shift in volume, it's been when I've given a solid, non-stop push for three to four months." Shannon hit Diamond in her first month of Diamond Club, and now she recommends it to everyone.

While Shannon and David have seen numerous changes in their life thanks to the success of their dōTERRA business—including time and financial freedom—they want to give back to others in greater ways. Shannon explains, "We love to give and serve. That has always been part of our family. Now we know we can single-handedly change someone's life, whether that's by sharing the oils or by helping with a financial need. We want to be able to serve on mission trips and help in our church. Our specific Why changes all the time, but that's our overarching motivation: being able to bless people."



"We wanted to be able to bless people, and now we can do that, no questions asked."

## SECRETS TO THEIR SUCCESS

### Personal Development

"Train yourself. Continue to learn, and always work on personal development. Read books. Watch videos. I've grown immensely as a leader and as a person. The way I work with others is very different now thanks to my own growth."

### Team Culture

"I couldn't do any of this without my leaders. They encourage and push me. We have an amazing team culture. It doesn't matter if you're talking to someone who is downline or crossline—we all support each other and challenge each other."

### Diamond Club

"Diamond Club was very important to me in reaching Diamond and pushing myself. Do Diamond Club! If you can't, then at least do a four-month sprint of giving everything you have and building momentum for you and your team."



## Kristen O'Brien

LONGMONT, COLORADO, USA

## Freer &amp; Brighter

**K**risten O'Brien was at a homeschool meet-up when Sara Janssen introduced her to essential oils. Sara knew that Kristen was a massage therapist, so she offered to give her an Aromatouch Technique® session so Kristen could experience the oils that way.

At the time, Sara was just starting her own dōTERRA business, but Kristen will never forget the vision that Sara painted for her. "It wasn't what she had already accomplished that made me want to build a business with her—it was where she was going. She said, 'These oils are amazing, the company is truly ethical and heart centered, their compensation plan is amazing, and I'm going all the way to the top. I'm building a team of people who want to do this with me, and I think you would be amazing at it.'" With that invitation, Kristen was nervous yet excited to start on her dōTERRA journey.

While Kristen was attending massage school more than 10 years ago, she became passionate about showing people how to improve their health

with natural solutions. When she found dōTERRA, she felt it was a great fit for her passion. She explains, "When I realized the vast, broad scope of health concerns that essential oils can be used for, I realized they were the perfect bridge for what people wanted—something safe and natural, yet also quick and easy." Kristen started off with a desire to simply build her dōTERRA business "on the side," but after attending a local team training event, she felt a determination that she couldn't shake, and she committed to building with serious intent.

Kristen has found that just like any worthwhile endeavor, building a dōTERRA business comes with challenges. For her, the biggest difficulties have often revolved around her own blocks and self-doubt, and she is amazed at the personal growth she has experienced. "One of my favorite things about my dōTERRA journey is the person I have become along the way. I have shed so many fears and limiting beliefs. For most of my life, I was stuck in lack, fear, self-doubt, and caring so

much what other people think. With the personal growth I have undergone, I have become a freer, brighter, more confident, more passionate, more successful version of myself in every area of my life. Now, in addition to empowering people to live healthier lives with our products, I am also passionate about helping other people grow and shed their limiting beliefs in the same way."

Furthermore, Kristen is driven to continue sharing so she can continue building time and financial freedom for her family. Her husband has supported her every step of the way, as have their children. She says, "We want to travel and explore the world with our kids and say yes to more experiences. We want to create real, positive changes in the world by supporting charities we are passionate about. You can't have an abundant, positive impact on the world if you're stressed about your own financial situation. Our Why is more freedom and abundance to have more options!"

## COMMON DENOMINATORS

"I see three common denominators in the most successful people in the dōTERRA business. Those are:

**1 Hunger:** How badly do you want it, and what are you willing to sacrifice, even temporarily, to get it?

**2 Belief:** You have to be overflowing with confidence and passion about the oils, the business, and your ability to achieve your goals.

**3 Grit:** Resilience and fierce tenacity.

**Having a strong commitment to purposefully growing in each of these three areas daily will be a huge part of your success."**

"Keep inspiring your team with your own growth, commitment, action, and success."



## Rocky & Lindsey Foster

ADEL, IOWA, USA

# Family First

**“God fills our hearts with desires and dreams. Before we even know about them, they are planted.”**

When Lindsey Foster found herself drawn to another mom in a group on Facebook, she had no idea what was in store for her. Lindsey reached out to this mom, Kelsey Watson, after she noticed a post about essential oils. Kelsey sent oil samples to Lindsey, who started doing research. When Lindsey finally tried the oils with her family, she was amazed at how well

they worked. She explains, “We started to transform our house and life by continuously turning back to our top 10 oils and finding solutions.”

Within a short time, Lindsey could see how effective the oils were in her own family's life, and she couldn't help but share them with others. “I couldn't stop myself from telling everyone who would listen, and they wanted to

get the oils into their homes too.” At the time, Lindsey was running an in-home daycare so she could financially contribute to her family while being at home with her children. When her sharing turned into building a business, Lindsey was eventually able to stop running her in-home daycare and become fully focused on her children and her dōTERRA business.

Lindsey's family has always been her driving force. She explains, “Being a mom was always my biggest dream, and I always knew I would stay home to raise my children. Now not only do I get to be a stay-at-home mom, but I get to help other moms be able to stay home with their children too.” Lindsey and her husband, Rocky, are grateful for how dōTERRA has impacted their family—both in their health and in their overall lifestyle. They have more time and financial freedom, and they love being able to care for their children with natural, safe solutions. Rocky has supported Lindsey since day one. She says, “He is a huge reason for my success. He is super-dad at home when I need him to be, he's a listening ear when I need to process things out loud, and he's my biggest supporter.”

As she works to build her business, Lindsey knows that every day can bring a new challenge. One of her challenges has been balancing her work with her family, but for her, the answer is always to put her family first. “My kids are my number-one priority, always. I want to empower my family by showing them the value of family first before anything else.” Lindsey works every day to find the best balance for her family.

In addition to the changes in her family life, Lindsey is grateful for the personal growth she has experienced throughout her dōTERRA journey. “I have new purpose, and that is to continually branch out and become more. I have grown in so many aspects of my life—my faith, my belief in myself, my relationships, my purpose, my role as a mother, as a wife, as a leader—it goes on and on. Now, we are dreaming as a family. dōTERRA is bringing new light to our dreams. God is bringing a whole new perspective to our lives.”

## FROM THE HEART

**Authentic sharing.** “Be authentic, and make the individual feel seen and heard. Don't make them feel like a number, but like someone who you truly want the best for. Look out for their best interests and show them how getting these products into their life can change their life for the better.”

**Continual follow-up.** “It's important for someone to know that you didn't just get the oils into their home and now you're done with them. Continue to be an open door, loving on them wherever they are in their oil journey. Listen to what they want first and help them with that, pushing them to dig deeper and use the oils for more.”

**Endless education.** “I am still learning, and I want everyone who enrolls to continue to be educated as well. That's my job. Empower, educate, and make sure these oils and products are being used in their homes—not collecting dust.”

**“dōTERRA was the perfect puzzle piece from God for this life journey of purpose-filled, intentional living.”**





# Chuck & Christina LeRose

RACINE, WISCONSIN, USA



## Empowered Education

“With the dōTERRA business, we rise together. Everything we pour into our teams comes back to us.”

For years before finding dōTERRA, Christina LeRose’s focus was on education and advocacy. As the owner of her own center for individuals with special needs, Christina was passionate about educating and advocating for those who find it challenging to learn in a traditional setting. When one of her students started using dōTERRA essential oils, Christina noticed a change, and she knew she needed to learn more about the oils.

Between her research and her own experiences using essential oils, Christina became convinced of their benefits. She says, “I knew I needed my own oils, and I knew many other people did as well. I wanted to help my family, friends, and students, but I was adamant that I would not ‘sell oils.’” Christina agreed to host a class for a friend, and many of her friends and family enrolled at that class. She

loved this approach because it was all about teaching people how to use the oils safely and effectively, and she has always been dedicated to education. From there, she began sharing and teaching more. “The momentum has only increased over time as I have seen person after person, and family after family, find help—physically, emotionally, mentally, and even financially. This is what inspires me.”

In addition to giving Christina a new platform from which to educate others, the dōTERRA business has also changed her family life. She explains, “Our youngest son has been on a long, challenging journey to emotional health recovery. This process has taken countless hours of support and advocacy—so much so that me working a traditional 9–5 job would be impossible. Through our dōTERRA business, my husband and I have been able to tag team in order to provide the level of support our son requires.” Their business has not only given them the time freedom to care for their son, but also the financial freedom they need to support him.

Throughout her journey, Christina feels blessed to have the support of her husband, Chuck. “I could not do any of this without his support.” Together, they have grown a team defined by love, fun, education, generosity, and encouragement.

Christina remains passionate about emotional health recovery and helping others in this process. She says, “I want to continue to focus on finding natural solutions to enhance and, at times, replace the current services and systems being offered for emotional health care. Our system is ripe for a revolution, and I am honored to help lead the charge locally, and hopefully nationally and even globally one day.” This passion drives her. Why, as does her dedication to being there for her son.

With lofty goals, Christina stays focused on the daily activities that push her business forward and enable her to achieve her goals. She is committed to helping each person individually—something she feels she has learned from Emily Wright. “She cares so deeply about each and every person she meets. She is amazing and inspires me so greatly.” One person at a time, Christina is dedicated to continue changing her world.

“There are more lessons to learn, more people to help, and more leaders to serve. I feel electric with excitement for what the future holds.”



### KEYWORDS FOR ACHIEVEMENT

- 1

**EXPERIENCE.** “I truly believe that people need to experience the products. Once you have an oil experience, you naturally want to learn more. Sharing with those who are in need of natural options is such an organic experience. We share, we follow up, we educate, and we follow up again.”
- 2

**REACH.** “Our team is always looking for new opportunities to reach a wider audience. We are currently rolling out a series of online events that took a month to create content and videos for. I am so excited to see the fruit that comes as a result of our labor.”
- 3

**COMMITMENT.** “Show up every chance you get. Use and share your oils everywhere you go. Be fully committed to the process. Be open to learning about the oils, the company, the amazing initiatives, and most of all, learning about yourself. Breakthrough happens outside of your comfort zone.”
- 4

**BELIEF.** “Belief is key—belief in the products, belief in the company, belief in yourself. On our team, we often say, ‘If I can do it, you can do it,’ and ‘I can do this scared.’ The more you say these things and believe they are true, the breakthrough happens and you realize you can do hard things.”



Fredrick & Erin Giles

SIMPSONVILLE, SOUTH CAROLINA, USA

# A Leap of Faith

“This business is beautiful because you can make it your own in every way.”

When Erin Giles was invited to enroll and get on LRP, she and her husband, Fredrick, were in the midst of starting their church and had very little income. Erin couldn't afford the Family Essentials Kit. She recalls, “Fred and I prayed that God would make it obvious if I was supposed to be involved in this or not, and if so, to provide income to buy the kit.” The next day, Erin's upline called and offered to buy her the kit. Erin got started right away.

For Erin and Fredrick, the essential oils have been a blessing for their family's health. Their children love using the oils, and Erin and Fredrick love having a natural health alternative. The business opportunity has also greatly blessed their family. Erin explains, “For the first couple years of building my business, my Why was to allow Fred to quit his job to build our church.” Fredrick has since been able to quit his job, and he works on building their church and

their dōTERRA business. Erin continues, “My Why now is so we can be debt free, travel more, and not be limited on what we can give to our church and to others. This motivates me beyond belief because for so long, that statement didn't even feel possible. With each month of sharing, I see our dream getting closer.”

Throughout their journey, Erin and Fredrick have felt led by God. Shortly

“God's plan and His timing are always perfect.”

before she started her dōTERRA business, Erin made the difficult decision to quit her online coaching business and her passion project that revolved around stopping sex trafficking. The dōTERRA opportunity soon came into her life, and it has been a perfect fit. She explains, “It combines my passion for making a difference in sharing the oils with my love for business coaching. I quickly saw that dōTERRA would be the journey of our dreams.” Fredrick was also quick to see the potential of the opportunity, even telling Erin that he would build the business if she didn't.

Erin's experience in education, her former jobs, and her previous online business never made sense to her until she found dōTERRA. “I used to think my journey was a mess. But now I see that it all led me to this. I built my previous business online, which has allowed me to have wisdom in how to build dōTERRA online.” Building online has been the answer Erin needed to build her business while still prioritizing her family. In fact, she reached Diamond with teaching less than 10 in-person classes; she has found her niche in teaching Facebook Live classes.

When asked about her journey to Diamond, Erin says, “There was never any question that I was working toward it. I always knew it would happen—it was just a matter of walking it out.” Looking back on her journey now, she is grateful for all that the dōTERRA opportunity has brought to her family's life, including improved health, time and financial freedom, a greater sense of purpose, and an amazing team that pushes her every day. “I'm so grateful I took this leap of faith.”



## MOTIVATE YOUR TEAM

**Share your story.** “I love sharing that we were on food stamps when I started my dōTERRA business. I want people to know anything is possible if you believe and expect miracles.”

**Offer fun incentives.** “I love mixing it up each month and having different incentives for my team.”

**Teach scheduling.** “I teach my team to schedule events the month before. You don't grow in this business if you stop sharing, and nothing ensures a successful month like having your classes and one-on-ones scheduled in advance.”

**Work on yourself.** “Always be working on yourself! The team members who are committed to improving themselves are the ones who succeed. If you aren't committed to personal development in this business, you'll let any excuse and limiting belief stop you.”

**Inspire them.** “I love getting on Facebook Live and pumping my team up. One of my gifts is encouraging others—it's what I love about coaching, so I'm sure to get in our team group and lift them up in any way I can. We rise by lifting others.”





# Shift to GREATNESS

BY KATELYN NEIL

Each of us has a gift. We most often refer to it as a strength. When we choose to discover this strength and harness it for good, we can be powerful. See, we are all alike with our struggles and self-doubts. Yet it doesn't need to be a struggle because when we decide to let our strength shine through and become the someone we were designed to be, who your Creator intended for you to be, we become surrounded by peace, happiness, and that mythical idea of balance. The challenge, which most refer to as the journey, is in discovering your strength and using it for good while mastering the lessons you are to learn.

If there is one repeating theme present among those rank advancing with dōTERRA, it's their claim to being challenged often. This is why I believe I am blessed to be on this journey. Building an organization that holds together presents many challenges and opportunities for growth. Can you use your strengths to overcome them? Or do you choose to back down, do something else, go a different direction? The only way to fail is to stop attempting to overcome. This life truly is about designing

and creating exactly what you want. If what you want is to serve, dōTERRA has created the path that will allow you to become empowered to serve those all around.

**Begin with your mindset.** What are you thinking about most often? Are those thoughts supporting your dreams and goals? If not, it is imperative you change them, first by recognizing that they do not align with your goals. Prepare to embrace each challenge with a positive mindset, realizing that nothing worth achieving comes simply.

**Have gratitude no matter what happens.** While growing your organization, great things will happen, and perhaps not what you expect will also occur. Be grateful even when you do not receive exactly what you asked for. Gratitude paves the way for attracting so much more!

**Decide to go until you make it.** I once heard a wise woman answer the question, "How do you do the dōTERRA business?" She said, "Well, you just decide to do it." She is exactly right. No matter what comes up, once you've decided to do it, do not waver.

**Protect your time.** Time is valuable, and we have the same amount of time as everyone else. Some of us do not consistently use our time wisely, while others have capitalized on continuously maximizing the time we have. Always ask, "Is this worth my time?"

**Consistency, as well as persistence, are key.** Your current state is a product of decisions. If your decisions are always based on continuing the path, your situation improves. Decisions

based in love will also improve your situation. Persist with a positive mindset when you are tested.

**Focus on growth.** Fill your environment with objects that inspire you and motivate you to work. If something weighs you down, let it go. If an object keeps you restricted, release it. Always ask, "Does this inspire or expire me?"

Getting inspiration from this article would be ideal, yet true inspiration comes from within. You already have everything it takes to attract what it is you are seeking in life. When you

encounter the naysayers or you get too many rebuttals, never limit your potential by fearing opposition, but instead make up your mind to stick to your path. Know that fulfilling your true potential takes much effort, full of overcoming, and the reward is more satisfying than you may currently realize. Serving your team, training your team, and offering hope to those around you can be a very fulfilling path. The journey just may bring you the balance and peace you are seeking because the journey enriches you and teaches you life lessons you may otherwise never receive. Shifting to greatness is a choice. Choose it every day. 💧





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PATRICK & ALLYSE SEDIVY



BOYD & SANDY TRUMAN

## DOUBLE BLUE DIAMONDS



DAVID & TAWNYA HSIUNG



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## DOUBLE DIAMONDS



KENNY & REBECCA ANDERSON



ANDY & NATALIE GODDARD



JUSTIN & KERIANN HARRISON



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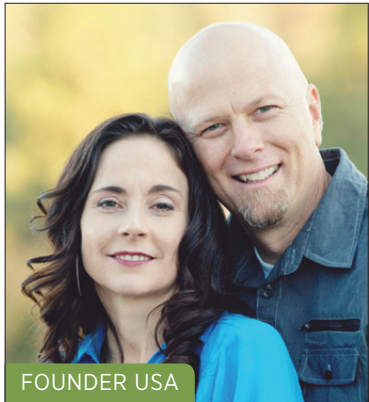
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TARA BLISS



ELENA BROWER



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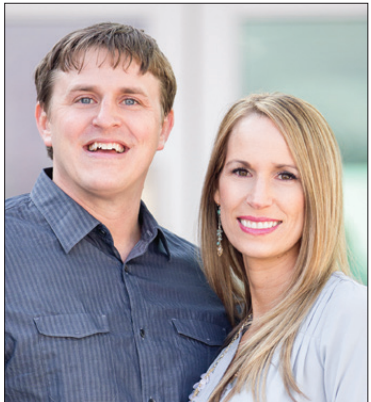
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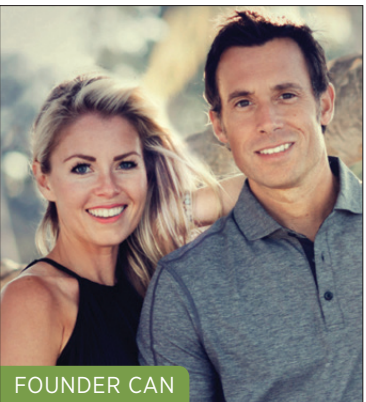
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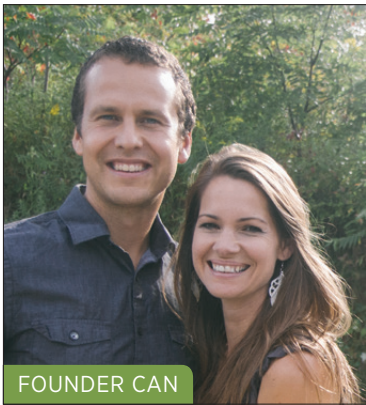
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FOUNDER CAN  
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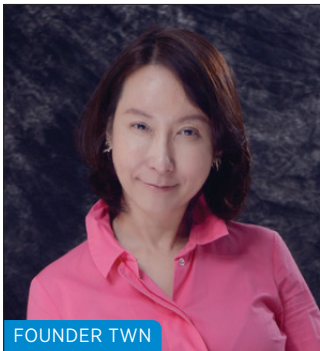


BRADY & MICHELLE CANNON



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JUI CHANG & CHIA HSIU JUAN

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HUNG WAI CHOI



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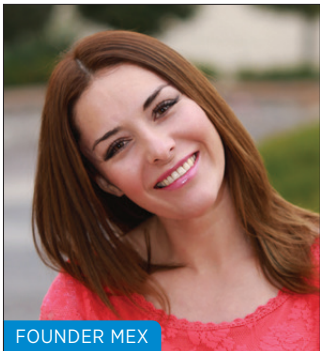
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LEONIE DAWSON



MOLLY DAYTON



LIZETH BALDEMAR DE ARRAS



SOFÍA LÓPEZ DE LARA & RODRIGO ALADRO



FRED & CARRIE DONEGAN



SHAYE & STUART ELLIOTT



DAVID & JULIANNE ELLIS



KEITH & SPRING ESTEPPE



EM FALCONBRIDGE



DAMIAN & JENNA FANTE



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JACKIE ISLES



LAI JAUCHING

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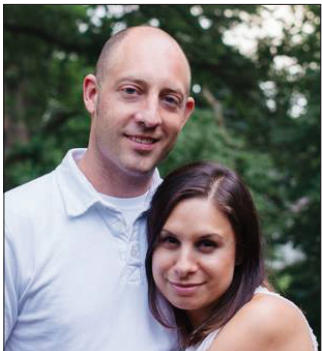
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LISA & RICHARD JONES



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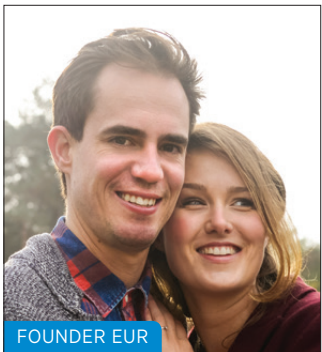
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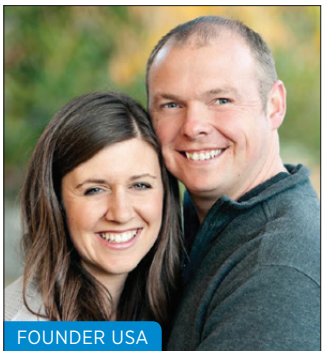
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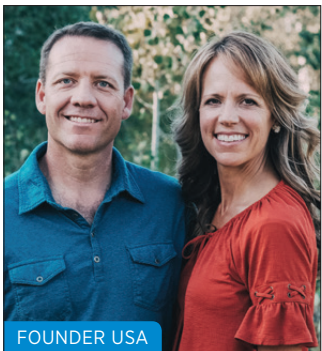
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LAURIE LANGFITT



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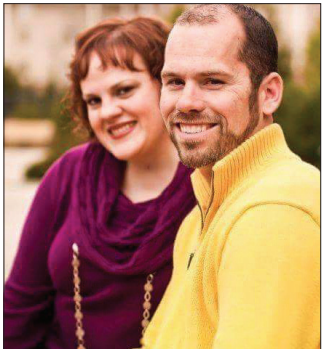
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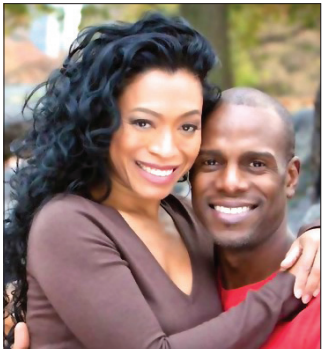
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ALICE NICHOLLS



JONATHAN & DEANNA NICHOLS



DR. ZIA & KY NIX



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NATHAN & JENNI OATES



RICHARD & JENNIFER  
OLDHAM



DR. JOHN & HEATHER  
PATENAUDE



CHRISTINA PETERS & MICHELLE  
MCVANEY



LASSEN PHOENIX & BRYAN  
HUDDLESTON



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SALOMONS



AUBREY & BOBBY PRUNEDA



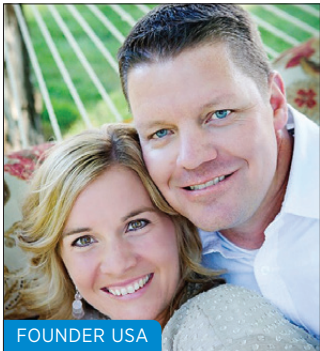
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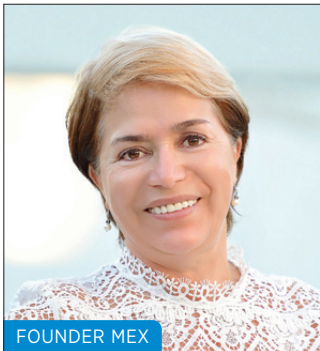


ROD & JEN RICHARDSON



FOUNDER USA  
BURKE & NATALIE RIGBY

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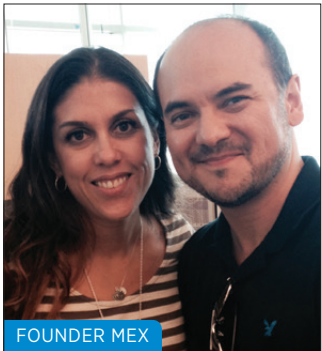
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JUDY RUSHING



TENILLE & MATT SCHOONOVER



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JANE SCHWEITZER



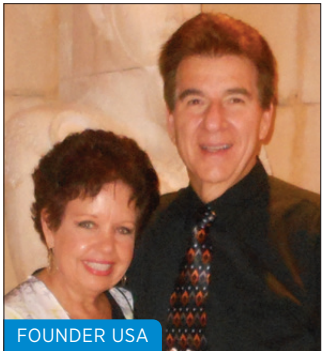
JEFF & DIANE SHEPHARD



FOUNDER USA  
TERRY & LIL SHEPHERD



KIM & DARREN SMADIS



FOUNDER USA  
DAVE & PEGGY SMITH



MARCY SNODGRASS



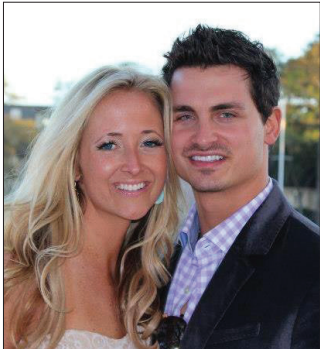
BLUE DIAMONDS



DR. MARIZA SNYDER &  
ALEX DUNKS



NATHAN & MINDY SPRADLIN



STEFANIE & BRANDON  
STAVOLA



JIM & TAMMY STEPHENS



JAMES & CHELSEA STEVENS



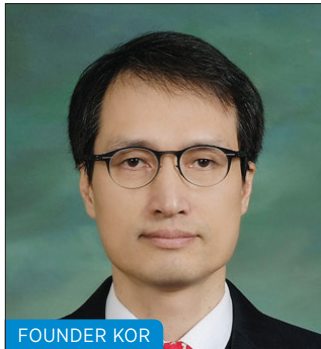
LAURA STOKER



JEFF & MEGAN STYBA



SHENG HAO SU



FOUNDER KOR  
HOON SUH



ZHONG SUN & FUCHUN XI



BILL & MEAGHAN TERZIS



AMY THEDINGA

BLUE DIAMONDS



BETTY TORRES



MATT & ALICIA TRIPLET



JASON & ALLISON TRIPP



FOUNDER USA  
GINA TRUMAN



RENEE & BYRON TWILLEY



FUMIKA UCHIDA



KARI UETZ



MARK & LORI VAAS



SHANE & KRISTIN VAN WEY



CIERRA & TANNER VANDERPOL



MICHAEL & SARAH  
VANSTEENKISTE



PETE & CARRIE VITT



BLUE DIAMONDS



CHARLES & HELEN WANG



WENDY WANG



AMY & CHARLIE WIDMER



JOHN & KALLI WILSON



LISA WILSON



JARED & SHEREE WINGER



DANIEL & AMY WONG



EDWARD & LINDA YE



HUANG HUI YU & WEN  
CHIANG SU

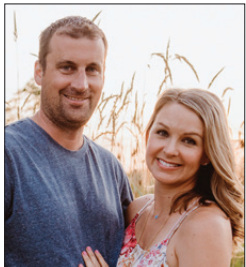
DIAMONDS



ALICE ABBA



DR. JOHN & JENNIFER  
ACCOMANDO



AMBER & JOHN ADAMS



ATANASKA ADAMS



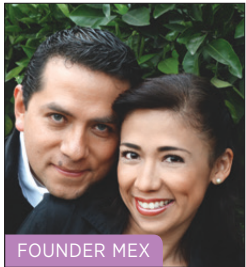
KATIE ADAMS



KATHY & BRAD  
ALLDREDGE



KEVIN & NICOLE  
ALMEIDA



BRENDA ALTAMIRANO  
& OSCAR CORDERO



LORENA ALVARADO  
MORALES



KELLY ALVIS



DAVID & SHANNON  
ANDERSON



NEAL & ERIN  
ANDERSON



CRAIG & SARAH KATE  
ANDERSON



WILBUR & JESSICA  
ANDREWS



JENNIFER ANTKOWIAK



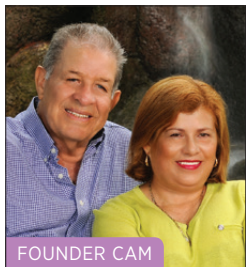
KISANE APPLEBY



CLAUDIO & JANA E  
ARANCIBIA



LUZ MARÍA ARGUELLES



ANA LEDA ARIAS &  
CARLOS PANIAGUA



ROBIN ARNOLD



KAZUYUKI ASAKAWA



KEVIN & LAURELL  
ASAY



KAREN ATKINS



ROBERT & KELLEY  
AUGI



NATE & KELLY BAILEY



DIAMONDS



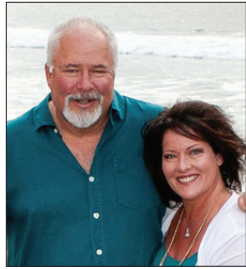
PERLA BALDEMAR &  
JORGE TENORIO



BEN & JADE BALDEN



KENDRA BAMFORTH



RICK & HAYLEY  
BAMMESBERGER



MACKENZIE BANTA



KARL & REBEKAH  
BARLOW



ERIC & BECKY BARNEY



ADAM BARRALET



JEFF & TAMARAH  
BARTMESS



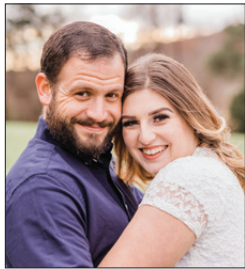
ALISON BARTOLO



MONIKA BATKOVA &  
MARTINA VALNICKOVA



JEREMY & CARLY  
BAUTISTA



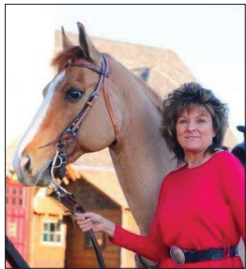
ASHLEY & CHRIS  
BEANS



LISA BEARINGER



DAWN & MARK BEHM



JUDY BENJAMIN



JOY BERNSTEIN



JENNIFER BITNER



SARAH BLAND-  
HALULKO



ERIN BLOTT

DIAMONDS



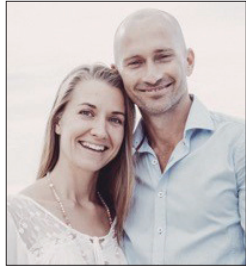
JAMIE BOAGLIO



JON & KENDRA BODINE



LOURDES BORNACINI



STACEY BORSERIO &  
ZACHARIAH AURELIUS



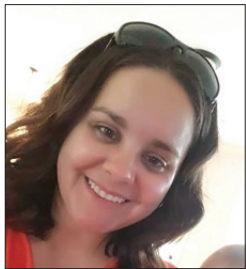
LAILAH ROSE BOWIE



BECKY BOWLES



ALINA & RAUL  
BRACAMONTES



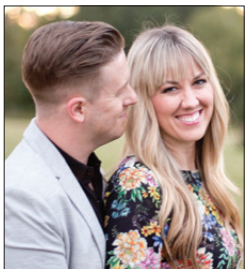
CARRIE BRADLEY



MELODY BRANDON



JASON & KAMILLE  
BREUER



ALLISON & BILLY  
BRIMBLECOM



RACHELL  
BRINKERHOFF



NICK BROADHURST &  
MELISSA AMBROSINI



JEN BROAS



ADAM & CAREY  
BROWN



DON & CINDY BROWN



PATRICK & KATHRYN  
BROWN



RUSS & CHAR BROWN



STEVE & BRENDA  
BROWN



KORINA BUEHRER



DIAMONDS



JARED & REBECCA  
BURT



CARMEN BUSCH



ERIKA BUTLER &  
RICK HENRARD



ANNE CALHOUN



DAWN & MARCELLO  
CALVINISTI



LORI & CHRIS  
CAMPBELL



SAM & TIM CANNELL



MELISSA CANNON



ASHLEY CAREY



BEN & ADABELLE  
CARSON



RACHEL & DARYL  
CARTER



DAVID & ANDREA  
CAUFFMAN



JESSICA CHAMPAGNE



CHING YIN CHANG



PEI SHAN CHANG



DAVID & ANA  
CHAPMAN



NATHALIE CHAUSSEAU



CHIU SHIANG CHEN



FANG CHIH CHEN



FEI NI CHEN

DIAMONDS



FU YU CHEN



LIN YI CHEN



WEI-FANG CHEN



MEI LING CHENG



SHU CHIN CHIANG



GREG & MARTI  
CHRISTENSEN



LI HUI CHUAN



DAPHNE & DARRIN  
CLARK



DARRYL & ANNIE  
CLARK



JESSICA & NIC CLARK



MARC & ROMI CLARK



MIKE & RACHELLE  
CLEARY



ANDREW & SHANNON  
CLOUGH



ALLISON COCHRAN



CAROL COLVIN



MATTHEW & AMIEE  
CONNER



JOAN COON



KATHY CORDELL



KENT & STEPHANIE  
CRANE



AMY CRAWFORD



DIAMONDS



JOHN CROFT & NOEL BLANCHARD



KARLEL CROWLEY & STUART DIXON



DANIELLE DANIEL



MONIR & TANJA DANIELS



VICTOR & AMANDA DARQUEA



DURELL DARR



JULIE DAVEY



RACHEL DAVIES



MIKE & LORI DAVIS



KEITH & KENDRA DAVY



JOYCE DAY



VICKIE DICKSON



LEIA DILLON



MEGAN DILMORE



JOANNE DISSANAYAKE



JEREMY & HOLLY DIXON



ANGELA DODGE



BONNIE DONAHUE



KARINE DOSTIE



CURT & TONIA DOUSSETT

DIAMONDS



ROGER & EMMANUELLE DUCE



HELEN DUKE



DAVE & LIZ EATON



STEVE & LORRAINE ELJUGA



MARK & LINDSEY ELLIOTT



ROSALIE ELLIOTT



DENNIS & MARY ENGLERT



ULRIKA ENGMAN



CAROLYN ERICKSON



DR. MELISSA & EVAN ESGUERRA



PAOLA & SILVANO ESPINDOLA



JUAN JULIAN CARBALLO ESPINOSA & REYNA BEATRIZ HERRERA REYES



HEATHER & PAUL ESSLINGER



ROLANDO & JESSICA ESTRADA



DARNIE EWART



FORREST & LESLIE EXLEY



BECKIE FARRANT



KNUT & CHRISTY FEIKER



DANA FELDMEIER



DANIEL & MICHELE FENDELL



DIAMONDS



DR. ROBERT & KIYLA FENELL



YI I FENG



DALE & TONYA FERGUSON



DRS. TEGAN & SARAH FIEDLER



CATE FIERRO



BARRETT & CARA FINES



DAN & KIRA FISCHER



MARLENE FLAX



HAYLEY FLEMING



CHRISTI FLYNN



SAMSON & LETICIA FOLAU



HENRY FONG



LINDSEY & ROCKY FOSTER



MEGAN FRASHESKI



AARON & WENDY FRAZIER



MARCIA FRIACA



KAORI FUJIO



CHIHO FUJIWARA



MYLÈNE GAGNON



LESLIE & ROGER GAIL

DIAMONDS



CARMEN GAIRN



KENNY & LINDSEY GALE



LAURA GARCIA



GINO & AMANDA GARIBAY



DAVID & CRYSTAL GARVIN



FOUNDER NZL

ANGELA GEEN



ALLISON GERRY



BEN & RACHELLE GIBSON



BRANDON & LINDSEY GIFFORD



FREDRICK & ERIN GILES



REBECCA & BRIAN GILLESPIE



THOMAS & AMY GLENN



TESS GODFREY



LUKE & TERESA GOODLETT



ALICIA GOODWIN



JAY & DEBBIE GORDON



BÉNÉDICTE GRAF



ADAM & LEAH GRAHAM



LINDSEY GRAHAM



MICAH & KRISTA GRANT



DIAMONDS



BRIONY GREEN



DREW & LACEY GRIM



MICHELLE GROSS



LYN & PETER GUERIN



CURT & CAROL ANN  
GUEST



LINDSEY & SETH  
GUNSAULS



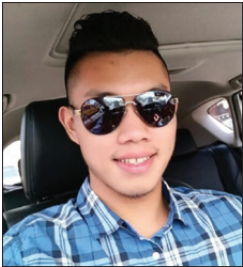
TASHA HAKEEM



ANASTASIA & AARON  
HALCOMB



KIRK & JENNIFER  
HAMILTON



HUANG PO HAN



RENE HANEBUTT



CLIFF & PJ HANKS



KARA HANKS



DR. SANDRA HANNA



GIADA HANSEN



KERRY HARPER



NATALIE HARRIS



RYAN & JENYCE  
HARRIS

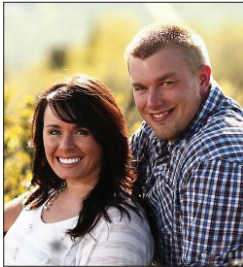


GARTH & JULIE HASLEM



SCOTT & SHYANNE  
HATHAWAY

DIAMONDS



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  
IAN & PAOLA  
HERREMAN



FOUNDER USA

TERRY & MARIA  
HEUSER-GASSAWAY



CHLOE HILTON-CLOW



FOUNDER SGP  
ELIZABETH HO



BILL & JODY HOFFMAN



SHALEEN HOGAN



CASSIDY & ADAM  
HOLDSWORTH



TONI & ROBERT  
HOLLAND



CAROL HOLTZ



JOY HORSEMAN



FOUNDER MEX  
OSVALDHO HOSORNIO &  
CAROLINA CEREZUELA



JENI HOUSTON



DIAMONDS



JESSE & BREANNE  
HOUSTON



TANYA HOWELL



JEN & MARTY HOYORD



CHIA LIN HSIEH



FOUNDER TWN  
FU LUN HSIEH &  
CAROL SUNG



YUE WEN HSIEH



TE FU HSUN & CHING  
SHUE WANG



JEFFERY & MIRANDA HU



CHIAH MEI HUANG



FOUNDER KOR  
HO NIEN HUANG



ROCHELLE HUBBARD



AMY HUFFMAN



CHRISTY & REID  
HUGHES



JENNI HULBURT



MARGHERITA  
HUMPHRIES



HSUEH LING HUNG



BJ & MEGAN HUNTER



JORDAN & BRIANNE  
HURDAL



MICHAEL & NANCY  
HUTCHINSON



FOUNDER KOR  
KUN YOUNG HWANG

DIAMONDS



TAKESHI IGARASHI



HIROMI IKEDA



FOUNDER KOR  
BOO KYUNG IM



CHAE MYUNG IM



JENNIFER INCHIOSTRO



FOUNDER CAN  
CYNTHIA INCZE



AMY INNES



KELLY IRIZARRY



YUKI ISHIDA



KOUJI ISHIHARA



REBECCA JACKSON



JASMINE JAFFERALI



FOUNDER EUR  
SABINE & HARALD  
JAHN



FOUNDER USA  
ROB & WENDY JAMES



DALE & JENNIFER  
JARAMILLO



FOUNDER KOR  
HABONG JEONG



CHRISTINA & LEWIS  
JESSUP



AARON & JESSA  
JOHNSON



KILEY & NORA  
JOHNSON



BRIAN & RACHEL  
JONES



DIAMONDS



LELAND & ROBIN JONES



RACHEL JONES



RACHEL JOOS



HAGAN & DENA JORDAN



LISA JURECKO



KUO HSIANG KAI & CHENG SU FANG



HENRIETTE KALGRAFF



CHIAH HO KAO



TZU YUAN KAO



FOUNDER EUR  
VACZY & REKA KAROLY



FOUNDER JPN  
MASAMI KAWAI



JO KENDALL



JACK & TRACI KENNEBECK



MIKE & KALLI KENNEY



KATE KETTLEWELL



DRS. JENNIFER & BRADLEY KEYS



NICOLE KEZAMA



NICK & DYANNA KILLPACK



RYOKO KIMURA



CADE & DOMINIQUE KING

DIAMONDS



MELISSA KING



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JESSICA HERZBERG KLINGBAUM



PAUL & NANCY KNOPP



MIKE & MEGAN KNORPP



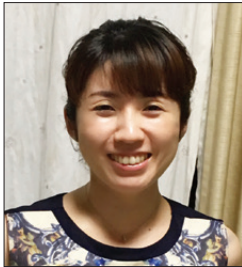
DR. SEAN & WENDI KOHLER



MICHIYO KOIDE



FOUNDER JPN  
MIKI KOJIMA



MEGUMI KONO



YOLANDA KOOLE



JENNIFER KOURTEI



DEBBIE KRAHN



JOE & AMBER KROPF



SPENCER & RETA KUHN



PU LI KUO



GARRISON & CINDY LANDES



DAVID & LOIS LANE



ALISON LANGRIDGE



ALISHA & JONATHAN LATOUR



DIAMONDS



JAMES & MICHIE LAYTON



NOLAN & PAT LEAVITT



BEN LEE & IONE SKYE



JOHN & CAROLINE LEE



DIANE LEFRANDT & JESSICA SMUIN



ARLA LEINS



CHUA HONG LEONG & LAW SHU LI



CHUCK & CHRISTINA LEROSE



ZACH & KYLENE LESSIG



DR. DANIEL & KATIE LEVERENZ



ELENA LEVI



CHAD & JODI LEWIS



HSIU WEN LI



HSIAO-CHING LIN



PO HSIU LIN & FANG SU KUAN



WU HAN LIN & WANG YUAN



YU YU LIN



JOHNATHAN & RACHEL LINC



XIANGLEI LIU



WEN CHEN LO

DIAMONDS



LEE SEANG LOOI



CARDIN & MATT LOPEZ



CAROL LÓPEZ & LUIS ESTÉVEZ



YU JONG LU



DWAYNE & TRACY LUCIA



YVETTE LUCIANO



BETTY MAGILL



BRETT & BROOKE MAGLEBY



TANYA MAIDMENT



KALIKO & MAILE MAIL



MELANIE MAITRE



MILTON MARIN



LENKA MARKOVA



RICK & EMILY MARTIN



TIM & EMILY MASCARENHAS



JOHN & PATTI MASON



ELIZABETH & MANNY MATSAKIS



SHOKO MATSUYAMA



PAUL & KRISTIN MAYO



DAVID & HOLLY MAYS



DIAMONDS



VICTORIA MCADAMS



DENA MCCAFFREE



TONY & AIMEE  
MCCLELLAN



KEITH & KERI MCCOY



BRITTANY MCDONALD



SHARON & JASON  
MCDONALD



JOSH JELINEO & BEBE  
MCFALL-JELINEO



SUZANNE & ROBERT  
MCGEE



BRITTANY MCLEAN



JEANNE MCMURRY



DR. ALLIE & DAVE  
MENDELSON



PRISCILLA & JERRY  
MESSMER



BECKY METHENY



EMILY MIEREN



JIM & AMY MILLER



JUSTIN & ASHLEE  
MILLER



KAREN MILLER



LIU MIN



ANDREA MONGE



GREG & DR. JULIE  
MONTGOMERY

DIAMONDS



DRS. BRETT &  
RAEHEL MORAN



CECILIA MORENO &  
JAIME HINOJOSA



SHANNON MORGAN



MICHAEL & MELISSA  
MORGNER



MARIE-CHRISTINE  
MORIN



SOPHIA MORRISON



JANELLE & JUSTIN  
MUELLER



MARY LOU MULCAHY



YUKARI NAKAGAMI



HARUMI NAKATA



HOWARD NAKATA



TED & ALISIA NELSON



FOUNDER NZL  
DR. MARTHA NESSLER



FOUNDER EUR  
CHRISTIAN NEUDEL &  
GABRIELA HAUßNER



JULIA NICHOLSON



FOUNDER JPN  
YOSHIFUSA NISHIDA



CHIKAKO NISHIMIZU



FOUNDER JPN  
MITSUKO NOMIYA



ERIC & KRISSEY  
NORDHOFF



AUSTIN & AMBER  
NORDSTROM



dōTERRA® WELLNESS ADVOCATE Recognition

DIAMONDS



KERRY & DENISE NORRIS



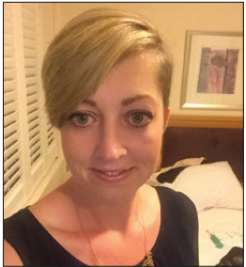
RENEE NOVELLO



ADAM & TAMI NUHFER



KRISTEN O'BRIEN



CHARLIE O'CONNOR



KERY O'NEILL



FRANK ODDENS



NARU OGISHI



MUNEHIRO OKUMURA



KEIJI & EMIKO OKUYAMA



BROOKE OLIVER



JOHN & AMANDA OLSEN



STEPHEN & DAWN OLSEN



CHRISTOPHER & AMY OUELLETTE



JOHN & PAULA OVERBEEK



JOHN & KIM OVERPECK



KATHY PACE



TERRI PACE



MELODY PAINTER



ROBERT & JANELLE PARRINGTON

DIAMONDS



ELAINE PARSELEY



SANDRA PASCAL



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ANNA PENICK



SARAH-JANE PEPPER & TYLER HERR



MARCO & SABRINA PETROLLINI



TENA PETTIS



SPENCER & LAURA PETTIT



JON & EMILY PFEIFER



MALCOLM & AMY PHILBRICK



BETH & RYAN PHILLIPS



EMMY PICKERING



JESSIE PINKERTON



BRIAN & JEN PINTER



FRANI PISANO & HERB HOELLE



MISH POPE



MAYRA & STEPHEN POWERS



DIAMONDS



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MATTHEW & RACHEL PRIMEAU



RUTH PRINCE



RACHEL PROUD



SABINE & MATTHIAS QUARITSCH



AMANDA & KEVIN RAHIJA



WILLIAM & ALICE RAHN



JACOB & ABI RAINES



CLAUDIA RAMIREZ & SERGIO ANGE ABUNDIS RODRIGUEZ



KRISTEL RAMIREZ



KRISTA RANDALL



CORRIE RATZAT



DICK RAY & STACY PAULSEN



ANGELA REED



WINDI & SAMUEL RIFANBURG



ADAM & NISHA RIGGS



SETH & JENNY RISENMAY



REBEKAH RIZZO



AUDRA ROBINSON



JAMES & KELLY ROBISON

DIAMONDS



CHANTAL ROELOFS



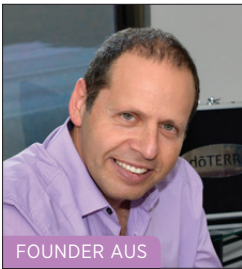
TRACIE ROESBERY



KATHY ROGALLA



BRITTANY ROSCHECK



FOUNDER AUS  
MICHAEL ROTHSCHILD



ANDREW & MINDY ROWSER



DR. ISABELLE ROY



RITA RUNNELS



JOANNA RUSLING



DR. ANDREA RYAN



JESSICA RYAN



KARI RYAN



NORIKO SAKAGAMI



ERIC & GALE SANDGREN



ADRIAN & ROXY SARAN



FOUNDER CAM  
ISIDE SARMIENTO



STACEY SARROS



JOSIE SCHMIDT



AVA & JACK SCHNEIDER



KATIE & CARLYLE SCHOMBERG



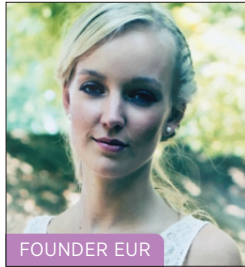
DIAMONDS



JENNIFER & CHANCE  
SCOGGINS



TERRI SELDON



FOUNDER EUR  
TJASA SERCER



YI MIN SHAO



FOUNDER AUS  
HELEN & MARK SHAW



COURTNEY &  
NICHOLAS SHEPARD



FOUNDER AUS  
MARK SHEPPARD &  
RANI SO



HUA LIN SHOU & MIN  
JUNG KUAN



KIMBALL & YUKO  
SHUTE



ELENA SIMMONS



RACHEL & SCOTT  
SIROTA



MARY SISTI



BRIAN & ELIZABETH  
SKAUG



TOM & ERIN SMEIGH



ADAM & RIGEL SMITH



DRS. JORDAN &  
TRACEY SMITH



KALI SMITH



LANA & KIRK SMITH



STEPHANIE SMITH



ROBERT & SHARLA  
SNOW

DIAMONDS



JOE & LAURA SOHN



MEGAN SPOELSTRA



BEN & ASHLEY  
SROKOSZ



ALICIA & JASON  
STEPHENS



DAVID STEPHENS



JULIE STOESZ



VICTORIA  
STRELNIKOVA



COLLEEN STRONG



HAN YI SU & HUANG  
CHIH FAN



FOUNDER MEX  
JUAN CARLOS SUÁREZ &  
ARACELI VALENCIA



DR. MARA SUSSMAN



SAMUEL & MELISSA  
TAEU



TOMOMI TAKAHASHI



YOKO TAKAKU



FOUNDER JPN  
HIDEMITSU & YOKO  
TAKEDA



CHIEKO TAKEKAWA



NAOKO TANAKA



FOUNDER TWN  
CHEN CHIEN TANG &  
CHIAH LING LI



PAMELLA TANIMURA



JOY TARPLEY



DIAMONDS



BROOKE & THOMAS  
TAZBAZ



JOE & ANNE TETZLAFF



CHRISTINE THETHI



PRAMELA THIAGESAN



EVAN & ADRIENNE  
THOMAS



DAN & AMY THYNG



TYLER & KRISTIN  
TIGGES



BILL & ERLEEN TILTON



JEN TOMAZINCIC



GLENN & JESSICA  
TRAVIS



BRIAN & AMANDA  
TRENT



FOUNDER TWN  
HAO HENG TSAI &  
HSIN YUN CHANG



FOUNDER HKG  
STEPHEN & YVONNE  
 TSAI



FANG CHING TSAO



SHIH TSENG



FOUNDER AUS  
TSAI TING TSO



CHERIE & MAX TUCKER



HSIU CHU TUNG



JENNIFER UPCHURCH



RYAN & MELISSA  
VALLELUNGA

DIAMONDS



LOREN VALVASORI



ANNET VAN DORSSER



SHANDA & JEREMY  
VANDENBARK



JODI & AARON  
VANDERSTAAY



JENNIFER VASICH



CHAD & ESTHER  
VERMILLION



SONDRA VERVA



MELANIE VIENNEAU



EDDIE & ANGELA  
VILLA



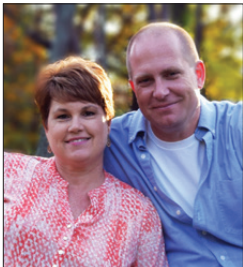
BROOKE VREEMAN



CATHI & BOB WAALKES



HEATHER & AARON  
WADE



CHERYL & ALAN  
WAELBROECK



DAVE & KATE WAGNER



TARA & JUSTIN  
WAGNER



REAGAN & HEATHER  
WAGONER



KENNETH & STEPHANIE  
WAHLBERG



CHAD & SUSIE WALBY



LORINDA WALKER



STACEY WALKER



DIAMONDS



BRENT & JENNY WALSH



ERIC & SANDRA WANG



TIENH SIUNG WANG & HSIU CHI LIN



BEN & MEGAN WARDEN



LANE & ANGELA WATKINS



MARK & TAMALU WATKINS



ZACH & KELSEY WATSON



DANA & DAVID WATTS



ELISABETH WATTS



TODD & JODI WEAVER



ROGER WEBB



JULIE WEINBERG & MEREDITH KELLY



THORSTEN WEISS



KAREN WELCH



FOUNDER SGP  
LIU WENHUI



SHAUNA WETENKAMP



AARON & DR. RACHEL WHALEY



HALIE WHITAKER



MICHELLE WHITE



HAYLEY & BEN WIESE

DIAMONDS



JOHNNY & GAIL WILLIAMS



DINAH WILSON



JENNI & MIKE WILSON



ROB & MELISSA WILSON



LINSEY & ERIK WILT



JULIE WINDER



DANELLE WOLFORD



JOHN & CHRISTINA WOMBLE



MELISSA WOOD



CHRISSY WORTHY



FOUNDER TWN  
CHING CHUN WU



MEI HUNG WU



PING CHANG WU



FOUNDER TWN  
TUNG HAN WU



YI TE WU



JOEY & CACHAY WYSON



XU KE XIN



YUKO YAGUCHI



MIDORI YAMAGUCHI



MIKI YAMASHITA



DIAMONDS



FOUNDER JPN  
HIROKO YAMAZAKI



PEI RONG YANG



CHIU MAN YEN



ALISON YEO



ELENA YORDAN



FOUNDER JPN  
FUMIKO YOSHIMOTO



FOUNDER JPN  
MIHO YOSHIMURA



FOUNDER JPN  
YASUNORI YOSHIMURA



FOUNDER JPN  
ATSUKO YOSHITOMI



FOUNDER KOR  
YOUNG SUL YOU



FOUNDER EUR  
MISKA & ROMAN ZACKOVA



KRISTI ZASTROW



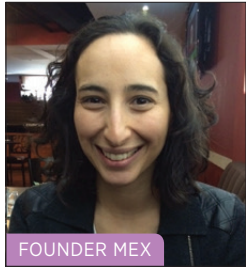
LIE ZHAO



SCOTT & LISA ZIMMER



CHRYSTELLE ZIMMERMAN



FOUNDER MEX  
DIANA FALLENA ZONANA



ELISABETH ZOTLÖTERER

DIAMONDS NOT PICTURED:

ELVIRA ABBOTT  
WEI CHIEH HSU  
GEORGE KLEINSASSER

JEFF & LINDA TILLEY  
ERIKA TRACHSEL

PLATINUMS



KEVIN & KIM ABAIR



ANASTASIA ADAM



LANE ADAMS



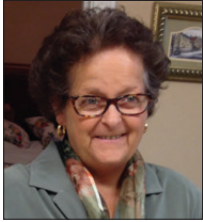
TAMARA PROTASSOW ADAMS



SANDY ALEMIAN



LACEY ALLEN-DURAN



DIANA ALWARD



KATCHIE ANANDA



CAROLYN ANDERSON



MARCO ANTONIO PAEZ ARGUETA



ELICIA ASHTON



ROBYN ATTICKS



ROBYN AZIMA



BENTON & ELIZA BACOT



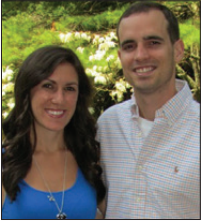
AUDRA & BRIAN BAILEY



FAINA BALK



LEANNE BARRY



BRADEN & CAMILLE BAWCOM



AMANDA BEACH



FOUNDER EUR  
MAJA VODEB BECIC



FOUNDER KOR  
DONGCHOL & SOON BYUNG BEH



NICOLE BENISCH



KATRINE BERGE



PAUL & LISA BERGMAN



ASHLEY BERLIN



FOUNDER CAN  
MARIE & HARLAN BERWALD



MELFORD & CONCETTA BIBENS



PAIGE BICHLER



BRIAN & SHAWNA BIELMAN



ELIZABETH BILLS



PLATINUMS



ALEESHA BIRCH



SARAH & CRIS BLAIR



ZOLTÁN BOKROSSY &  
ZSUZSANNA BOKROSSYNÉ  
PÁSZTOR



VANEESA BOLLER



LADONNA  
BONTRAGER



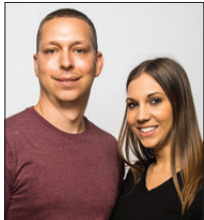
JESSICA & RYAN  
BOSCHMA



REBECCA BOTTS



MICHAEL & MICHELLE  
BOWLES



ASHLEE & NICK  
BRADSHAW



ANISSA BRAUNEIS



JAKE & ALEXA  
BRODSKY



KIMBERLY BROWN



THERESA BROWN



TONI BUNTING



DEBBIE BURNS



JOHN & LAUREN  
BUSCH



CAROLINE CAIN



CLAUDIA CALDERON



LISA CANIPELLI



BRIAN & CHRISSY  
CARR



CATHERINE  
CARRIGAN



JESSICA CARTER



JONATHAN & AMY  
CARVER



AMY CASSEDY



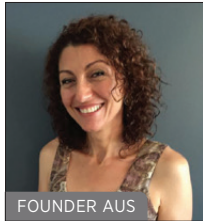
LACEY CHALFANT



KUI FEN CHANG



GINA CHO



FOUNDER AUS  
TERPSY CHRISTOU



TROY & DOROTHY  
CIVITILLO



MONIQUE CLARK

PLATINUMS



STUART & CARLIN  
CLARKE



FOUNDER EUR  
RONELA CLEP



JODI & JASON COBB



RICK & ALISSE COIL



MARIE COPP



TAMARA CORLIS



TANIA COTE



ALICIA COTTAM



NANCY COUTURE



SHANNON CUTTING



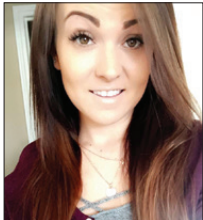
ERIN D'INTINO



DR. JAMES & KIM  
DAHLIN



ASHLEY DAIGE



EMALEE DAME



BRITTANY DAVIDSON



SUSAN DAVIDSON



CECILIA LÓPEZ DE LARA &  
ANDONI ROMERO GÓMEZ



MICHAEL & SHELLEY  
DEANGELIS



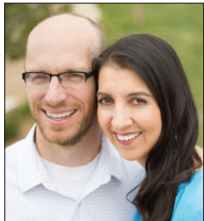
DR. MARK & KRISTI  
DEBRINCAT



AIMEE DECAIGNY



SARAH DEGROFF



JAMIE & TED DIBBLE



DR. ATAB & JILL DIEME



MELISSA & MICHAEL  
DIXON



ERICA DOLAN



JENNIFER DONOVAN



BRIAN & KRISTA DOVE



MAGGIE DUBOIS



MICHAEL & NATALIE  
DUERDEN



SUSAN DYESS



PLATINUMS



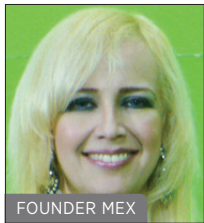
BLAKE & JESSICA  
EASTER



MICHELLE ELSTRO



SAYAKA ENDOU



GILDA ESTRADA  
CARRANZA



DAWN FARRIS



DEANNA FIELDER



SHARON FILA



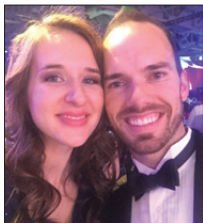
JANA RANKIN FINCH



MAREN FISCHER



SHAYLEE FORD-  
MARTIN



DR. BRADLEY &  
ALANNA FRANKLIN



PAUL & STEPHANIE  
FRITZ



JAKE & LINDSEY  
GARRISON



DAREN & CRYSTELLE  
GATES



SUE GAVEL



NATHAN & JOANNA  
GEIGLEY



JULIE & SCOTT GETTY



LEANNE GIAVEDONI



KRISTANN GILLIES



CRAIG & LYNN GINES



VALERIEANN  
GIOVANNI



BRAD & TOBI GIROUX



DIANE GJELAJ



KARLA GLEASON



CARMEN GOLDSTEIN



VERONIQUE  
GOLLOHER



LUCY GONZALES-  
ROMERO



MONICA BIANCA  
GOREA



PAMELA GORGICHUK



SARAH-JADE  
GRAHAM

PLATINUMS



LEON GREEN



KARI GUEGOLD



GRIFFIN  
GUNDERSON



MELISSA GUTHRIE



KEN & SANDRA  
HACHENBERGER



PHILOMENA HADDAD



ERIN HALLINAN



DANIEL HAMILTON



TERESE HAMILTON



GRACIE HAMMER



ABIGAIL HANSEN



EMILY HANSON



MOANA & MATTHIAS  
HARDER



ARIANA HARLEY



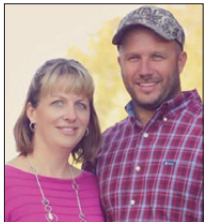
MEGHAN HARLOW



ROXANNE HARRIS



BRIAN & JEANNIE  
HARRISON



STACEY HART



TODD HART



KRISTINE HAUCK



LAUREN HAYDEN



MIRANDA HEBERT



BREANNE & ERIC  
HESS



STEPHNE  
HILGENDORF



JULIE & KAULIN  
HINTON



HUIWEN HO



GREGORY &  
SUSANNA HOBELMAN



PAULA HOBSON



LINE HOLDAL



GREG & MELODY  
HOLT



PLATINUMS



BRENT & ANNIE HONE



KATHY HOULE



JACQUELINE HOWELLS



HO CHUAN HSIEH



JENNIFER HUDGENS



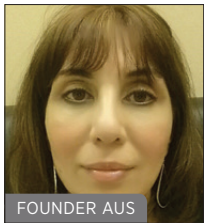
JEANESE & TROY HUMBERT



DEBORAH HUSBANDS



KATIE HUSSONG



FOUNDER AUS  
RELEAF ISMAIL



CAROLINE JACKSON



LINDSEY JAFFERALI



JANE JAGLOWSKI



LINDSAY JENSEN



STEVE & SANDIE JENSEN



MELISSA & PAUL JOHNSON



MICHAEL & LAUREN JOHNSON



NANCY JOHNSON



TONY & DONETTE JOHNSON



TIFFANI & D'ARTIS JONES



CHIAO EN JUAN



LEAH KARRATTI



YOKO KAWAI



CHELSEY KAYSE



MEGGEN KEEFE



KRISTA KEHOE



DEON & JENELLE KELLER



ANDREA KELLY



COLIN & JEN KELLY



KRIS KESKE



KELLY KETLER

PLATINUMS



FOUNDER SGP  
LEE ENG KIAT



AMY & JEROD KILBER



RASHELLE & TRAVIS KINCAID



LEATHA KINGI



TOM & ROMMY KIRBY



CHRIS & GARY KIRSCHBAUM



LINDSAY KNAPP



YASUKO KOBAYASHI



JANELLE KOTTELENBERG



SHINJI & MIUI KOYATA



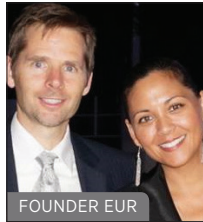
TIFFIN KREGER-BRYANT



ABBY KRUSE



JESSICA KUIKEN



FOUNDER EUR  
JON ERIK & LYNN KVAMME



AUDREY LAFORGE



MARY LAGASSE



PEGGY LANGENWALTER



SHARA LANGFORD



LORI LATENDRESSE



SCOTT & JESSICA LAWSON



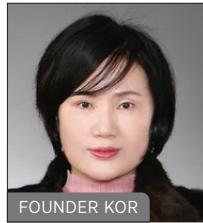
JANYCE LEBARON



FOUNDER MAL  
ANNDA LEE



CECIL & LIANA LEE



FOUNDER KOR  
KYUNG MI LEE



REN-MIN LEE



REBECCA LEONARDES



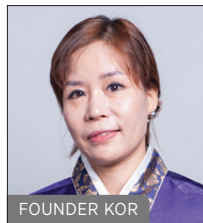
ERIN LEVEAUX



YI HUA LI



FOUNDER MAL  
BEAN HOO LIM



FOUNDER KOR  
ME HEE LIM



PLATINUMS



CHING LIN



HSIU FENG LIN



FOREST CHEW SOCK LING



YA WEN LO



JEN & JEFFREY LONG



JENNIFER LONGMORE



AVASA & MATTHEW LOVE



TOM & ARI LOWER



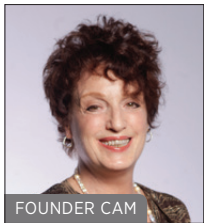
SHELLY LOYD



HEIDI LUEKENG



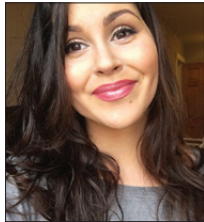
CHELLE LUKE



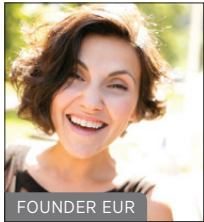
FOUNDER CAM  
ADELE LURIE



KERRI & MARK LYDELL



NICCI LYNN



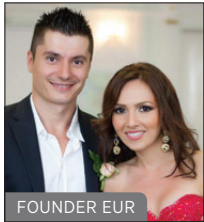
FOUNDER EUR  
SILVIA MALIK



ELIZABETH MARA



VICKI MARCUS



FOUNDER EUR  
IOANA MARGINEAN & RAUL OVIDIU



FOUNDER CAN  
KARLENE MARKHAM



BERNY & JANET MARQUEZ



CARRIE MARSHALL



AMY MARTIN



CRIS & PATTY MARTINEZ



KEIKO MARUTANI



MIHO MARUYAMA



SUSUMU MATSUZAKI



ROSETTA MATTHEWS



DR. TANYA MAXIMOFF



CHRISTINE MCCUE



AMY MCKINLEY

PLATINUMS



HEATHER MCKINNEY



JOHN & EILEEN MCLEAN



LISA MECKLE



KRISTA MELENDEZ



WENDY MENDOZA



KELI MESSERLY



KRISTEN MEYER



JIMMY & DEIDRA MEYER-HAGER



DR. JANUARY MIERZEJEWSKI



DELYNN MILLER



HOLLY MILLER



MICHELE & TIMOTHY MILLER



JUDI MINCKLER



ANGELA MOFFITT



HIBISCUS MOON



CHRISTINE MOORE



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SHAE MORGAN



HARUMI MORITOMO



CAROLYN MOSHER



AISLINN MUELLER



KATELYN NEIL



RAY & LAUREN NEWSOM



JENNIE & MATTHEW NICASTRO



MASAYO NISHI



MIYUKI NOGUCHI



KIMIKO NOMURA



BERNADETTE O'DONNELL



HELEN O'GRADY



SARAH O'MAILIA



PLATINUMS



FOUNDER NZL

JOCELYN OADES



JACINTA OJWANG



KAORI OKAMURA



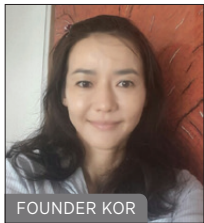
ROBERT & HOLLY  
OLMSTEAD



JENNY OTIS



RAYMOND PAN



FOUNDER KOR

HA PARK



MARANATHA PARKE



LAURA PARKINSON



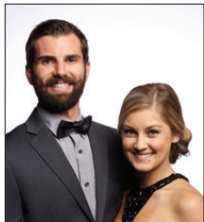
PAM PARKINSON



JAMES & CHRISTINE  
PAYNE



KYLE & KATEE PAYNE



BRITT PIRTLE & KYLE  
HESS



TOM POLIFKA



LISA & MICHEAL  
POSTHUMA



KATRINA & MATTHEW  
POTTER



JULIE PREAS



JOSIAH & MELISSA  
PRECOURT



ALLISON PREISS



SHERRI PRICE & MITZI  
BYBEE MACLEOD



TRACY PRINCE



DANIEL & TIFFANY  
PROVINCE



MYRA QUINN



KATIE RAGSDALE



JANET RAMER



KERRI RAMIREZ



JAMIE RATHJEN



HANNAH REASONER



MILTON & TIFFANY  
REPSHER



NICOLETTE  
REYNOLDS

PLATINUMS



JILL RIGBY



JESSICA ROBERTS



SHAWN & AMANDA  
ROBERTS



BIANCA RODRIGUEZ



ROSS & LANA  
ROGERS



BRENDA ROMAY



CANDACE ROMERO



FOUNDER CAN

CORT & KARLI  
ROSZELL



PATRICK & MANDY  
ROWLAND



BECKI RUH



DAVID & DENETTE  
RUSSELL



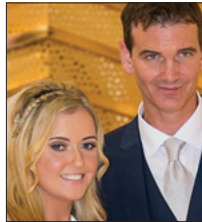
KATRINA RYAN



JOANNA SACCO



IAN & JESS SAGE



CIARAN & LINDA  
SAMPEY



JAMES & MISSY  
SANDERS



CARLA SANTIAGO



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SCHIERING



LESLIE SCHMIDT



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SCHREIBER



ROGER & PAMELA  
SCHWARZ



DENISE  
SCHWENDEMAN



BROOKE SCOTT



JULIE ANN SCOTT



JUDITH SEARS



AMY SELLERS



SUZANA SERRAVALLE



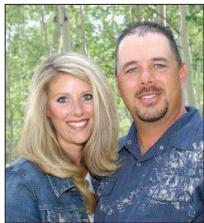
TOMAS & SUZETTE  
SEVERO



WENDY SHATTUCK



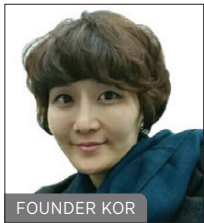
PLATINUMS



KEVIN & KESHIA SHEETS



YOSHIKO SHIBAYAMA



FOUNDER KOR  
EUN YEONG SHIN



LARRY & NIKKI SHORTS



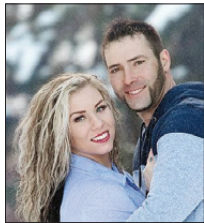
KATRINA SIKORA



AMANDA SILICH



FOUNDER AUS  
ROBYN SIMON



KELSEY SIMS



DIANNA SMITH



THERESA SOUCY



DON & PATTI SPIEGEL



JENN STACK



ROBIN STEINFELD



TAMMY STEUBER



DAVE & CALLIE STEUER



WADE & CHRISTINE STOLWORTHY



PHIL & LEEANN STORK



BEN & JESS STRIDE



TARYN STRONG



YU-SHOU SU



FOUNDER MEX  
GUILLERMO SUÁREZ & IVONNE PAEZ



JUNKO & SHINJI SUGAHARA



SHEILA SUMMERHAYS



JENNIFER SUN



SHARLENE SUTTAR



IKUYO TACHIBANA



IKUKO TAKESHITA



KELLY TAYLOR



KEITH & KELLY TERRY



PAULINE TEY

PLATINUMS



ALICIA THOMAS



LAURANELL THOMAS



SAVVY TOMER



ANI TOROSYAN



CAITLIN TRALKA



JESSICA TREPAGNIER



DUANE & CRYSTAL TUCKER



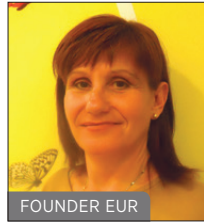
ALI VAN ZANDBERGEN



JACKIE VANDERLINDEN



BILL & MARILYN VANDONSEL



FOUNDER EUR  
ANNA VASKOVA-MOTYLÍK



CYNTHIA VELEZ



TYRONE VICKERSTAFF



MATTHEW & NICOLE VINCENT



FOUNDER EUR  
ELENA VINOKOUROVA



CASEY VON IDERSTEIN



MICHELLE WARD



AUSTIN & JOCELYN WARY



HIROMI & SHIGEO WATANABE



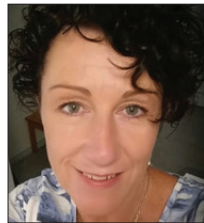
DANYEL WATERS



RICHARD & HEIDI WEYLAND



RANDY & SUMMER WHELCHER



GINA WHITELAW



TONYA WHITLOCK



EMILI & DALLON WHITNEY



LORI WILLIAMS



DEBORAH WILLIAMSON



MEGAN WINFREY



FRED & MARTI WINKLER



MARK & TINA WONG



PLATINUMS



VANESSA WOOLEY



KRISTIN WORLEY



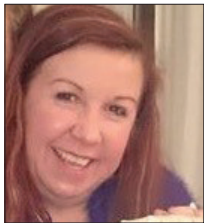
MICHELE WRAGG



JOHN & JESSICA  
WRIGHT



CHIA JUNG WU



PENELOPE WYNNE



HUI ZHI XIE



DING YAN



EUN MI YOO



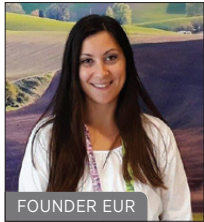
TERUMI YUASA



FOUNDER KOR  
SANG MOK YUN



GARY ZHOU &  
LAURA WANG



FOUNDER EUR

ANKA ZURA

PLATINUMS NOT PICTURED:

ANTHONY BLISS  
LOREN CHUSE  
ADRYAN DUPRE  
CHRISTINA GARDNER

DR. KEVIN HUTTER  
YOUYING JIANG  
TRACY KEOUGH

NA LU  
CASONDRA MAILMAN  
TANNER RICE  
HSIEH HSI HSUN

ELLIOT SUPERS  
ASHLYN FILA WELCH

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