

# LEADERSHIP



**New Presidential  
Diamond-6**

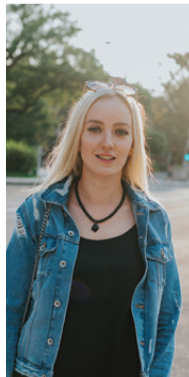
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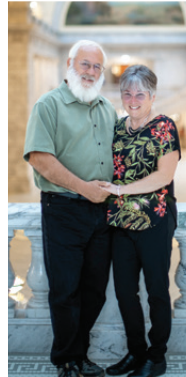
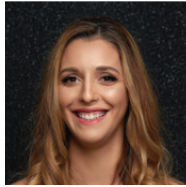
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Congratulations on Reaching Presidential Diamond

# Elena Brower

NEW YORK, USA



## What were the biggest hurdles you overcame on the way to Presidential Diamond?

The biggest obstacle to this rank was the misperception I'd had about network marketing. For so long I sabotaged my business potential due to this misunderstanding. When I saw the culture of generosity, I finally said "yes" to building. I'm here to build a network of teachers, families, leaders, and luminaries with whom I'll continue to learn more about myself and human nature than I'd ever imagined possible.

To reach this rank, I had to re-design my schedule to reflect new priorities. This happened slowly because I resisted the concept of my own success. We're afraid to succeed because we would have to sustain it. We're afraid to be great because others

around us might feel diminished. I have to keep learning and releasing such misunderstandings. Once I shifted my mindset to welcome my own impending advancement, the team began shifting too.

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

**Communicate Clearly.** Keep your family, friends, and team apprised of your intentions so they understand what's going on with you—especially at the end of the month. If this is a month when you know you'll be working extra hard to finish, let them know. For me, the beginning of the month is when we typically take downtime; the end of the month is when I'm working with



"As a team, we're always evolving, optimizing time rather than wasting it. For so long I stubbornly equated *feeling busy* with *being productive*. Now I know that productivity is only about efficiency, not busyness. Now my daily question is, 'How much can I get done in the shortest, most focused timeframe?'" —*Elena Brower*



bar. Plot specific pockets of time to design, think big, feel into strategies, offer creative vision, and provide inspiration. Remember that this is a team effort. Enlisting your leaders to share attention and information throughout their teams will give you time to cultivate your vision. Delegation is a skill to practice and cultivate.

### **What are the benefits of Presidential Diamond? Why should someone want to reach it?**

Studentship is necessary for this rank. Be constantly in a state of learning: every day, I'm listening to a podcast, watching a virtual course, attending a live lecture, or seeing art, because learning from others in different professions enriches my business tremendously. The most seemingly irrelevant tangents have the most impact on my mindset, coaching and leadership skills, and role as a mom and partner.

I have the chance to help several people live a less toxic life by giving them a sample or a few minutes of my time. It's always been my dream to be philanthropic, both locally and abroad, ever since I was a little girl. This work helps us help others to whatever extent we choose. We just finished a project where we surpassed our goal of \$15K for Girls on Fire Leaders, which dōTERRA Healing Hands Foundation® will be matching! Those girls we served will now have the resources to learn, grow, lead, and more.

my team and focused on my own self-care. That structure and understanding has been key to the smooth flow in our home.

**Praise Potential.** Help your builders see themselves clearly by acknowledging their potential when they cannot. To do that, ask lots of questions and be a caring listener so that you're a source of empowerment for them. Lead them to their own answers rather than providing all the answers. Be a catalyst for your team's finest ideas so you're fueling their self-recognition, self-love, and self-worth. Ultimately, they will teach that to their own teams.

**Ask for Assistance.** Above all, ask for help when you need it. Delegating frees you to do the work needed to raise the

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

In this business, I experience profound belonging, ownership, and gratitude. Belonging to this family of dreamers and achievers elevated my other endeavors—especially my writing and yoga teaching. Now I come to yoga with a fresh mind that's been stretched in different directions by the work of building and sustaining my dōTERRA® team. Learning alongside peer mentors developed a new sense of ownership for me; a feeling of responsibility and reliability that I'd never practiced or felt before. Now I wake up every day deeply thankful for my team. Together we've deepened our bonds, listening, learning, and leading together. The expanding bravery I see around me every time we meet as a team is beautiful to witness. 💧



Congratulations on Reaching Presidential Diamond

Angie Ng

MALAYSIA





## Here are Angie's six principles for success: Belief–Courage–Love–Commitment–Integrity–Gratitude

### What were the biggest hurdles you overcame on the way to Presidential Diamond?

The most challenging roadblock for me was managing leaders' expectations. It is even more difficult when they are all from different levels and different backgrounds. Beliefs play a more important role in our success than most people realize. New members tend to find their belief in the product and the company while sharers and builders rely heavily on their belief that they can build everything themselves. These beliefs all require me to tailor my advice to each individual. So I made sure I worked with each of my leaders and focused on their individual, attainable belief level.

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

Be brave enough to share your vision. I always share with my team members that we need to have confidence in dōTERRA®. That confidence will guide us to move forward helping people and giving back to society through our journey together.

### 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?

Achieving Presidential Diamond gave me a great sense of achievement—but it was the opportunity to give back and serve the community that truly inspired me. Celebrating with my leaders and helping them advance ranks by empowering individuals to take back control of their wellness is the most joyous experience.

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

I have been able to experience this amount of success largely thanks to my upline, Allyse and Patrick Sedivy. Their encouragement and support was invaluable to the success of all my leaders. My mission now is to empower the world with essential oils and to help create a community that allows people to take control of their health and have more freedom



in life. In order to do that, I have to continue to grow myself. The more I grow, the more I can give.

### How has this business changed your life?

Sharing my love for the oils and showing others how to use them in a holistic method benefits many families. I love helping others; there is a great joy in being a servant for those in need. I want my organization to help the people they care about most, and I would love everyone to be a part of it. 💧



## Tjaša Šerčer

LJUBLJANA, SVN

# BUILD ON WHO YOU ARE

**T**jaša's core strengths as a leader are her self-confidence and uplifting perspective. "I tried to never see roadblocks as such. I took every seeming problem or difficulty as it was and just tried to do my best at the time and all the time." Even when issues inevitably arose, from people's preconceptions about network marketing to working with individuals who were less motivated than her,

Tjaša knew better than to let such experiences weigh her down. Instead of focusing on problems, she chooses to see everything as part of her unique pathway to success. "It all stems from knowing myself, my intentions, and my self-worth."

Her confidence and glass-half-full outlook made it so others wanted to be around Tjaša, and her business

expanded—though not without some important lessons. "One of my biggest mistakes was trying to do everything for everyone, even when others wouldn't fulfill duties on their end. There were times when I felt that I was the only one doing anything. I felt overwhelmed and knew something had to change." Tjaša decided to focus on improving her relationships with everyone in her organization, especially those





## LEADER LIFE LESSONS

**Managing any kind of business is seldom simple. It takes consistent effort, perseverance, and no small amount of time. Tjaša has experienced these, and she wants to help others make it through. Some of her main takeaways as she has grown into a leader are:**

- “Learn how to manage your time, how to plan, how to commit to only what matters, and how to say no.”
- “Never consider the most important people you should learn from to be the ones with the biggest social media followings. Sometimes, you can learn more from someone in your own life.”
- “Refrain from judging others for unimportant things, like what enrollment kit they choose or how much they spend. Dig deeper to see if someone is truly passionate about oils and what potential they have.”

“Don’t waste time trying to be like others and doing things their way. Religiously following leaders and simply attempting to mimic them isn’t the answer. There isn’t a one-way-fits-all in our business—go out, make meaningful connections, try new things, and always work on developing as a person while still being true to yourself.”—*Tjaša Šercer*

further down her line. Those people in particular became her qualifiers and greatest friends, improving workflow and teamwork. “If I could go back,” Tjaša says, reflecting, “I would tell myself to always focus on finding a solution that doesn’t try to change anyone else—or wait around for them to do so. This would have saved time and taken away a fair bit of frustration.”

One such relationship Tjaša developed was with another mother, who had two little boys and barely enough money to handle the bills. She enrolled with a single oil because she couldn’t afford more. “I got to know her as a person and saw her amazing potential,” Tjaša remarked. “She was a hard worker, stayed positive constantly, and had a heart of gold. She loved the oils from day one. I made extra efforts to include her at events and worked to develop her potential, her way of doing things, as a builder and a leader. Today, she’s one of the strongest members of my team!”

Tjaša knows that people have their own ways of doing things, their own strengths and skills to bring to the table. “We are all different, and the amazing thing about a dōTERRA® business is that everyone can find and utilize those differences for success. Leaders have the most incredible opportunity to be guides and help others develop their true potential while we also work on ourselves and grow with the business.”





## Reeda Close

BRISBANE, QUEENSLAND, AUS



# CARRYING PASSION THROUGH BURNOUT

**F**or Reeda, her life calling revolves around helping and encouraging others to make changes to improve their lives. Where she was before her dōTERRA® business wasn't allowing her to live that passion. "I was running a pet care business and had been feeling trapped and burned out for some time. I knew of dōTERRA, but

I was only sharing it—the lifestyle, the benefits—on the side." She was doing what was needed to lay the proper foundations, and her dōTERRA business steadily and organically grew.

"At the time I sold my pet care business, I was Silver. As soon as I sold it, I felt an insatiable desire to

prove myself, that I had to up my game and get greater results." This drive to succeed helped Reeda shoot through the ranks, which before she hadn't cared about as much. "All of the sudden," she elaborates, "I became focused solely on rank rather than passion, comparing myself to others' journeys. I started losing myself and



felt really lonely, thinking I could only count on myself to make my goals come into being.”

Reeda reached Diamond in October 2018, but she was back to a familiar and undesirable place, emotionally. “I was exhausted and on the edge of burning out. So I decided in late December that this wasn’t how I wanted to live the rest of my life. I took my foot off the gas and stopped actively doing anything with dōTERRA. My rank quickly dropped, and I really began questioning what I’d been doing for over four years.” Her time spent away, reflecting and evaluating, led Reeda to some important conclusions. “I determined my Why was my deep passion for helping others improve their lives and reach their destinies. I love dōTERRA and everything the company aims to accomplish in the world—and I’m proud to be a part of it. I knew I needed to find a way to incorporate my personal way of ‘doing a dōTERRA business’ into my daily business.”

Renewed with purpose, Reeda returned and continues working to make a difference for those she connects with. “Everyone needs to see this business opportunity for the long-term investment it is rather than a sprint to the next rank or bonus,” she says. “I saw it that way before, and it was nothing but trouble. I’m looking forward to being gentler and more sustainable with my approach to my business, building on what I love. The future is bright because I’ve realized and invested in what brings me joy and passion, which will carry me on for years to come.”



## Treat Everything and Everyone as Unique, Including Yourself

### Three secrets Reeda uses to push her business forward:

“Remove expectations from your interactions. Don’t become too attached to an idea or a desire for your customers, sharers, and builders. Bless people’s lives because you want to help them, not because they’re the volume you require.”

“Try to avoid labeling individuals as builders because you want or need them to be. Most people are customers and sharers with different needs and wants, and all can contribute greatly to your business.”

“Bring dōTERRA into your life by combining the products and oils with your passions and unique approach to sharing. Be yourself and stop comparing—then you’ll attract the right people for your business.”

**“In the five years I’ve been journeying with dōTERRA, I have learned to be more confident in speaking up in my own way and to see the value I have to offer. When I take the pressure off, stop comparing myself to others, and have fun, the joy and passion resurface—which are what I have been seeking and investing in from the beginning.”**

—Reeda Close



## Jodi & Jason Cobb

CAMBRIDGE, NEBRASKA, USA



# A PERFECT FIT



*"My favorite part of the business is the people. I've met incredible people who care deeply about helping others and want better solutions for their families. God has blessed me with many special friendships along the way."—Jodi Cobb*

As a stay-at-home mom with her children starting school, Jodi was looking for the perfect career opportunity. She started "keeping her eyes open," hoping to find a home-based business that she could grow in but would still give her time with her family. She heard about different opportunities over the years, but none of them felt right for her.

In July 2013, a friend shared dōTERRA® products with Jodi. She instantly knew it was a perfect fit. She already had an interest in natural health solutions. As soon as she started using essential oils, she saw profound results. "I couldn't help but begin to share with others," she remembers. Jodi began teaching classes in her home and expanded into other communities nearby, eventually building her business in surrounding states.

"I had such a fire for sharing with families because I couldn't believe that something this powerful wasn't common knowledge." Person after person came back to her with incredible stories about the products. Her customers were seeing the same kinds of results that she had experienced from the beginning. The longer she worked, the more her passion for dōTERRA grew.

As her business thrived, Jodi relied on her family for support. "My husband was incredibly supportive, as he always is." He took care of things at home so she could travel and teach classes. It took a while to figure out what worked best for their family, but eventually they found their rhythm. The time they spent working early on means that they now have the flexibility to enjoy an open and free schedule.

As with all things, there were hard times. "Early on, there were more times than I can count where I thought about quitting, but the products are so important in our lives. I knew that even if I quit, I'd still use the products. And," she says with a laugh, "as long as I was using the products, I couldn't help but share with others. There wasn't really a way for me to quit!" Her belief in the products kept her going when things got hard.

Jodi acknowledges that there are always naysayers. People will inevitably question what you do. She found it helpful to keep her Why strong and in focus. "Keep your vision and goals in front of you," she advises. "Remember that, at the end of the day, it's all about the people who need what you have."





## KEEPING YOURSELF ON TRACK

Running your own business comes with unique challenges. You don't report to anyone, clock in, or have people checking in to make sure you're getting your work done. Below are some of the ways Jodi keeps herself on track.

- ☒ Determine your working hours.
- ☒ Find accountability partners.
- ☒ Set clear goals.
- ☒ Practice time management.
- ☒ Pay attention to the things that typically distract you and plan to address them.

Is there anything you would add to this list?

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Shara Langford

SHINGLE SPRINGS, CALIFORNIA, USA

# IT'S NEVER TOO LATE

**“Most of my builders are young enough to be my children. I started this business in my 60s, and though I was tempted to quit several times during the first year, I realized that it is never too late to learn something new.”—Shara Langford**

**A**fter an unexpected early retirement, Shara felt lost. With grown kids and grandkids, she enjoyed being with her family, but she felt unfulfilled. She wanted to feel like she was contributing something to the world, like she had a purpose beyond her home and family.

The feeling of purpose she was searching for finally came when a good friend introduced her to dōTERRA. Skeptical about the business, Shara decided that she needed to try the oils for herself before she could get on board. Soon, she was convinced to go all in on using dōTERRA® products and starting a business—she couldn't believe how well the oils worked for her.

Shara's post-retirement life transformed completely as she launched her dōTERRA business. She admits that she wanted to quit many

times during the first year. When comparing herself to her upline, she was discouraged, thinking she would never be able to do the business the way others did. When she realized that she had her own unique qualities that could help her build a business, Shara started seeing serious results. She says, “We had lived in the same community for 40 years. People knew and trusted me, so my team grew quickly, with help from my upline. I realized I had unique strengths and could do this business my own way.”

Despite her strengths and supportive upline, Shara had to overcome a lot of challenges and learn new skills to make it to Diamond. She remembers, “I devoured every video and training I could find and enjoyed learning about the business. As a business owner, I've now mastered things like Facebook,

Zoom, and Mailchimp.” Shara has embraced the age difference between her and her builders, dubbing herself the “biz mamma” whom builders can come to for help and advice. Most of Shara's builders are close to the same age as her children, and she takes it upon herself to give them the one-on-one mentoring they need until they feel confident enough to mentor their own teams.

New friends, new customers, and new skills have made Shara's journey with dōTERRA fulfilling and rewarding. She never dreamed that she would find this kind or level of purpose at this point in her life. When looking back on the journey so far, Shara shares, “I have been blessed with so many new friends and customers and look forward to what the future holds!”

## SHARA'S EFFECTIVE TIPS FOR SUCCESS

**Think of new contacts as new friends.**

**Mentor your builders personally until they're ready to mentor their own teams.**

**Remember that relationships take time. Be a farmer, not a hunter—put in the time required to see your relationships flourish.**

**It is never too late to learn new skills.**



## Reyna Daniela Mancilla

COLIMA, MEX

# A Month to Remember

**I**’ll never forget the month when I became a Diamond. That month had the energy of popping popcorn,” Daniela Mancilla says, describing her team’s excitement in November 2018. “Our community radiated so much hope.” She did not expect to reach Diamond that month, but the momentum and excitement of her team was powerful. “My qualifying builder started the month at Elite and, with the push of this special energy, ended the month as a Silver!” For Daniela and her team, at the end of that month they knew anything was possible.

The energy Daniela felt for the business wasn’t always that electric. It could be difficult—she sometimes didn’t enjoy it and considered abandoning the business. But through it all, she always remembered why she started. “My main objective was to help other mothers have better lives for their families,” she explains. “I couldn’t leave it. I couldn’t go back to being the Daniela I once was because I was not the same. There was a new me.”

Daniela describes dōTERRA® as “the way to discover your superpowers and exploit them.” For her, it was an intense

path of self-discovery. It nurtured her talents and showed her skills she didn’t even know she had. She worked and learned to see herself in different roles, and the *leader* role was especially difficult. The process was gradual, moving from a user to a sharer, then a builder, and finally a leader.

As Daniela became a leader, she learned a fundamental attitude: respect. “Things shouldn’t be imposed. People should be inspired instead.” At one point, there were people in her organization who didn’t want to share their tools and insight with others.

**“There are no limits. You aren’t alone. You’re a part of a community where others applaud you and celebrate your achievements.”**

—Daniela Lopez







It caused friction within the team. Daniela decided to lead by example. "I reached out and helped others, regardless of their group. I got in touch with other leaders to collaborate on education." Rather than forcing people to collaborate, Daniela showed how collaboration and a broader mindset would benefit them. "One good turn deserves another," she says.

The result of Daniela's respect-based leadership is powerful teamwork that led to her qualifying leg jumping two ranks in a month, and an energy and enthusiasm that's almost palpable. She has a team where each person finds and builds on their own strengths. "This business teaches me every day what teamwork means," she says. "We're building a community where everyone has the same opportunity to fulfill their dreams."

## DON'T TAKE THINGS FOR GRANTED

**Daniela knows how important it is to never take things for granted. At one point, she had the opportunity to develop a market because she didn't have competition, Daniela felt like she was doing enough. However, when the competition arrived, it shook things up. Here are the lessons she learned from this experience:**

**1**

**Don't sit in your comfort zone.**

**2**

**The moment you feel you've achieved success is the moment you stop innovating.**

**3**

**Competition makes you grow, create, learn, and reinvent. Embrace it.**

**4**

**Remember you don't know everything.**

**5**

**Keep a sense of humility, even when things seem to be going perfectly.**



## Cristina Teixeira

LISBON, POR

# CULTIVATE A POSITIVE MIND AND SOUL

Cristina's positivity and connect-  
edness, described by those around  
her as her greatest strengths, needed  
an outlet. Enter dōTERRA® essential  
oils. "I quickly started using the oils  
after being introduced to them by my  
dear friend Dr. Wang," Cristina recalls.  
"Soon after, I shared essential oils with  
my family and friends and enjoyed the  
process immensely."

Then everything aligned when Cristina  
attended her first convention. She fell  
in love with dōTERRA as a company and  
as a lifestyle, realizing the opportunity  
before her. When she returned home  
to Lisbon, she was motivated more  
than ever to be her own boss, grow  
her connections, build a better life,  
and balance work and family—  
a difficult task for a single mother.  
Her goal became transparently clear:  
help other women like herself attain  
financial and emotional independence.

Cristina began both teaching classes  
and conducting two to five one-on-  
ones every week. "At the time," she  
notes, "we didn't have any enrollment  
or training materials in Portuguese,  
so I had to translate and even invent  
some materials on my own." These  
efforts took initiative and no small  
amount of courage, but they paid  
off—more people showed interest,  
coming from all over, drawn by her  
positivity and clear sense of direction  
and purpose. "Success is scheduled,"  
Cristina affirms. "Maintaining positivity  
in your mind and your soul can make  
all the difference. People started  
appearing more and more, with my  
team and business growing fast."

Her business was flourishing, but  
Cristina still experienced some bumps  
on the road. She says she regrets  
holding larger classes of 50 to even  
100 individuals because it didn't allow

her the time or focus to give proper  
attention to each attendee, nor  
could she enroll everyone in the over-  
crowded classes at the end. "I didn't  
know about the Empowered Success  
guides or the Natural Solutions class,"  
Cristina adds, "which I feel would  
have made the whole process much  
smoother and simpler." However, even  
with different kinds of roadblocks and  
obstacles, Cristina persevered, learning  
and staying committed to the personal  
development and the growth of her  
business. Today, Cristina says with  
complete certainty, "My partnership  
with dōTERRA brought me freedom  
(financially and emotionally) and has  
helped me grow and build a healthy  
life and outlook. It can do the same for  
you. Keep moving forward and take  
care of your mind and soul. You will  
see miracles in your life."

## THE THREE Cs

**Cristina strongly believes anyone can be successful in their business with the three Cs formula:**

### BE CAPABLE

"Learn to be capable through rigorous  
practice, and then teach others to  
do the same. And never give up on  
becoming even more capable!"

### BE COMMITTED

"Especially when you're new to the  
business, go to trainings, show up to  
all meetings, and—regardless of where  
you are in your journey—always do  
what you've promised you would."

### BE CONSISTENT

"Remember that your success  
depends on your efforts, on what  
you put in. Show up for your business  
consistently, from day one. Treat every  
day as important and necessary to  
your growth."





“Ask yourself, **Why am I doing this?**  
Knowing your Why will help you create a  
healthier, more productive viewpoint to  
help overcome the more difficult steps on  
your journey upward.”—*Cristina Teixeira*









NEW dōTERRA DIAMOND

Diana Maria Baghiu Nastasa

BACĂU, ROU

# Dia Maria Living the Magic

**"I've always felt that the dōTERRA® founders are the same kind of dreamers as me, and time has shown me that I was right!"—Diana Maria Baghiu Nastasa**

**W**hen Diana Maria thinks back, she sees her path leading straight to dōTERRA.

Born in Romania, Diana's experiences carried her through divergent situations, emotions, and places. "I call myself a dreamer," she explains. "But my friends call me Dia Maria care trageste magia—*Dia Maria living the magic*." Over the years, however, she felt herself losing some of that magic—or stardust, as she calls it. "I began to give up on my dreams of a better world," she recounts pensively.

Then one day, Diana Maria was given a keychain with oil samples. It didn't take long for her to fall in love with the essential oils. Two days later, she was hooked; a week later, she got

her kit. She loved the oils and wanted everyone around her to have them, too. "I just wanted to spread the joy of oils and began sharing before I even understood the business," she recalls. "From then on, I began to bloom and find my meaning again." Diana Maria had her stardust back, and the magic started happening in her life.

She reached Diamond so quickly that she never even had time to participate in Diamond Club. Before long, she had a team of 300. For her it's more than a team, though. It's a community of 300 families changing their lives with dōTERRA.

Her own family has been crucial in her journey. "Everything we did, we did together," she says. "I held classes

with my husband and kids in the room. When I traveled to teach, we turned it into family travels." She acknowledges that this approach might not be effective for everyone, but for her family, it really worked. "For us, it is a lifestyle and a legacy, not a business."

Has Diana Maria made mistakes along the way? Maybe. She just doesn't remember them. "I take my mistakes as lessons, and I move on." For Diana Maria, the only thing that lingers in her heart is the love of life she has felt since becoming a part of the dōTERRA family.

"Just move forward with good deeds and positive vibes," she advises. "When you do, the magic follows."

## BEING A GOOD LEADER

For Diana Maria, being a good leader is like being a good parent. Her job is to help her team members learn how to do the business on their own. Here are some of the ways she does that:

Focus your energy on helping people see the other side of their challenges

Get your team teaching classes on their own

Give advice and be there to help, but don't do the work for them



## Laura Parkinson

VANCOUVER, BRITISH COLUMBIA, CAN

# A SOULFUL APPROACH TO BUSINESS

**I**f you want to go fast, go alone. If you want to go far, go together." For Laura, this truth sums up her journey to Diamond. When she started out, she went as fast as she could, dragging her team along. "I knew there were people in our organization who really didn't want to be there," she says. "I held on to them as tightly as I could—fully knowing that this was creating a stranglehold on my business—but I didn't want to go back and do it over." Once she reached

Diamond, she hit a wall and fell back in rank. She had gone fast, but alone.

"I had little to no energy left for my business," Laura recounts. "I knew I didn't want to quit, but I also knew that I needed to shake it up in a massive way." She looked back at why she had first started her business and began working with a coach.



**"I recognized that I needed to build a business with a soulful edge! Not just for me, but for all the women who are rising up and allowing their voices to be heard now."**—Laura Parkinson

Laura realized a simple truth: she needed to put soul back in her business. She describes herself as an empathetic and highly sensitive person. She was used to trusting her intuition, but somewhere along her business path, she stopped listening to the voice inside herself. Rather than trusting herself, she tried doing her business like the people around her. Now, she determined to look inside in order to get her business back on track.

She started tuning into the energy of her business partners and team members. "When I took myself out of the equation, I realized I could coach my team to find the answers they need within themselves." It worked and turned her team around. Now Laura is passionate about helping other women feel empowered. "I wanted to build the kind of business that I could be truly proud of," she explains. "One that is full of women like me—women who are sensitive, intuitive, and heart-led changemakers."

She sees too many women beat themselves up for things that don't go right in their business, and too few acknowledging the things that work well. And that is a difficult place to try and build a business from. Speaking from her own experience, she understands that "it drains your energy like a sieve."

Her advice to other female entrepreneurs is to lean into intuition. "Stay true to who you are," she recommends. "It doesn't mean that you're suddenly free from mistakes or struggles, but the mistakes and struggles are now opportunities for expansion and creation. It's a simple shift, but a profound one. And from this place, business is fun, fulfilling, and soulful."



## START WITH LOVE

**Laura's biggest business lesson has been to love herself first. It might seem odd, but she explains the dramatic shift it made in her business:**

"I am my business. If I love myself, my business is loved too. Loving yourself first can be a difficult lesson to learn, but I believe that this is at the core of building a business you can truly love and that loves you back. When you give yourself permission to put yourself first, you attract partners who also love themselves. You feel free to show up in this world as yourself, and this makes you a magnet for more people, experiences, and opportunities that mirror this back to you."





## Hannah Reasoner

MCPHERSON, KANSAS, USA

# WHAT DO I WANT TO BE When I Grow Up?

**W**hen you were my age, what did you want to be when you grew up?"

This question was posed by Hannah's nine-year-old son. "I wanted to be a nurse, a teacher, or a stay-at-home mom," she responded, and then he continued with his day. The question stayed with her, though, and she found herself reflecting on her life path. If her third-grade self could see her now, would she be pleased with how her life had turned out?

"It's funny how life events can alter childhood aspirations," Hannah says

thoughtfully. "I could never have imagined that life would have brought me to this place, educating families on essential oils and sharing how they can change lives."

Hannah grew up using essential oils in her home. "My mom was incredibly nurturing," she recalls, "and was interested in holistic healthcare. She played a huge role in my passion for natural health." That passion extended throughout her life.

After a serious accident in college, Hannah took some time to focus on what she really wanted. She became a massage therapist, childbirth educator,

and doula. In many ways, she was becoming the person she hoped to be when she was in the third grade. Around this time, she started realizing there was something more she wanted in her life. "Our family was growing, and there were so many evenings and weekends I spent away from my husband and boys, trading my time for money." This wasn't what she'd envisioned as a child.

It was at this point that dōTERRA<sup>®</sup> oils entered Hannah's life. In 2012, her chiropractor invited her to a dōTERRA class. "At first, I didn't have any interest in dōTERRA's oils or in pursuing a network marketing business." But





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**“On our team, we support, inspire, and lift one another up, and I am so grateful for each relationship.”—Hannah Reasoner**

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after several invitations, she relented and went to a class. What impressed her most was the quality and purity of the oils, as well as Cō-Impact Sourcing®. “I knew immediately that this was a company I could trust and a product I would use.”

It was a perfect fit. Hannah loved making connections with people. She met new friends and reconnected with old ones. In her team, she found support, inspiration, and deeply fulfilling relationships. “These days,” she explains, “I educate others on essential oils and get to be at home with my kids most of the time. I’m living out a similar version of those third-grade aspirations, and I’m grateful for every moment.”

Hannah is exactly what she wanted to be when she grew up.



## The Power of Residual Income

“During my journey, we added two more boys to our family, and my husband and I each lost a parent—my mom and his dad. We also moved back to my hometown, away from friends, family, and a lot of our team. During these times, I’ve recognized the powerful impact of the dōTERRA community and support system. Additionally, I’ve seen the amazing benefits of residual income. When big life events happened, we needed time to grieve, take care of family, and adjust to a new life. With residual income, we’ve been able to do just that.”

—Hannah Reasoner





NEW dōTERRA DIAMOND

Minola Haja

PIATRA-NEAMT, NEAMT, ROU



REFLECTING  
AND  
GIVING MORE

*Images by Cristian Ardelean*



**“It’s about revealing and cleaning the old to make room for the new and healthy ways of life, in order to be able to help others do the same and heal.”—Minola Haja**

**M**inola's life was difficult, and she felt like she was “rocking around like a boat in a storm.” She describes, “I was searching—searching for myself.” She found herself in her partnership with dōTERRA.

Minola believes that her dōTERRA® journey is more than just achieving a certain rank; it’s about the journey getting there. She has felt incredibly blessed for her journey and credits a lot of her success to her upline’s huge support. “But,” Minola emphasizes, “it’s mostly about our own evolution. For us, this is the only way we know how to do this business. We’ve seen this strategy working for others, and we’ve loved it for ourselves as well.”

Minola elaborates, “During the journey, I discovered so many incredible aspects of myself and know that it’s due to the allies and friends on my team.” Speaking of her team members, Minola possesses a unique perspective and sees the struggles of her team members as a

signal that there is something she needs to improve upon. “It’s a sign that there is something inside of me—something that I wasn’t aware of—that is also struggling and must be healed.”

One consistency that Minola has found in her business is that “open communication and honesty are key. When you open yourself up to real and deep discussions with your team members, when you face your own ignorance and perhaps even your denial, then together you can truly make things work. Of course, this journey of self-reflection isn’t always easy or nice. It’s full of surprises, but the key is honesty.”

Through her journey, Minola has come to realize that her team is her best teacher. “You just need to open your graphical tree, and there you are as a person! Your graphical tree isn’t just a graphical tree—it reflects your whole being: the past and the present of your business; your own lessons, mistakes, and endeavors; and your inner beauty.”

Of course, Minola knows that as teams grow, that can bring challenges. “The larger your graphical tree grows, the more people you’re able to help. However, with that there are more challenges you will face regarding your own knowledge and wisdom. If your reservoir is empty, you’ll never reach a higher rank because you won’t have enough to give. If you don’t fill up your own tank, you cannot respond properly to the needs of your friends. So, if you have the goal of reaching a high rank, don’t just search for more and more people to enroll. Look at yourself and improve. Get out of your comfort zone!”

Even now, Minola knows that she’s not done developing. “The next rank for us is Blue Diamond, but I know that in order to achieve it, first I have to deal with my own challenges. To grow, I must reach a higher degree of comprehension and knowledge. It’s been proven to me time and time again that the more you know, live, and feel, the more you have to give.”

## **YOUR TEAM—THE BEST REFLECTION**

**One of your best teachers is your team.** Through their behaviors, skills, and actions, they present a silver platter of exactly what you need to work on yourself at that moment. Pay attention to what they show you, and you will find greater success.



## Silvina Monge & Rodrigo Assael

MEX

# A LONG RACE

**S**ilvina Monge sees her dōTERRA<sup>®</sup> business as a long race—one that takes determination, focus, practice, and faith.

"At the beginning of the road, understanding and living this business can be hard. As you move forward, things come into focus, becoming more distinct." For her, knowing where she wants to go and why she wants to get there is critical: "Every time I forget my Why, I start to doubt myself or get confused. But when I remember my true purpose, everything becomes clear again."

When she first started, Silvina found it difficult to focus on what she was accomplishing. She had to remind herself that it wasn't just about her—it was also about what she could give to others. Doing that helped

her avoid taking setbacks and challenges personally.

Silvina experienced many fears and insecurities as she grew her business. Having faith in herself and her abilities didn't always come easy. "One mistake I made was comparing myself to others," she explains. "I raced toward ranks, looking at the strides of others instead of my own. It was exhausting." Only when she focused on her own strengths did the race begin to feel natural and enjoyable. "I started to feel my own cadence, and that is when my team started to take off."

Part of running the race, for Silvina, is recognizing when she needs help. In her experience, trying to do everything herself means she makes less progress. On her team, the best work they do is when they work together. "Everyone has

their own music, their own way of doing things. Together, we create the most beautiful music." She keeps her team strong by listening and being emotionally present. When that happens, they all connect on a deeper level.

Armed with her Why, confidence in herself, and her wonderful team, Silvina feels limitless. "Doing what I do is my passion." Rather than focusing on reaching the next rank, Silvina focuses on growth. Instead of thinking about personal gain, she works to serve others. "I take steps to become the best version of myself so I can make the biggest difference for others."

Through it all, she does what she must in order to keep going, one step at a time. Sometimes, as she says, "I have to remind myself that this is a long race."

## PAUSE, NOURISH, AND LOVE

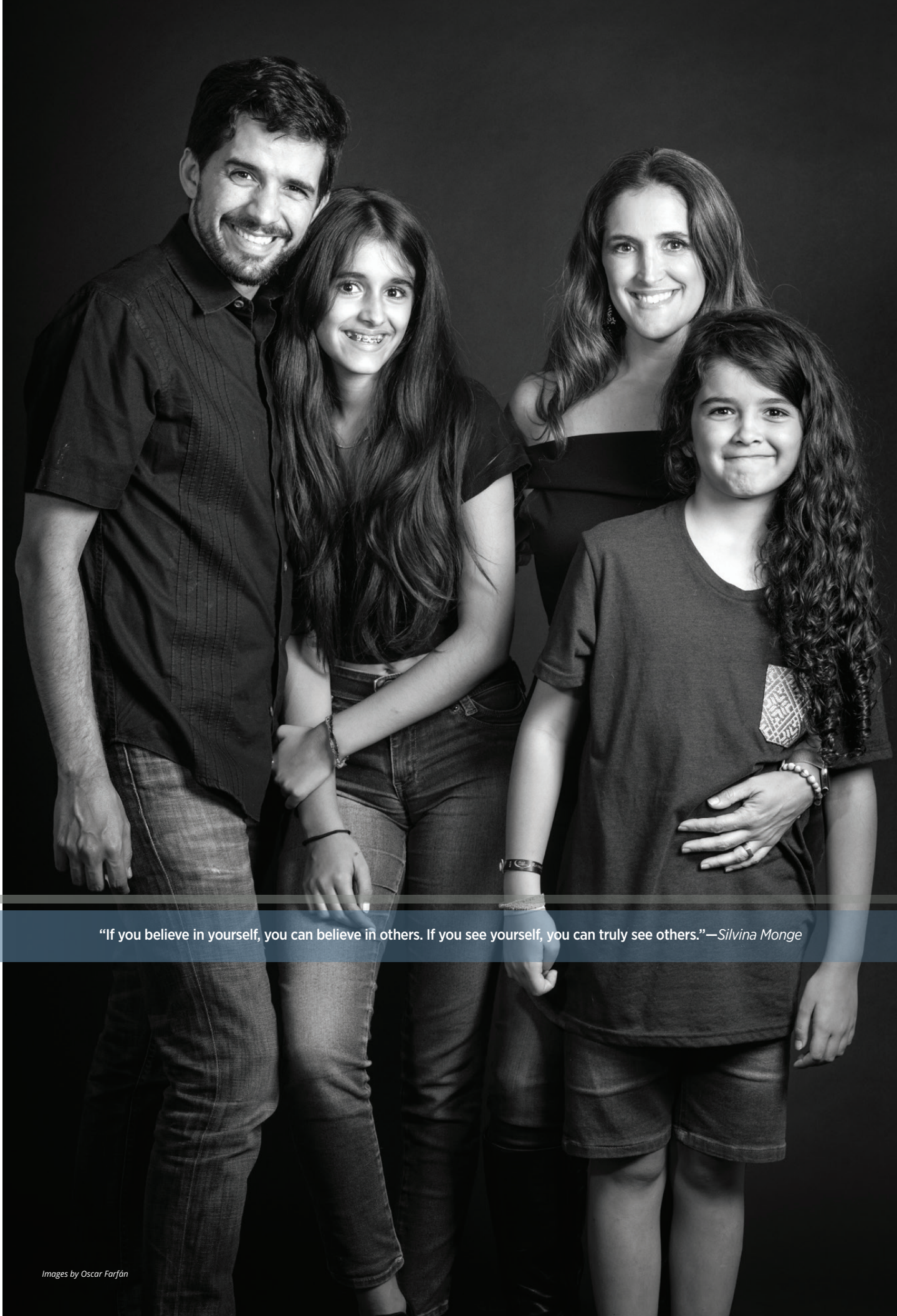
**There are moments when Silvina feels exhausted, when pieces seem to fall apart, and she can't keep up. Through such times, she has come to understand three things: pause, nourish yourself, and love yourself.**

**When you need to pause, stop and ask for help.** Talk to family, friends, and leaders. It's all right to say, "I can't today, but I'll come back tomorrow."

**Nourishing yourself means something different for everyone.** For Silvina, it means taking dōTERRA Lifelong Vitality Pack<sup>®</sup>, eating healthy and fresh foods, and drinking plenty of water.

**Loving yourself should be customized.** Silvina reads, writes, takes warm showers, breathes fresh air, meditates, and uses her favorite essential oils. "No matter what, do what will help you release tension and enjoy life."





"If you believe in yourself, you can believe in others. If you see yourself, you can truly see others."—*Silvina Monge*



## Niculina Gheorghiuță

BRASOV, ROU

# The Fight for Well-Being

**A**s a psychologist and mother of three, Niculina loves seeing others

develop and enjoy all aspects of life. "I try to figure out how to help my

clients, inside the therapy room and outside of it, so that they can change their emotional states for the better. I've recommended the use of dōTERRA® essential oils for a greater sense of well-being and support."

This desire to reach out and help others with her time, attention, and validation of commitment and effort has made Niculina a prominent and appreciated leader. She and her team have developed strategies and solutions, including:

- Organizing weekly workshops to create blends based on various emotional benefits.
- Studying materials that test and discuss the benefits of essential oils as a team, and then passing information and developments on to others.
- Identifying and correcting false beliefs and assumptions related to the oils.

Even with her innate leadership capabilities, she has had some challenging experiences with her team. One of the most difficult was when a leader in her downline stopped developing and ceased to effectively



I have a job that I love, at which I'm constantly working to improve my skills. I'm happy with my professional



## TEAM-BASED GROWTH

In Niculina's mind, an important part of developing a strong, confident team is exchanging and testing out ideas, then implementing them. She has come to incorporate many refined ideas into her business. She shares, "The ideas I apply within my team, that we've developed together, are experimenting with the benefits and combinations of oils ourselves and with the people around us, telling others primarily about our own experiences in complete honesty and sincerity, and offering assistance without being intrusive. All of this for the goal of granting physical and emotional support to others." **Discuss with your team their ideas for continued growth and work on refining them into strategies together.**

lead her team. "This was during a rather important moment in my business," Niculina remarks. "This particular leader had quite a large team, and those people were stuck, impeded in their abilities to properly function and grow because of poor management. It was rather difficult." But, being a true leader, Niculina knew she needed to move and be decisive. "Working with others, I managed to move around some people, creating a new team with a more committed and responsible leader, and thus the development flow restarted." If she could go back in time, she would pay more attention to the commitment levels of each person when organizing teams.

Nice as the idea is, Niculina knows there's no going back. She's made mistakes and had times of tribulation and doubt. "I've wondered if I'm on the right path, when it seems like intentions and directions vary from person to person. However," she states with certainty, "that's when I remember a face-to-face encounter I had with Dr. David Hill, where I came to understand the fundamental ideas and purpose behind dōTERRA. It helped me decide that, no matter what other people do or say, I can stick to the real dōTERRA

policy and intention—unadulterated by others' interpretations—to help restore

well-being to the lives of people around the world. I will continue doing my part."



**growth and career at dōTERRA. It's all made the biggest difference in my life.** —Niculina Gheorghiță



## Anastasia Adam

DIAMOND CREEK, VICTORIA, AUS

# Make It Happen

**A**fter earning the rank of Premier and qualifying for Diamond Club, Anastasia was ready to hit the road and make her dream of a prosperous life for her family happen. “I booked a heap of classes into three days, with my new baby and husband coming with me. We flew to the east coast of Australia and drove a car for six hours.” What happened next, she didn’t expect: her first class had a few people, but the following seven classes were absolutely nothing but cancellations and no-shows, even with all her efforts and planning.

Anastasia remembers a moment in the car. Her baby girl looked utterly exhausted in her car seat. Anastasia herself felt stretched and distressed. She said how terribly sorry she was to her family for what she felt she’d put them through, then expressed how

grateful she was for their sacrifices in helping her try to bring a dream to life.

Anastasia saw the road in front of her and visualized their path as a family. She recalls, “I knew, when it came down to it, that I had two choices: stay on the road and continue the dream or take the exit.” The more she thought about this, the more she solidified her determination. “We couldn’t afford to live the life we wanted as a family if I stopped working with my dōTERRA<sup>®</sup> business.” Anastasia knew she had to grit her teeth, overcome all future obstacles, and build the dream she had. “Making it happen had to happen,” she says emphatically.

So she set out to make her dream a reality. She worked up the courage to ask for help, with her mother assisting

with her children a day out of the week so she could take a bit more time for her business. She also shared the details and goals of her business with her children as they grew older. They have since been both cooperative and supportive.

Even with the success she has found, those doubts have never entirely disappeared. “That sense, that feeling of being stretched out, isn’t a one-time thing,” Anastasia affirms. “I think it’s something that comes and goes all the time.” Problems haven’t ceased. But no matter the difficulties, uncertainties, or doubts, she refuses to let them compromise what she saw down the road: her dream of a good, healthy, and secure life for her family.

Anastasia put in the work and made it happen.

## The Business Is Different for Everyone

For Anastasia, having her family involved and supporting her business has made a huge impact on her success. Some weeks, her husband has to work more hours, so she has to dial back her efforts to focus on their family. Other weeks, he’s home in the evenings, and Anastasia can devote more time to her business. And with everything she’s done in the last year—convention, leadership, classes—her children accompanied her. “They’ve lived the dōTERRA life,” she says. “They know and love the oils. They know what Mum is doing, and that’s been really helpful.”

What her experiences show, and what Anastasia advocates, is that **“a dōTERRA business is different for everyone, and that’s one of the most beautiful things about it.”** It’s financial freedom and independence adapted to your personal needs.”





“At lower levels, it can be difficult to see forward, to feel like you can progress. I could barely imagine getting to any of the other ranks. But the truth is, that’s when you have to make the decision to push through and dig deep. Honestly ask yourself, What’s stopping me?”—Anastasia Adam





## Juene Gottschling

WANGARATTA, VICTORIA, AUS

# A Snowball Effect

Juene has always been into healthy eating and homemade cooking, but it wasn't until a serious challenge presented itself that she truly became committed to living as naturally as possible. She began making homemade personal care and cleaning products and tried to eliminate toxins from her life and space as much as possible. As a mom raising two girls while working multiple jobs, Juene knew that she had to find a way to keep herself from being slowed down or stopped by health or wellness issues.

While at an expo one day, Juene met a couple at a DIY stand, who then

introduced her to dōTERRA® essential oils. She was skeptical at first because of a bad experience with oils many years ago, but she decided to give dōTERRA oils a chance and bought a small starting kit.

A few months later, Juene contacted the couple. She wanted to know more. She invited some friends to come learn with her, and soon Juene was sitting in her first dōTERRA class. "It was my light bulb moment. My husband and I fully immersed ourselves in using the oils every day over the Christmas and New Year period. We saw the improvement and results."

Soon after the class, Juene started holding her own classes weekly. "I loved sharing and helping people with natural solutions. I loved hearing feedback about their 'wow factors' and great results. It just felt right! I had no idea what I was really doing, but my strengths are activator, achiever, maximizer, responsible, and futurist, so I just took off and kept scheduling classes."

As is true of anyone on this journey, there have been difficulties along the way. "I have had some speed bumps: no-shows, ripples in the team, learning I can't please everyone,





**QUESTION: What advice can you offer for making it through difficult days?**

Juene's answer: "On the odd tough day, I remind myself that the alternative is to work for someone else, building their dreams rather than my own. Remembering that helps me shed the negative thoughts."

better placements in hindsight—all the usual issues." But despite such setbacks, Juene has remained dedicated and determined. After their first convention, Juene and her husband bought a caravan to help them in their business. They renovated it and traveled around teaching classes and supporting faraway team members. It also came in handy for Diamond Club, which Juene completed twice and highly recommends.

"I see reaching Diamond as a snowball effect that's created when great people work together as a team with good

intentions. My husband gave up his job that he didn't enjoy, and now we both work from home. I run classes at my house regularly, and we travel around in our humble caravan, supporting our team without having to be 'back for work' on Monday. We often work late with night classes, so I love that we can wake up when we want to the next day without an annoying alarm clock. We work long hours by choice, but we work flexibly. I can honestly say I have finally found what I want to do when I grow up. It is by far the most rewarding and impactful work I have done or could ever do."

"If a country girl like me, with no prior essential oil knowledge and an upline that's far away, can share the oils and make it to Diamond in a few years, then anyone can do this. You too can make it to Diamond if you believe you can. It's not really about skill—it's about belief in yourself. Is it easy? No, but it's so worth it."  
—Juene Gottschling





**"We're kind to our prospects, we're kind to our customers, we're kind to our team. Sometimes, we need to be reminded to be kind to ourselves."**  
*—Jenny Gann-Dudgeon*





Jenny Gann-Dudgeon

WHITEFISH BAY, WISCONSIN, USA

# Advice for My Younger Self

If Jenny Gann-Dudgeon could go back in time, she'd have a few things to say to herself.

**"Mistakes are blessings,"** she says. If Jenny was able to give her younger self advice about building a dōTERRA® business, this bit would be at the top of the list. "The more mistakes you make early on in your business, the better." Along the way, Jenny learned to turn mistakes into lessons. When they inevitably happen, she gives herself time to "roll around in the discomfort," and then she gets to work. She asks herself questions. What was the mistake? How can I avoid making the mistake again? "When you own up to your mistakes, you empower yourself with solutions!"

As she was building, Jenny realized the importance of **doing the simple stuff**.

In her experience, you can't reach Diamond without it. "One of the biggest mistakes I made was hitting Silver, and then going into management mode," Jenny explains. "I stopped teaching classes, which meant I stopped getting personal enrollments, and I wasn't finding new leaders." When a builder dropped off, she struggled to know what to do next. She got back on track when she made the simple stuff a priority again.

"The best advice I heard for dealing with setbacks is to think of **what brings you joy**, and then go out and do it." Jenny knows how hard life can feel. It's easy to beat yourself up over the smallest things. But it's times like that when you need to **be kind to yourself**. "Life gets tough at times. Some months, your classes and volume are not what you had planned, and that's okay. Be

kind to yourself." When you're kind to yourself, you have more strength and gratitude, and you show your leaders how to be resilient.

The last thing Jenny would tell her younger self is to **be authentic, to be yourself**. "I'm so grateful dōTERRA embraced CliftonStrengths®," she says. "If you haven't taken the assessment, put down this magazine and go take it." She learned to stop focusing on her weaknesses and started appreciating her natural strengths for what they are: her most powerful business-building tools. The parts of herself she hadn't seen as strengths were exactly what she needed to build a thriving business. By learning and understanding what her strengths are, Jenny realized something important: "I can be myself and succeed—and so can you! What a relief."

## TURNING MISTAKES INTO LESSONS

Follow Jenny's step-by-step guide for turning your biggest mistakes into your greatest lessons.

1

Take the time to understand what you could've done differently.

2

Allow yourself to feel the burn, and then get back up.

3

Get out your journal and figure it out.

4

Ask yourself what led to the mistake.

5

Determine what you need to do in order to avoid making the same mistake.

6

Spend time on personal and professional development.



## Jayne Bartlett

PLEASURE POINT, NEW SOUTH WALES, AUS

# DIVE IN AND Get Your Hands Dirty

“There are no such things as mistakes. They are all just stepping-stones. The stepping-stones won’t be in a straight line—they’ll be upside down and sideways and backward, but they will eventually lead you to your vision.”—*Jayne Bartlett*

Jayne is an activator. Her strength lies in planning her next steps and acting on them. “I’m always in activation mode—the mode of going out, doing the classes, and getting it done.” She is not afraid to dive in and give something a try. It comes naturally to Jayne and has served her well in her business.

But through her journey, Jayne realized that this strength was also proving to be one of her biggest challenges. “In general, I have struggled with understanding people who just aren’t in the action steps like I am, and it gets a little bit frustrating.”

Furthermore, Jayne found that the activator inside her

sometimes pushed her too far too quickly, ahead of others on their own journeys. She left some people wondering, “What’s going on with this?” Or, “I don’t really know what’s going on” as she dragged them along with her.

Jayne knew she needed to overcome these things, so she dedicated herself to learning the strengths of others. She continually refocuses her efforts on teaching everyone that there’s no one way to go about the business and letting people experiment with it for

themselves. “Even with all the structure and tools, no one is going to manage this business the exact same way as the next. It’s about finding your peak, doing what’s best for you. Try and fail and keep going!”

Additionally, Jayne shifted her approach. “Instead of trying to tug people along, I try to be a lighthouse that shines a light for others to be attracted to and follow naturally.” She also teaches this concept to her team: “A lot of people talk about how to find builders, and I feel a lot of desperate energy attached to that. I teach my team that energy ►

## Balancing Family with Effective Communication

“I’ve found it’s best to just inform everyone in my circle of my upcoming commitments and tell them what to expect. I’ll tell my family, ‘Okay, this is going to be a big week. I’m just letting you know that Mommy isn’t going to be at your beck and call.’ And they say, ‘We’ve got this! We can all do this.’ Communicating clearly with loved ones about what is happening has helped the whole process run smoother. When they receive prior notice, there’s no frustration or resentment.”





is developed from other people and desperation can be felt—it will take you longer to find partners in your business if they sense you're desperate. Instead, be the consistent, constant light that shines from a lighthouse, and people will follow. Keep enrolling, and the builders will come."

Another philosophy that Jayne tries to live by and encourage among her team is, **"Never think you're too big to be doing what you expect those in your downline to do."**

Don't tell people what they should be doing if you're not actually doing it yourself. You're never too high up in the ranks to stop doing the things you ask of others, so dive in and get your hands dirty."





## ■ Madhavi Guemoes

BERLIN, GER

# MASTERING MINDSET

**F**or Madhavi, recognizing that every person is different has been a key part of her business from the beginning. She says, “What works for me might not work for them. It’s important to ask, listen, and then come together in our uniqueness. Every person has his or her own pace and strengths.”

Madhavi always makes sure to encourage this attitude in herself and her team, including mindset work. “Your mind is like a computer. I don’t want to be an old computer, so I work on my mindset all the time. I also train on mindset with my team and how we can all shift perceptions. To do that, I need to know what they want. What is their aim? What is their Why and calling? What do they want to invest, and what are they able to invest?

We talk about how if they think that this work is ‘hard’ or ‘exhausting,’ that is entirely up to them. I teach that they can change that perception within themselves.”

But sometimes maintaining and growing a mindset is easier said than done. We all face challenges. Madhavi is no exception and has found that her biggest challenges have come from within herself when she is struggling to honor her integrity. “When I have a negative mindset and blame others for not doing what I think they should have done, I reset. I start by checking my daily routines—whether I am getting enough rest, mediating, taking cold showers, using my daily oils, and taking my vitamins. Next, I’ll listen to an inspirational talk or chat with my coach, upline, or crossline. I do Kundalini

yoga, and that helps me clear my mind and set new intentions—or I do service. Service is always a good tool to overcome self-sabotage and a negative mindset. It all begins with me, and when I do these things I can really shift quickly, and it doesn’t become a long block.”

Choosing to refine her mindset, as well as work on the mindsets of her team, has served Madhavi well. She readily acknowledges that building a thriving business and team takes time and patience, but she has also found this to be true: “If there is a struggle, there is always a way out. Never quit. This work is too important. It takes time, yes. It takes courage, yes. It takes patience, yes. But the outcome is worth every single investment. I love the work I am doing, and often it doesn’t feel like work at all.”

## How to Overcome Self-Sabotage

**“Never complain about your upline or downline.”**

**“Go to every event offering, especially dōTERRA® Global Convention and Leadership Retreat.”**

**“Live the lifestyle.”**

**“Be the best version of yourself every day.”**





“I am all in, and I love what I’m doing. I find it exciting to stretch my comfort zone! This is a wonderful business, but it’s not a passive one. You have to work for it.”—*Madhavi Guemoes*





## Nicholas Fairbairn

SURFERS PARADISE, QUEENSLAND, AUS

# IGNITING THE LIGHT OF Freedom and Purpose

When essential oils first entered Nicholas's life, he was in a dark place. "I was earning pretty great money," he recalls, "but my heart and soul were empty. Each day, I would come home miserable, wanting simply to sleep and be done. I felt so lost." This sense of purposelessness and wandering was compounded by physical trials, including recovering from various health issues.

"However," Nicholas says warmly, "the first time I smelled the oils, something shifted. In time, my mood lifted and my immune system started thriving. I didn't really know what it was back then, but a light switched back on in me, a fire of purpose igniting deep inside." Even though his body was still tired, he lacked financial reserves, and many

around him thought he was being foolish, Nicholas decided to follow the call to build a dōTERRA® business. Any risk was worth it to him to avoid the low space he was in before—disconnected physically, mentally, and emotionally—that he committed everything he could to being successful and fulfilled.

The journey upward wasn't simple or easy for Nicholas. "I ultimately quit my job (which I don't recommend). Because money was tight, I moved somewhere cheaper, didn't go out or on holiday, didn't spend any extra money, and devoted every spare minute I had to either working on my business or looking after my health. Even though a few months later I did have to go back to working for my old job part-time, it gave me the boost,

the motivation I needed. I barely had enough money to cover my rent, food, bills, and debts, but I finally felt happier and whole."

Through health concerns, growing pains learning not to be so forceful in his business, and financial difficulties, Nicholas continued developing and growing himself and his business. He knew exactly what he wanted and aimed high for it. "I knew I'd reach Diamond. And I know I will reach Presidential Diamond," Nicholas affirms. "Do I know when I'll get there? Absolutely no idea. But I still see the possibilities I saw and felt from the first time I smelled the oils. Even if it takes me years, it'll still be worth it. My body and soul are better."

### Self-Care—a Business Fundamental

Through his journey, Nicholas's experiences have refined his view of how to live the dōTERRA lifestyle and build a business, particularly from a health perspective. Consider these tips in your own life:

#### Self-care is a necessity.

Think of the game long-term. You can push yourself and your body to the brink for short periods of time, but in the end, that inevitably leads to burnout.

#### Schedule dates and times where the work simply stops.

Take time out for relationships, hobbies, health, and peace so that you can enjoy the fruits of your labors.

#### Listen to your body.

It knows what it needs and where to go. Trust that instinct.



---

**"It's not really about the money. It's about the memories you're making, the goals you're working toward. Most of the world is caught up in trying to make more and more money because they believe it will set them free and give them purpose. Money is important, but for me, one of my most treasured memories and important moments came when I was earning less than \$500 a week—when I realized the freedom I had found while the world was stuck in jobs that kill the soul."**—*Nicholas Fairbairn*





# dōTERRA® WELLNESS ADVOCATE *Recognition*

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DAVID & TAWNIA HSIUNG



BOYD & SANDY TRUMAN



## DOUBLE BLUE DIAMONDS



ANDY & NATALIE GODDARD



JERRY & LAURA JACOBS



MARIE-KIM PROVENCHER

## DOUBLE DIAMONDS



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ELENA BROWER



JUSTIN & KERIANN HARRISON



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ERIC & ANDREA LARSEN



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KYLE & KIERSTON KIRSCHBAUM



JC LAI



FUXIAN LI & LING LING ZHANG



ZACKERY & STEPHANIE  
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JOSH & KEELI MARTINEZ



NATE & DANA MOORE



KC & JESSICA MOULTRIE



ERIC & KRISTEN PARDUE



DANIELA & FERNANDO ROMAY



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BETTY TORRES



CHARLES & HELEN WANG



DANIEL & AMY WONG



SUN ZHONG & XI FUCHUN



## BLUE DIAMONDS



AMBER & JOHN ADAMS



PAUL & DELMAR  
AHLSTROM



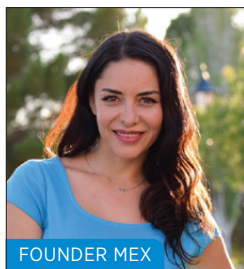
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WILBUR & JESSICA  
ANDREWS



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PETER & SUSIE  
BAGWELL



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LIEVANO



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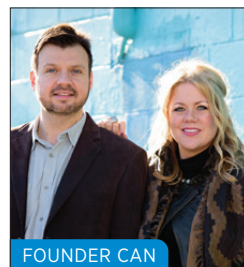
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SUSAN & DAN BURSIC



CHERIE BURTON



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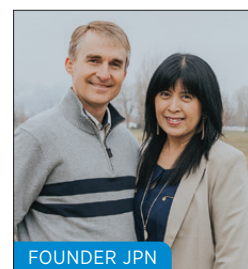
KIM CAMUSO



BRADY & MICHELLE  
CANNON



JESSICA CHAMPAGNE



FOUNDER JPN  
ETSUKO & RICK  
CHIDESTER



CORINNA CHUSE  
BARRUS



SPENCER & BRIANNA  
COLES



RICHARD & ELIZABETH  
COPELAND



MAREE COTTAM &  
DIRK VANDERZEE



JAMES & TANYA  
COTTERELL



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CRAWFORD



STEVE & GINNA CROSS



FRED & CARRIE  
DONEGAN



MARK & LINDSEY  
ELLIOTT



SHAYE & STUART  
ELLIOTT



KEITH & SPRING  
ESTEPPE



TIM & BECKIE FARRANT



YUWEI FENG



DALE & TONYA  
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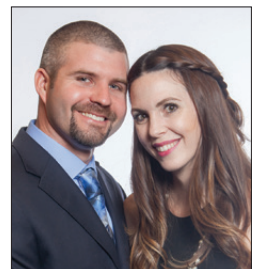
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MYLÈNE GAGNON



AL & MAUREEN  
GARCIA



ANDY & MISSY GARCIA



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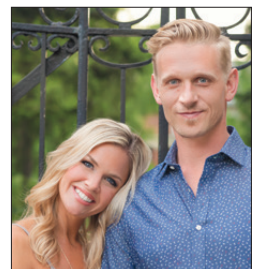
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HAMM



AISHA HARLEY &  
LARRY SPIELBERG



BRYANT & BRIANNA  
HESS



JIM & LARA HICKS



BENJAMIN & STEPHANIE  
HOWELLS-SCOVILLE



BRIANNE & JORDAN  
HURDAL



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JOOS



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JUKES



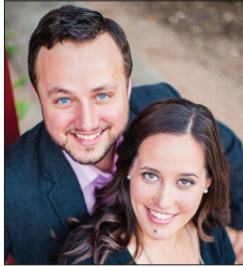
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LAURA & SHAWN KING



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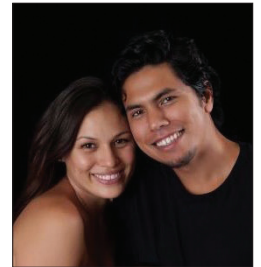
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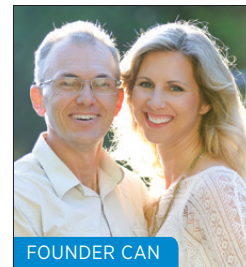
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MCBRIDE



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MOULTRIE



JONATHAN & DEANNA  
NICHOLS



DR. ZIA & KY NIX



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BRYAN HUDDLESTON



GERALYN POWER &  
DANIEL SALOMONS



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PRUNEDA



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RAMMELL



ROD & JEN  
RICHARDSON



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DAVE & PEGGY SMITH



RYAN & DANI SMITH



DR. MARIZA SNYDER &  
ALEX DUNKS



MEGAN SPOELSTRA



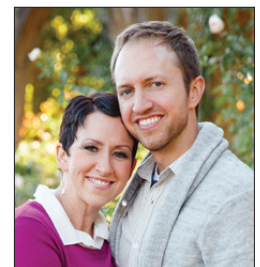
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LAURA STOKER



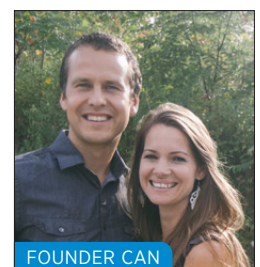
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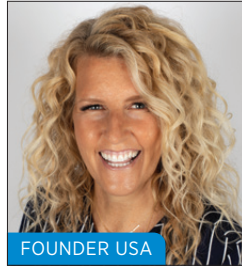
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MATT & ALICIA  
TRIPLETT



JASON & ALLISON  
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GINA TRUMAN  
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MARK & LORI VAAS



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JOEL & SHERRI  
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MELODY & WALTER  
WATTS



JOHN & KALLI WILSON



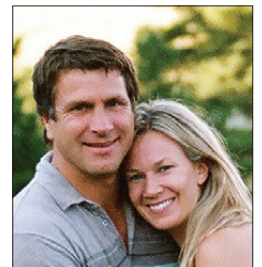
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CHRISTIAN & JILL  
WINGER



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ELENA YORDAN



LIE ZHAO



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ACCOMANDO



KATIE ADAMS



KATCHIE ANANDA



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KAREN ATKINS



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ATKINSON



BENTON & ELIZA  
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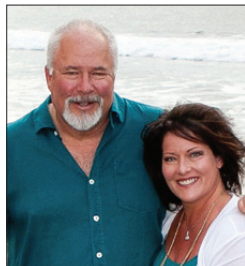
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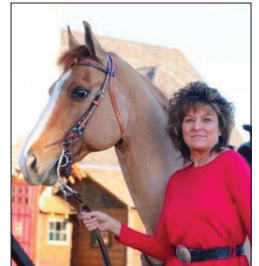
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BEANS



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JOY BERNSTEIN



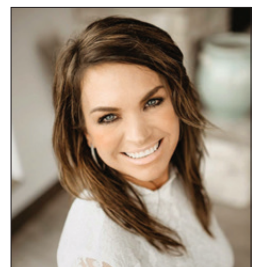
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MELFORD & CONCETTA  
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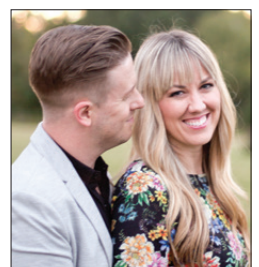
LADONNA BONTRAGER



DR. JAMIE &  
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CRANE



DANIELLE DANIEL



VICTOR & AMANDA  
DARQUEA



DURELL DARR



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MIKE & LORI DAVIS



KEITH & KENDRA DAVY



JAMIE & TED DIBBLE



VICKIE DICKSON



MEGAN DILMORE



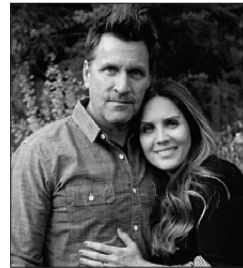
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KARINE DOSTIE



CURT & TONIA  
DOUSSETT



DAVE & LIZ EATON



ROSALIE ELLIOTT



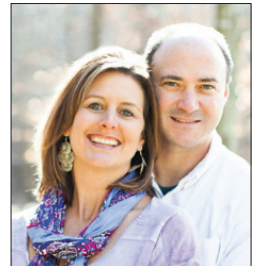
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ELLIS



CAROLYN ERICKSON



DR. MELISSA & EVAN  
ESGUERRA



HEATHER ESSLINGER



FORREST & LESLIE  
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FEIKER



DANA FELDMEIER



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GARIBAY



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VERONIQUE GOLLOHER



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ERICK GONZALEZ



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LINDSEY GUNSAULS



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MARTY & JIM HARGER



## DIAMONDS



NATALIE HARRIS



RYAN & JENYCE  
HARRIS



SCOTT & SHYANNE  
HATHAWAY

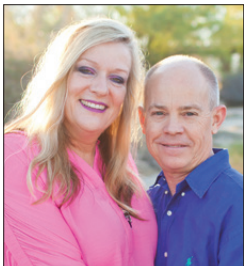


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KELLI HOWIE



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AMY HUFFMAN



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MARY HYATT

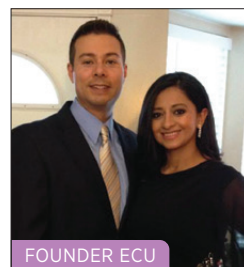


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DR. DAN & KELLY  
IRIZARRY



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MCFALL-JELINEO



CHRISTINA & LEWIS  
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TONY & DONETTE  
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JONES



LISA & RICHARD  
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REBECCA KIM



JESSICA HERZBERG  
KLINGBAUM



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ALISHA & JONATHAN  
LATOUR



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LAYTON



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JASMINE LEMOINE



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KATRINA LOTTS



AVASA & MATTHEW  
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MAX & LIZ LOWENSTEIN



JASMINE MA



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WANG



KELLY MALLINSON



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PAUL & KRISTIN MAYO



VICTORIA MCADAMS



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MESSMER



BECKY METHENY



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LIU MIN



KAYLA MONSON



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MONTGOMERY



MICHAEL & MELISSA  
MORGNER



MARIE-CHRISTINE  
MORIN



SOPHIA MORRISON



HOWARD NAKATA



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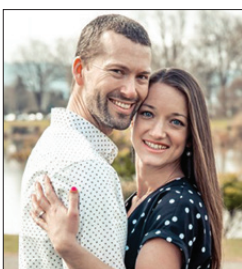
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ERIC & KRISSY  
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AUSTIN & AMBER  
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KERRY & DENISE  
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ADAM & TAMI NUHFER



CRYSTAL NYMAN



BERNADETTE  
O'DONNELL



ALLEN & BROOKE  
OLIVER



JOHN & AMANDA  
OLSEN



STEPHEN & DAWN  
OLSEN



CHRISTOPHER & AMY  
OUELLETTE



JOHN & KIM  
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## DIAMONDS



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MELODY PAINTER



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MARANATHA PARKE



LAURA PARKINSON



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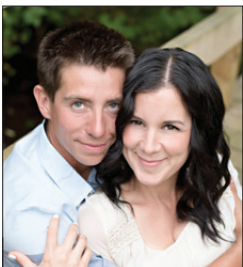
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CYNTHIA PATIENCE



ANNA PENICK



SARAH-JANE PEPPER &  
TYLER HERR



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RIFANBURG



ADAM & NISHA RIGGS



FRANK & JACQUELINE  
RITZ



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ROBERTS



JAMES & KELLY  
ROBISON



BRITTANY ROSCHECK



CHRISTINE RUSSELL



DR. ANDREA RYAN



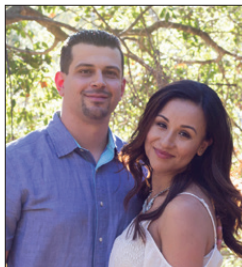
JESSICA RYAN



KARI RYAN



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SANDGREN



CLAUDIA SAPUTO



ADRIAN & ROXY  
SARAN



STACEY SARROS



TENILLE & MATT  
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TRACEY SMITH



HEIDI & JARED SMITH



KALI SMITH



LANA & KIRK SMITH



JENNIFER SNELL



MARCY SNODGRASS



JOE & LAURA SOHN



ELIZABETH SOKOL



OLGA SPITZER



DAVE & CALLIE  
STEUER



JULIE STOESZ



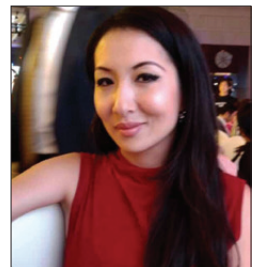
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JUAN CARLOS SUÁREZ &  
ARACELI VALENCIA



DR. MARA SUSSMAN



SAMUEL & MELISSA  
TÆU



CAROL TAN



JOY TARPLEY



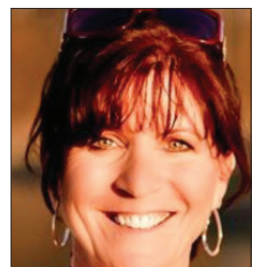
JOE & ANNE TETZLAFF



PRAMELA THIAGESAN



TYLER & KRISTIN  
TIGGES



LINDA TILLEY



CHAD & ESTHER  
VERMILLION



SONDRA VERVA



EDDIE & ANGELA  
VILLA



CARRIE VITT



HEATHER & AARON  
WADE



## DIAMONDS



TARA & JUSTIN  
WAGNER



KENNY & STEPHANIE  
WAHLBERG



AMANDA  
WALLJASPER-TATE



BRENT & JENNY  
WALSH



ERIC & SANDRA WANG



BEN & MEGAN  
WARDEN



ROGER WEBB



JULIE WEINBERG &  
MEREDITH KELLY



KAREN WELCH



SHAUNA WETENKAMP



AARON & DR. RACHEL  
WHALEY



MICHELLE WHITE



AMY & CHARLIE  
WIDMER



MAKO WILTON



JULIE WINDER



MEGAN WINFREY



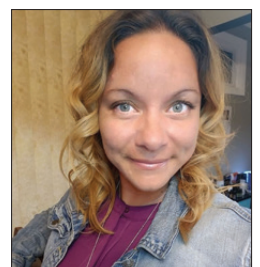
MARK & TINA WONG



JOHN & JESSICA  
WRIGHT



JOEY & CACHAY  
WYSON



JENNIFER YATES



ELIZA YOSHIDA



JOHN & DEBBIE  
YOUNGGREN



GARY ZHOU & LAURA  
WANG



SCOTT & LISA ZIMMER



CHRYSTELLE  
ZIMMERMAN



## DIAMONDS

### DIAMONDS NOT PICTURED:

GEORGE JR. KLEINSASSER

## PLATINUMS



KATHY & BRAD  
ALLDREDGE



KELLY ALVIS



CAROLYN  
ANDERSON



MICHELLE ASMUS



ROBYN ATTICKS



CRISTINA BADELL



ERIC & BECKY  
BARNEY



BRADEN & CAMILLE  
BAWCUM



AMANDA BEACH



LISA BEARINGER



PAUL & LISA  
BERGMAN



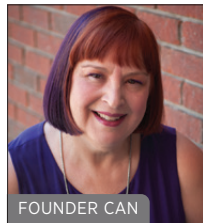
SARAH & CRIS BLAIR



RYAN & JESSI  
BOSCHMA



MARK & REBECCA  
BOTTS



JONI BRADLEY



JAKE & ALEXA  
BRODSKY



PATRICK & KATHRYN  
BROWN



ANNIKA BUCKLE



TONI BUNTING



JOHN & LAUREN  
BUSCH



DAWN & MARCELLO  
CALVINISTI



JONATHAN & AMY  
CARVER



WEI-CHEN CHEN &  
HSIU-MIN HUANG



ANGELA CHILDS



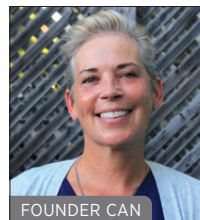
GINA CHO



JESSICA & NIC CLARK



MIKE & RACHELLE  
CLEARY



ALLISON COCHRAN



RICK & ALISSE COIL



MATTHEW & AMIEE  
CONNER



## PLATINUMS



ASHLEY DAIGE



BRITTANY & ANDY  
DAVIDSON



PAULETTE DAVIS



JOYCE DAY



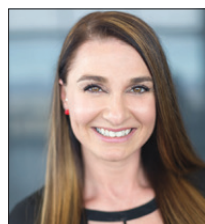
AIMEE DECAIGNY



VERONIQUE DION



ERICA DOLAN



KARINE DROUIN



SUSAN DYESS



ROLANDO & JESSICA  
ESTRADA



CHERI & CHAD EVANS



DAWN FARRIS



SAMSON & LETICIA  
FOLAU



HALIE FORRE



MARCIA FRIACA



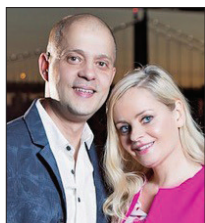
DAREN & CRYSTELLE  
GATES



BRANDON & LINDSEY  
GIFFORD



KRISTANN GILLIES



DIANE & VIKTOR  
GJELAJ



CARMEN GOLDSTEIN



LEON GREEN



DREW & LACEY GRIM



GRIFFIN GUNDERSON



MELISSA GUTHRIE



ANASTASIA & AARON  
HALCOMB



CLIFF & PJ HANKS



GIADA HANSEN



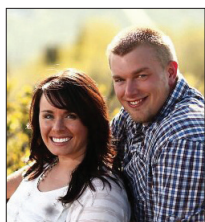
ROXANNE HARRIS



TODD HART



GARTH & JULIE  
HASLEM



MARK & ALICIA  
HAUGSTAD



LAUREN HAYDEN



MIRANDA HEBERT



ERIKA HELBING



FOUNDER USA  
TERRY & MARIA  
HEUSER-GASSAWAY



STEPHNE  
HILGENDORF



## PLATINUMS



FAITH HILL



JULIE & KAULIN  
HINTON



PAULA HOBSON



SHALEEN HOGAN



TONI & ROBERT  
HOLLAND



BRENT & ANNIE  
HONE



CHUN HSIANG



MARY KAY HUESDASH



ALLISON HUISH



JEANESE HUMBERT



KATIE HUSSONG



DR. KEVIN HUTTER



CAROLINE JACKSON



LINDSEY JAFFERALI



NANCY JOHNSON



LELAND & ROBIN  
JONES



RACHEL JONES



TIFFANI JONES



SANDY KALISCH



LEAH KARRATTI



KRISTA KEHOE



COLIN & JEN KELLY



TRACY KEOUGH



MELISSA KING



CHRIS & GARY  
KIRSCHBAUM



LINDSAY KNAPP



JENNIFER KOURTEI



SPENCER & RETA  
KUHN



DR. KELLIE  
LANCASTER



GARRISON & CINDY  
LANDES



ALISON LANGRIDGE



REBECCA  
LEONARDES



CHUCK & CHRISTINA  
LEROSE



ZACH & KYLEN  
LESSIG



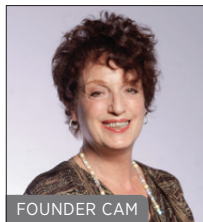
ERIN LEVEAU



HEIDI LUEKENG



## PLATINUMS



FOUNDER CAM  
ADELE LURIE



SHANNON MACY



BROOKE MAGLEBY



BERNY & JANET  
MARQUEZ



CRIS & PATTY  
MARTINEZ



KEIKO MARUTANI



ROSETTA MATTHEWS



SUZANNE & ROBERT  
MCGEE



JOHN & EILEEN  
MCLEAN



BRAD & ANGELA  
MELTON



DR. ALLIE & DAVE  
MENDELSON



WENDY MENDOZA



DAVE & DELYNN  
MILLER



JENNIFER MIXDORF



TIFFANY MOMBERGER



AISLINN MUELLER



CORY & STEPHANIE  
NEWTON



JEFF & BROOKE NIGL



RENEE & CHRIS  
NOVELLO



TERRI PACE



JAMES & CHRISTINE  
PAYNE



KYLE & KATEE PAYNE



SARAH PERKINS



PRESTON & TENA  
PETTIS



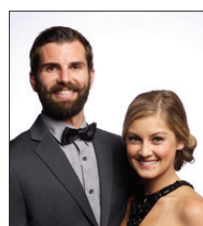
SPENCER & LAURA  
PETTIT



MALCOLM & AMY  
PHILBRICK



EMMY PICKERING



BRITT PIRTLE



FRANI PISANO &  
HERB HOELLE



JULIE PREAS



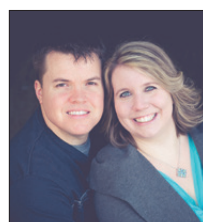
JOSIAH & MELISSA  
PRECOURT



MATTHEW & RACHEL  
PRIMEAU



TRACY PRINCE



JACOB & ABI RAINES



JANET RAMER



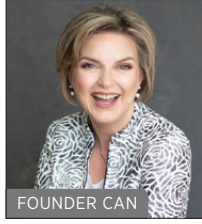
LUCIANA RANGEL  
DE PAZ



## PLATINUMS



JAMIE & JUSTIN  
RATHJEN



FOUNDER CAN  
BARBARA REMPEL



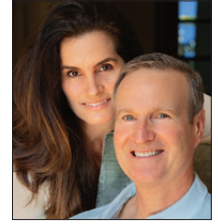
NICOLETTE  
REYNOLDS



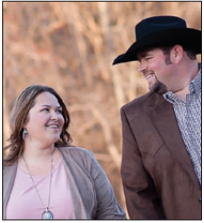
CHRISTY RICHMAN



LINDSEY ROBB



CRAIG & MARY  
ROBBINS



SHAWN & AMANDA  
ROBERTS



MICHAEL & TRACIE  
ROESBERY



FOUNDER CAN  
CORT & KARLI  
ROSZELL



PATRICK & MANDY  
ROWLAND



ANDREW & MINDY  
ROWSER



BECKI RUH



RITA RUNNELS



JOANNA SACCO



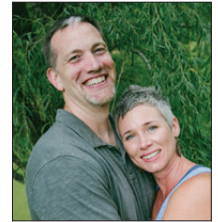
RUI & JEANA SANTOS



JIM & SUSIE  
SCHIERING



LESLIE SCHMIDT



KATIE & CARLYLE  
SCHOMBERG



JARED & BROOKE  
SCOTT



JULIE ANN SCOTT



JUDITH SEARS



AMY SELLERS



AMANDA SILICH



ELENA SIMMONS



RACHEL & SCOTT  
SIROTA



DIANNA SMITH



JOHN & JENNIFER  
SORENSEN



THERESA SOUCY



ASHLEY SROKOSZ



TAMMY STEUBER



WADE & CHRISTINE  
STOLWORTHY



PHIL & LEEANN  
STORK



VICTORIA  
STRELNKOVA



TARYN STRONG



KEITH & KELLY TERRY



ALICIA THOMAS



## PLATINUMS



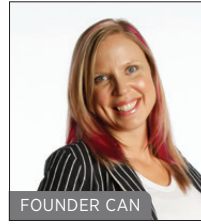
EVAN & ADRIENNE  
THOMAS



DR. LYNN THOMPSON



BILL & ERLEEN TILTON



FOUNDER CAN  
PATTI TINHOLT



MICHAEL & JEN  
TOMAZINCIC



ANI TOROSYAN



ALICIA TORRES  
GEARY



BRIAN & AMANDA  
TRENT



KARI TURNER



RYAN & MELISSA  
VALLELUNGA



BRAD & ASHLEE  
VANESS



CASEY VON  
IDERSTEIN



CHAD & SUSIE WALBY



AUSTIN & JOCELYN  
WARY



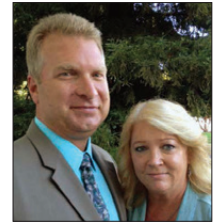
LANE & ANGELA  
WATKINS



EMILI & DALLON  
WHITNEY



ROB & MELISSA  
WILSON



FRED & MARTI  
WINKLER



KRISTIN WORLEY



ALISON YEO



DANIELA YORDANOVA &  
SAVA SAVOV



KRISTI ZASTROW

### PLATINUMS NOT PICTURED:

CHRISTINA GARDNER  
PETERSON BAOSHENG  
ZHOU

RECOGNITION IS BASED ON THE HIGHEST RANK REACHED TWO TIMES IN THE PREVIOUS SIX MONTHS. RECOGNITION IS CURRENT AS OF SEPTEMBER 2019.



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