

LEADERSHIP



New Presidential Diamonds – 4

Chris & Kareena Bracken

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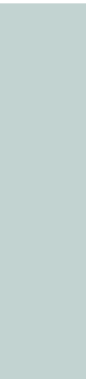


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Congratulations on Reaching Presidential Diamond Chris and Kareena Bracken

WASHINGTON, UTAH, USA



Tell us about your journey to Presidential Diamond.

When my journey started 12 years ago, I had no intention of starting a dōTERRA® business. I was living my dream as a stay-at-home mom. Chris owned a successful business. I didn't think I was missing anything. I started out learning about the products because I had a genuine desire to find natural health solutions for my family. That desire to learn more became a passion, which then turned into a passion to share these gifts with everyone. I felt a constant tug in my heart to learn more.

After meeting the owners, I fell in love with them and their mission. I knew I needed to be part of it. I had no idea exactly where it'd go or how big it could be. Nobody had gone before us to show us the way or possibilities. I just believed in this company and the oils.

In those early days, it was hard for me to understand why I was led down this path. Why did I want to work when I didn't need to? I'd originally intended to simply "get my founder's spot" and be done growing. Obviously, that wasn't how it worked out. dōTERRA has provided me and my family with

“You can find a way or find an excuse. You’ll be so much happier if you follow your heart and find a way—*your way*. Push the doubts and excuses aside. Rewrite your story, create your destiny, and lean into your purpose.” —Kareena Bracken

many ways to serve and share. dōTERRA has provided many wonderful memories we cherish. dōTERRA gives us time control. dōTERRA gives us freedom and friendships that have blessed us so much. In so many ways, our family is better and stronger thanks to dōTERRA.

What were the biggest challenges to overcome?

I'd often compare myself to others, thinking I'm not as smart, fit, or pretty as others. I wondered why someone wanted to follow me. I doubted my ability to speak, share, and teach in front of others. I had to learn to say no to those voices. I accepted who I am, and if I can do it, then anyone can. Emily Wright believed in me far before I believed in myself. That's the gift I try to repay to my leaders.

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

Embrace the journey, listen to your heart, and don't lose sight of the joy. Don't be afraid to ask for guidance and strength. Be the energy you want to attract, because it's contagious! Don't put too much time into checking lists that drain you and cause you to forget what you loved about dōTERRA in the first place. Tap into the same steps and energy that got you to Silver and find your way to Presidential Diamond.

Yes, more teams equal more responsibility, but in return you receive more blessings and relationships. Everyone needs dōTERRA. It's up to us to continue to share the opportunity with others. Every day, someone is looking for what we have. Are you willing to find, listen to, and share with those people?

How do you and your spouse work together in the business? What advice do you have for couples working together?

It took us a bit of time to find our groove. It was hard not to just keep doing business like before and have Chris take over the home and family responsibilities. I didn't want him to feel like my house help. It was hard for me to let go of the control in the beginning. It was hard for him to step into a business I'd

mostly built on my own and into the relationships I'd built, and then earn their trust as well. With time, we've found a good balance of responsibilities.

Chris takes on much of the business coaching and Back Office numbers, giving me more time to focus on parts of the business I love. Chris also takes on most of the travel, allowing me to be present in our home.

My advice to others is to remember your priorities. Mark important family events and time in bold on your calendar. Make this time nonnegotiable, and then stay off your phone. Be present. As the two of you become passionate about dōTERRA together, it can become a 24/7 job if you're not careful, so set hours and time aside for each other daily to connect and listen to one another. Look for ways to serve and build each other up. If it's possible, have separate workspaces.

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

As our journey has evolved, so has our motivation. Originally, it was simply to share essential oils and healthy solutions. I still desire that, but even more rewarding than that is witnessing the transformation in women as they uncover strengths and beauty they didn't see. To see them find financial control they never dreamed of,* to see bonds and friendships grow, to see someone rise above health challenges with new hope—it's all so amazing. I believe in my leaders. They've stood by my side as I pursued my dreams, so now it's my turn to stand at their side as they achieve theirs. 💧



Congratulations on Reaching Presidential Diamond

Dr. Zia and Ky Nix

YONKERS, NEW YORK, USA



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

Ourselves! We've been the biggest hurdle. When you set a goal to create something as incredible as a Presidential Diamond team, you've got to be prepared to constantly bump up against yourself and your beliefs, confidence, skill sets, ability to set healthy boundaries, and ability to grow yourself. You've got to know why you want it and believe that you can do it—then you'll be unstoppable.

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

Make sure your home team and your dōTERRA® teams are on board to be a Presidential team, that they know what it'll take to get there. Each person who will be impacted by a change in schedule or will have expectations to live up to must have the opportunity to choose it. It's important for people to feel seen, heard, and appreciated, as well as to know what will be expected of them. It's a marathon, not a sprint. You've got to cross the finish line together.

How do you and Ky work together in the business?

Ky is my best friend, and we love to be together, but our first year working together almost broke us. It took time for us to figure out how to do this with grace. We have different strengths and zones of genius. He loves working with the men on our team, and I love teaching and networking. We both love coaching leaders and running events, but neither of us have a bit of technological savvy or organizational skills, so we have a project manager and assistants who manage those things for us. Once we learned to identify our strengths and chose to work within our zones of genius, it became a beautiful adventure.

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

One of the most challenging things about being your own boss is time management. It's important to keep a schedule and honor it. Schedule everything that's important to you: classes, follow-ups, team calls, and Wellness Consults. Schedule time with your family, date nights with your partner, meditation, exercise, quality time with friends, doctor's visits, church, free time to do nothing, massages—whatever. These things are not just self-care, they're self-replenishers, which are paramount for being able to keep your energy vibrant, staying grounded, and preventing burnout.

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?

The income is, of course, a major benefit.* It's also amazing to see the lives we've changed. Hearing people's stories is a blessing that we give thanks for every day.

Focus on building leaders of leaders of leaders in your organization. By the time leaders get to Platinum, they should be able to support their team without you. Focus on that, and it'll be way less stressful than you think.

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

Our greater purpose is what motivates us. In 2019, we received a matching grant of \$20,000 for the Miracle Foundation, an organization that's working to end institutionalized care for children by 2040. No matter how clean or pretty an orphanage may be, it's not a proper home for a child. Studies show that children raised in orphanages can't form healthy emotional bonds, and often they suffer from emotional disorders like anxiety and depression. When they age out of the orphanage, they often end up in abusive relationships or in human trafficking.

Because of the relationships and networks we've built while growing our dōTERRA business, we were able to raise the money to receive the grant. Because we're blessed with a Presidential Diamond income, we were also able to personally donate.*

The money we raised paid for 48 children to be reunited with their families. This includes an integration process to ensure each child is safe by using therapy, education, and sometimes support for the families with work and food.

How has this business changed your life?

Ky: dōTERRA has truly been a blessing and gift in every way imaginable. One of the greatest blessings for me has been time control. I spent over 15 years working 6 days a week, 11 hours a day, running health clubs. I was spending all my time working. Now, I create my own work schedule. I get to be with my family to share the memorable moments; I never realized how much I was missing. Every moment in life is precious and should never be taken for granted. I also get the opportunity to change the world and build a legacy with my best friend. And that's pretty awesome.

Zia: Building our dōTERRA business has helped us grow in countless ways. By becoming a better leader, you become a better person. We've become better communicators and grown more compassionate, confident, connected, and purposeful. 💧

"The world doesn't need more high-income earners. The world needs more heart-centered leaders with visions for a healed world." —Dr. Zia Nix

Congratulations on Reaching Presidential Diamond

Daniela and Fernando Romay

CORAL SPRINGS, FLORIDA, USA



Tell us about your journey to Presidential Diamond. What have been the biggest lessons you've learned or the biggest hurdles you've had to overcome?

Daniela: What makes Presidential Diamond different from other ranks is that I now have a picture of what dōTERRA is and how it impacts so many lives. It's been super hard for me to watch people who don't believe in themselves or the company. It's heartbreaking when you see so much potential in people, but they can't see it. They don't realize how a little switch of mindset could bless their lives. It can be draining when the belief comes from my side and not the other.

How do you work together as a couple in this business?

Daniela: Our original goal wasn't for Fernando to join my dōTERRA® business. Neither of us expected it, but, after a time, it didn't make sense for us to go any another way. We knew he belonged here, working with me and with dōTERRA.

Fernando: The opportunity Dani offered is much more impactful for so many people than what I was doing before. Right now, I help with emotional support, the house, and the kids. I'm also beginning to take over the maintenance part of the organization: the social media groups and other routine things.

“Look within. You can’t get where you can’t see. Visualize it. Understand that, from here on out, the journey is within. That’s where you’re going to find the answer.” —*Daniela Romay*



Any advice for couples working together within this business?

Fernando: Make sure you know what you’re getting into. Communication is everything. Establish a solid understanding of what you expect from each other. If you can, put in writing what tasks and expectations you have and start moving in that direction. Be respectful and humble in regard to each other’s efforts. Love and respect have to be prioritized for it all to work.

How do you find the balance between family and business?

Daniela: We see dōTERRA as a member of our family. I don’t think there’s a way to have complete balance, because life has cycles. When you have a baby, you’re trying to integrate him or her into the family. Once you learn how to deal with the baby, he or she becomes a toddler, and you have to change the dynamic again. Our dōTERRA business is the same.

It’s important to integrate dōTERRA as part of your life. Our kids know they’re part of our business. Just as Fernando is finding his place in our business, they are as well. We’ve established our family culture in a way that they now think of dōTERRA as something positive in their lives, as something that belongs, rather than as something that takes their mom and dad away.

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

Daniela: This is the key question. For me, the difference between Presidential Diamond and any other rank is that Presidential Diamond is a state of mind. You can’t hit Presidential if you aren’t ready to focus solely on creating an impact in other people’s lives. Changing your mindset requires breaking limited belief patterns you’ve always had.

You can get to Diamond by following systems, but you’re not going to pass Blue Diamond or above if you aren’t ready to give up any selfish tendencies. It’s not about you anymore. It’s about how much you can contribute to others’ lives. Unfortunately, many people aren’t ready for that.

We live in a chaotic world that suffers because we’re selfish, and we make excuses so we don’t have to feel responsible for each other. It’s about people, not about reaching a rank. It was hard for me to get to this point because I was trying to figure out what I was missing. It wasn’t until I realized that it wasn’t about me anymore that I broke through.

Our son passed away. He came and left, and it marked my life in a big way. He gave me a chance to start over and choose who I wanted to be. My job and mission are to give people hope and a chance for people to be who they want to be.

What motivates you to continue at this stage in your business?

Daniela: When we first started, we were struggling. Now we can’t stop because we know there are people whose lives need to change, just like ours did. One little light can brighten the darkest place. People without hope are lost because they can’t see the light. We’ve been there, and now we want to be that light for others.

Fernando: Dani has always been driven by a bigger cause. In the beginning, it was her family and her own well-being. Now, it’s the fact that we have this gift and can share it with others. We have a responsibility to go beyond our comfort zones. We need to establish hope. It’s no longer about what I want. It’s about what I can give, and that’s something I learned from Dani. 💎



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Club 2.0**
dōTERRA

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Like the original Founders Club, this is a way to reward our incredible Wellness Advocates for their hard work sharing dōTERRA with everyone around them. With 200 spots available, anyone who qualifies will receive a 1/200th share in a 2 percent pool of all US volume between \$1 billion and \$2 billion in annual net sales.

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Rebecca Kim

CYPRESS, CALIFORNIA, USA

SOMETHING ON THE HORIZON

Rebecca is a wife, mom, and pediatric occupational therapist. She started building her dōTERRA® business five years ago, shortly after getting her first starter kit. When she began using essential oils, she was surprised by how well they worked and floored that none of her mom friends knew about them. She held her first class and was hooked. "I loved the feeling of changing an entire family's health by working with moms," she says. "That first year, I ran super hard. I was a woman on a mission."

Rebecca is driven to help people change their lives. Sometimes, she wants to help people more than they want to help themselves. "I used to spend a lot of time and mental energy wanting more for my sharers and builders than they even wanted for themselves. It quickly exhausted

me. If I could go back, I would tell myself to look for people who are committed and capable, and then invest in them!"

When she started, Rebecca didn't have extra energy to spare. Working full-time, raising kids, and building her dōTERRA business all took an enormous amount of work and effort. Added to that was the stress it placed on her family. "I was teaching three to four classes every weekend, and it caused some tension between my husband and me," Rebecca says. "I hadn't communicated effectively or paused to get his buy-in, and he spent entire weekends taking care of the kids. That first year was full of tears and even resentment."

Eventually, Rebecca and her husband got on the same page. She helped him understand her Why and showed him that his sacrifices were paying off. When she earned a spot on the Incentive Trip, he was able to see how wonderful dōTERRA is and the integrity of the founders. Now, when she launches new builders, she reminds them to make communication with their partner a vital part of their business.

Three years in, Rebecca and her husband reached a tipping point. "We looked at each other and decided that something had to give." They were both working full-time, came home tired, and their son was starting to struggle in school. Even with the support of family, they were stretched too thin. Together, they came to the decision that her husband would become a stay-at-home dad.*

That decision changed everything. "Daddy cooks breakfast every morning, coaches our kid's basketball team, and is pursuing his passions. My son who was struggling is thriving. My heart is so full," Rebecca says. "Never would I have imagined when I first started my business that something like this would be on the horizon."



“No matter how hard I flop at something, I always find the strength to get back up. I’ve been falling and getting up for five years straight. My goal is to be the last one standing!”

—Rebecca Kim



BUILDING WHILE WORKING FULL-TIME

If you’re building with dōTERRA while working a full-time job, Rebecca wants you to know that you can do this. As she says, “We all have the same 24 hours in a day.” Here are her best bits of advice for getting it all done:

- 1** Take an hour every week to plan. **2** Write down all your responsibilities in your calendar. Then find sufficient chunks of time when you can work on your business. **3** Build while you’re on the go. Do Wellness Consults from the car and hold three-way calls while you’re watching your kid’s soccer game. **4** Teach online in the evenings. **5** Put up an Instagram post or story when you have an extra five minutes. **6** Use your favorite dōTERRA products every day, get exercise, and stay away from people or influences that bring you down.

Jasmine Lemoyne

LEBEL-SUR-QUÉVILLON, QUÉBEC, CANADA

LE EILLEUR EMPLOI A U M O N D E

Dans le Nord-du-Québec, tout est très, très loin. Jasmine parcourt souvent de longues distances pour donner des cours et des ateliers. C'est pourquoi Jasmine était ravie lorsqu'une femme est venue la voir après un cours pour lui dire qu'elle voulait être une représentante du bien-être. Ces trois heures de déplacement en avaient valu la peine! Jasmine l'a inscrite immédiatement, et la participante a été placée dans sa lignée de parrainage.

À l'époque, Jasmine était nouvelle dans l'univers de dōTERRA®. « Lorsque j'ai décidé de me joindre à dōTERRA, je n'avais pas pensé assumer un rôle de leader, se souvient-elle. Je dois dire que

ce n'était pas facile. » Jasmine a vécu sa première expérience de formation avec cette membre. « Chaque mois, elle m'écrivait pour me faire part de son insatisfaction, de sa déception. » En tant que dirigeante de son organisation, Jasmine devait prendre une décision. Elle a essayé d'encourager sa collègue à miser sur le positif et à trouver des solutions.

« Comme tout leader, j'avais peur de perdre une membre de ma lignée de parrainage », dit Jasmine. Après des mois d'essai, Jasmine en est venue à la conclusion que le rôle de cette membre ne lui convenait tout simplement pas. Finalement, le transfert de son compte a été accepté.

Cette expérience a donné à Jasmine une leçon essentielle. Elle a appris l'importance du placement à ses dépens. Même si c'était une erreur d'attribuer ce rôle à cette membre, Jasmine reste optimiste et voit là une occasion d'apprentissage : « C'était difficile, oui, mais nécessaire pour m'aider à former une meilleure équipe à l'avenir. » Elle prend maintenant le temps d'évaluer les besoins, les intentions, les capacités, les engagements et les motivations de chaque membre potentiel. Grâce à ces renseignements, Jasmine peut guider chaque membre vers son poste idéal au sein de l'organisation. « Des membres heureux forment une équipe solide. »





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read in English**

« J'ai appris qu'être un bon leader consiste à donner aux autres le désir de suivre sa voie », explique Jasmine. Pour inciter d'autres personnes à parler de bien-être, on doit s'occuper de son propre bien-être. En plus d'utiliser quotidiennement des huiles essentielles, Jasmine s'est concentrée sur son hygiène de vie, y compris l'exercice, l'alimentation et le sommeil. Elle a également eu une prise de conscience importante : « Pour attirer des leaders, je devais être heureuse moi-même et penser que j'ai le meilleur emploi au monde! »

Jasmine considère vraiment qu'elle a le meilleur emploi au monde. Elle réalise ses rêves. « Je dis sans cesse à mes enfants que nous devons croire en nos rêves, même en ceux qui semblent un peu fous! Même si les gens autour de vous n'y croient pas, vous devez être forts et y croire profondément. »

Conseils pour une bonne structure organisationnelle

Prenez le temps de bien construire vos fondations. N'allez pas trop vite. La structure est le fondement d'une bonne entreprise, alors commencez par écouter, puis discutez et analysez. Il est beaucoup plus facile d'affecter les nouveaux membres de votre organisation au bon poste dès le départ, peu importe l'échelon dans votre lignée de parrainage descendante. Si un membre ne veut pas diriger une équipe, il n'est pas important de l'inscrire dans votre lignée de parrainage immédiate. Assurez-vous de savoir ce que les membres de votre équipe veulent faire et ne vous arrêtez pas seulement à ce que vous voulez.



« Je veux enseigner à mes enfants que nous avons le pouvoir de changer le monde, petit à petit. »

—Jasmine Lemoyne

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Camille and Braden Bawcom

SEDALIA, MISSOURI, USA



A Springboard for Success

As a United States Air Force spouse living on a military base, Camille had the opportunity to meet new people constantly. "People were always moving in, and there was always a fresh interest in essential oils," she remembers. "Later, we moved to a small rural community. I quickly ran dry on new potentials, and the interest waned." After feeling stuck for some time, Camille had an epiphany. She realized

that she could adapt to her new situation, start online initiatives, and really focus on supporting the leaders on her team. In the end, it paid off big. "Sometimes a perceived downturn is really a call to action and the start of something better."

Camille had been building her dōTERRA® business for less than a year when she signed up for Diamond Club. At the

“I’ve found that people do best when they feel good about themselves and their business. I try to stay positive, focus on the good, and reassure them that they’ll get past whatever speedbump is slowing them down and be stronger for it.” —Camille Bawcom

time, she had two young children, and her husband’s work schedule made keeping a daily routine difficult. She knew Diamond Club wouldn’t be a simple endeavor, but she saw the opportunity and decided to go for it. She started as a Silver and ended as a Platinum. “It was the springboard for my success,” she says. “I challenge people to go outside their comfort zones and push their limits. That’s when they realize they have what it takes.”

Along the way, Camille had plenty of opportunities to push her own limits. About 21 months into building, she was determined to reach Diamond in less than two years. “I was blinded by sparkle,” she recalls. “I thought my new fourth leg builder was as serious as me. I assumed that if I pushed her to Silver, she’d see the potential. I was wrong.” Camille invested a lot in the new leg, but shortly after that, the new Silver decided dōTERRA just wasn’t for her. The whole leg began to crumble. “If I could go back, I would tell myself that building a solid fourth leg and strong foundation upfront is far more valuable than reaching a short-term goal.”

Now, Camille takes the time to make sure she’s on the same page as her builders. When she finds people who are committed and capable, she helps them take off.

From the beginning, Camille has learned the importance of timing, both with herself and with her team. “There are times when it’s okay to let things remain on autopilot and refocus your priorities to life’s many other blessings,” she says. “But when opportunity smacks you in the face, pounce on it and don’t let go!”



START BEFORE YOU’RE READY

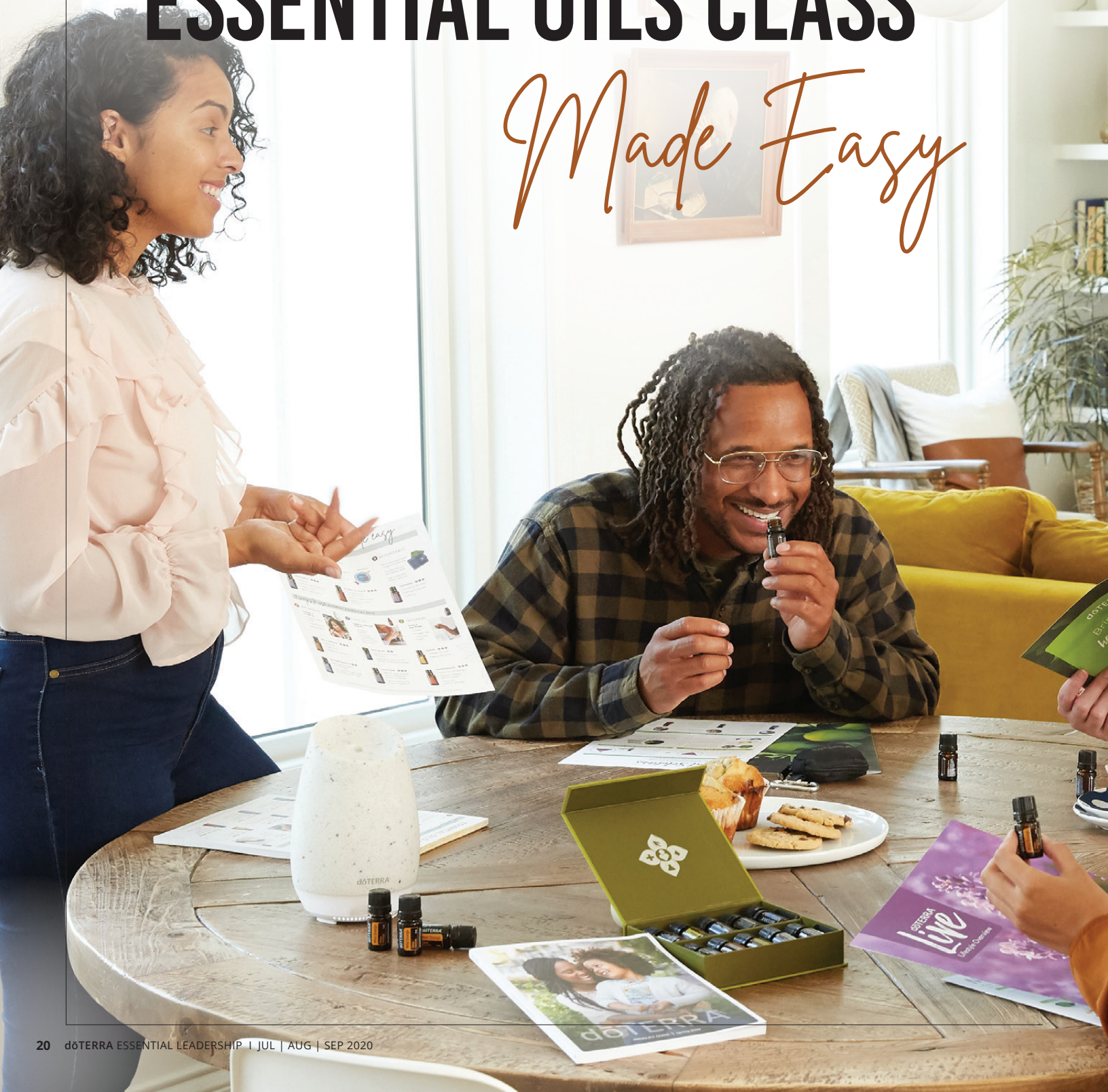
When asked to share advice with people wanting to build a dōTERRA business, Camille’s answer was simple: start before you’re ready. “You’ll never have all the answers. Timing will never be perfect. There’ll always be an excuse,” she says.

Rather than thinking of reasons to wait, take a few minutes to write down some reasons why starting now is a good idea:

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"My classes are much more about providing value rather than proving value. When I'm proving value, I'm overwhelming everybody with long classes to prove how amazing essential oils are. This leads to low sales because people are drowning in information they don't see as valuable. Instead, when I'm providing value, my focus is on the one or two specific products that can help solve a problem or give them hope to meet their goals."—Bailey King, Prime Wellness Club Founder



Cassie Pals

BONDURANT, IOWA, USA

A Glimmer of Hope

“Share the business opportunity with everyone confidently and passionately. You never know who’s out there searching for ways to better their health and financial control.”—Cassie Pals

When Cassie began building her dōTERRA® business, she was working full-time with three kids at home. “I didn’t have enough time control with family time before dōTERRA came into my life,” she remembers. “But I saw this business as a way to change that.” In the beginning, Cassie used whatever time she had to work on her business. “It wasn’t easy. There were late nights. I missed a few ball games. What kept me going was knowing that the more I did, the sooner I’d be able to stay home with my babies. I would make those sacrifices all over again, knowing how much they pay off.”

When Cassie started using dōTERRA essential oils, she had no intention of building a business, but she

found herself naturally sharing her experiences with others. After a while, Cassie decided to take the business seriously. “Getting that first check—even though it was barely enough to fill a tank of gas—was such an unexpected blessing. I saw a glimmer of hope.”

In fall 2018, Cassie participated in Diamond Club. She saw so much success and decided it was time to focus fully on dōTERRA.* “This was utterly terrifying, because my dōTERRA income was lower than my corporate income at the time.”* But Cassie’s risk paid off. One month after quitting her job, her team hit Diamond.* “I’ve experienced blessing after blessing. We have helped dozens of homes by empowering them with these oils. Miracles can happen in this business.”

Cassie credits her team for the success. “On our team, we’re more than business partners—we’re family.”

Last fall, Cassie was in a major car accident. Because of her dōTERRA income, she was able to set aside her business for a few months and focus on recovery while still receiving her paychecks.* “I never could have done that in my corporate position.* I was so thankful that dōTERRA provided massive help during that time.”*

“To think about what my family’s life looked like 5 years ago, compared to now brings me to tears. dōTERRA has been an answer to prayers and I am so glad I now get to share this hope with others.”

LEAD BOLDLY

“I had a person who was interested in building a business, and she could’ve been an absolute rock star. I was so intimidated by her that I didn’t feel like I was worthy enough of leading her. She said she wanted to do things her own way. I let her go at it with little to no guidance, and she quit after a couple months. If I could go back, I’d tell myself to be confident in the leader I am and know my worth. Since then, I’ve learned to lead boldly, because new builders don’t know what they know and need guidance and mentorship.”

Olga Spitzer

VERNON, BRITISH COLUMBIA, CANADA

BUILDING A STRONG

FOUNDATION

Olga has an amazing ability to motivate those she works with. After hearing her teach a class, attendees often comment on her infectious enthusiasm for the products and lifestyle she is promoting. They feel driven to change and better themselves. “I absolutely love presenting and teaching. It’s my passion.”

Olga was led to dōTERRA® products after searching for an essential oil company she felt comfortable in supporting. “The day I signed up as a Wellness Advocate, I knew that my

life would never be the same,” she remembers fondly.

To keep her successful business going, Olga relies on the support of her husband and family. “My husband has been my biggest supporter since day one. He was the one who found a builder we signed up under. He took on the responsibility of the household and our six kids while I traveled for Diamond Club. I know I can count on him in every situation.”

Despite living in Canada, Olga builds her business mostly in her home country of Germany. Working across

an ocean can be challenging, but Olga sees it as an opportunity to grow. “I had to step into the leadership role right from the get-go. Every builder, no matter where in my organization, is important to me, and I’m willing to support them all if they want help and for this business to work.”

Olga has been successful in her dōTERRA business endeavors not only because of her enthusiasm, but also because of her fearlessness in inviting others to change their lives by building their own business. “I always offer the



"I tend to want to do everything for everyone, but I've learned that I don't help anyone in the long run by enabling. I've learned to help my builders and customers be more independent. It feels so empowering to be in control of your own health or business, and I want that feeling for them."

—Olga Spitzer

business opportunity to every person who hosts a class and every member at a Wellness Consult." She continues, "Don't be afraid to share this business opportunity, as it might be exactly what someone is looking for."

Olga strives to make the opportunity as simple as possible for new builders so that they aren't overwhelmed. "The most important thing is building solid relationships with builders and sharers. Make sure you show up every time, even if nobody else does. Doing so will show them that what you're doing is legitimate, and they'll want to be part of it."

BUILDING STRONG RELATIONSHIPS WITH BUILDERS

Remember that you choose how to react in every situation. Try to keep your emotions out of your reactions and general decisions.

Strive to connect with others and understand their concerns and points of view.

Admit mistakes as soon as you make them and ask for forgiveness.

Have open conversations with builders and let them feel their voices are being heard. Let them know you're grateful for them and value their opinions.



CONGRATULATIONS TO THE WINNERS OF THE 2020 Diamond Club Season



TITAN LIU | GRAND PRIZE WINNER

Titan, father of two living in New York, joined dōTERRA in 2019. Since joining Diamond Club, Titan and his team have grown in confidence, courage and guts; they are unstoppable. While participating in Diamond Club, Titan was able to see two of his leaders reach Gold as he reached Diamond rank. Titan strongly recommends Diamond Club to everyone who is serious about dōTERRA, as it is the perfect vehicle to inspire team members and builders to achieve their goals.



ELIZA YOSHIDA 1ST PLACE

"Diamond Club is incredible and facilitates profound personal development; it's not about you, it's about being of service to others while simultaneously growing as a leader and setting the example for your team."



JEXIKA ZAMBRANO 2ND PLACE

"Participating in Diamond Club has helped us grow our business and grow as people as we create a beautiful community that aims to change the world with the power of a drop."



AMANDA GOOLD 3RD PLACE

"Diamond Club helped my team grow so much. And the compensation from Diamond Club helped my husband and I to purchase our first home; we will be forever grateful."*



ADIARI TINEO



MONIKA LAVOIE & JACKSON BASKARAN



LI LI WANG



ZULAY SANCHEZ



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HAWAII SOURCING TRIP WINNERS*

- Winners of this incentive secured an exclusive spot to visit our Hawaiian
- Sandalwood farm on Hawaii's Big Island in January 2021. Diamond Club
- provides unique opportunities like this to visit dōTERRA farms and growers
- to see firsthand how our beautiful essential oils are grown, harvested, and
- distilled. This trip will truly be the opportunity of a lifetime.

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YRAIMA MOROCOIMA
ZULAY SANCHEZ

*Of the 1500 participants in Diamond Club, the top 200 participants won a spot on the sourcing trip.

Kathy Glader

COLTON, SOUTH DAKOTA, USA

ANYONE CAN DO IT

At 60 years old, Kathy found herself having to rejoin the workforce.

"I began working in student loan collections, airlines, and the TSA, without a lot of flexibility or time off to be with family." Enter the dōTERRA® opportunity. "I now have a job that allows me control to devote time to family, bless numerous individuals and organizations who serve sacrificially, travel and take my business with me, and have a nice income.*"

As a former teacher and coach, Kathy has an amazing ability to push herself and others to be their best. "I truly believe in personal development, no matter what someone's age or previous accomplishments are." She challenges herself to learn new ways to attack problems that come up in her business by reading from and listening to people who inspire her.

Kathy's climb to Diamond over the past nearly five years has stretched her as

both a leader and business owner.

"Along with my passion for dōTERRA products, my passion for the business opportunity needed to grow. My weakness has been wanting to make someone's business succeed more than he or she really wants it. That's when I have to remind myself to be a coach rather than an enabler."

Despite being almost 70 years old, Kathy attacks her business with diligence and energy. She focuses on



"I don't really plan to retire from dōTERRA ever. Why should I? I'm having the time of my life!"
—Kathy Greer



doing high-value activities (HVA) daily. "Remember, reorganizing your office and putting stickers on bottles don't count as HVA. Making new contacts, following up with old contacts, and connecting with builders are HVA." Kathy uses the "power-hour" concept, where she blocks off an hour to focus on HVA, takes a break, and then repeats.

Kathy believes that anyone who's willing to work hard and make the business a priority can succeed. "I share my mistakes with my team, letting them know nobody has to be perfect in this business, but you must have a strong belief in the products, this amazing company, the leaders, and our compensation plan."

As an avid gardener, Kathy sees growing a successful dōTERRA business as being like growing a garden. Both are a lot of hard work and must be done in the proper sequence.

.....
1. Prepare the soil by building strong relationships.
.....

2. Sow the seeds by sharing the oils.
.....

3. Water and weed as needed with follow-ups and Wellness Consults.
.....

4. Finally, harvest!
.....

"The rewards of having fresh, organic vegetables is priceless—just as the rewards from building my dōTERRA business have been amazing blessings."

NEW dōTERRA DIAMOND

Heidi Smith

PLEASANT GROVE, UTAH, USA



FINDING THE SILVER LINING

“It can be hard not to compare yourself to others who seem to be moving faster than you might be. I really struggled with this, but I now realize that I had to go on my own journey, and it unfolded exactly the way it was supposed to.”—Heidi Smith

When Heidi participated in Diamond Club for the first time, she was a brand-new Silver with no real business builders. “It was a disaster,” she remembers. “Once I missed a flight home and couldn’t afford a hotel room, so I slept on the airport floor—while eight months pregnant. That was a real low point for me. After I had my baby, I decided I was going to quit the business.” But thanks to a loving leader who gave Heidi some much-needed space and time before reconnecting, she found herself ready to go again. “I’ve learned that there are ebbs and flows to this business. There are times when people, including myself, need to step back, and that’s okay. We can’t give up on others when life happens to them.”

Becoming the powerful leader Heidi is today didn’t come naturally to her.

“I’ve had to learn so many skills along the way, and I feel that I have really become a completely different person than when I started the business.” Doing things like Wellness Consults and LRP enrollment were a struggle. “Now Wellness Consults are one of my ninja skills,” Heidi says. “I love doing them, and people get on LRP most of the time.” Heidi strives to teach her team to “skill up.” “If there’s something you’re not good at that’s essential to building your business, then learn how to do it!”

Heidi has learned that one of the keys to being a good leader is listening intently and asking thoughtful questions. “I’ve had several leaders who felt stuck in their businesses. If I let them talk and ask good questions rather than immediately jump in to try and solve problems or give advice,

then many times they manage to figure out what needs to change without me saying much.”

Throughout her dōTERRA® journey, Heidi has been able to find the good in every situation. “I made so many mistakes in the beginning, especially with placements. My team structure was a mess. Those I placed incorrectly caused some heartache for a few people, including myself.” Though these were tough lessons to learn, Heidi is grateful for such experiences, because she’s been able to help her team avoid those same mistakes. “When my builders come to me with a problem, I tell them it’s a blessing in disguise, they’re going to learn to help their team do things differently. There’s always a silver lining in mistakes and tough times if you look for it.”

HEIDI’S TIP FOR LEARNING NEW SKILLS

Go watch someone else who’s good at the skill you want to learn and copy what he or she does. That’s what I did. I used to believe that I wasn’t good at sales and didn’t realize that it was a skill I could learn—that I could do it in a way that felt authentic to me. Once I realized this, everything shifted, and I was able to advance much more quickly.



dōTERRA® WELLNESS ADVOCATE *Recognition*

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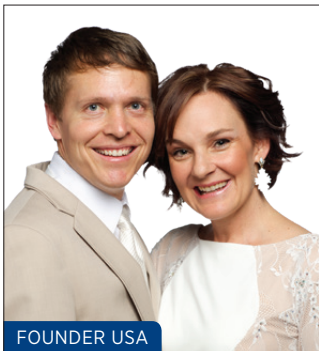


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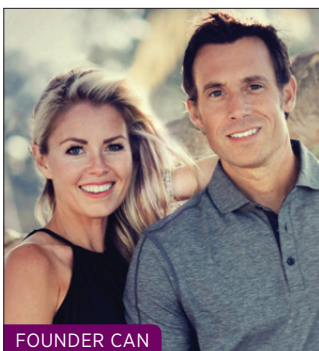
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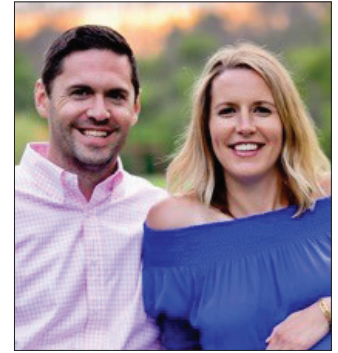
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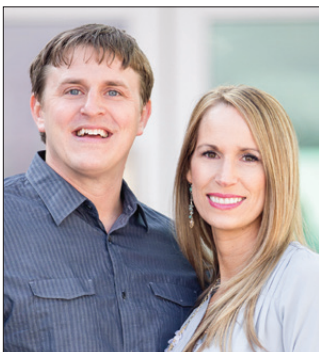
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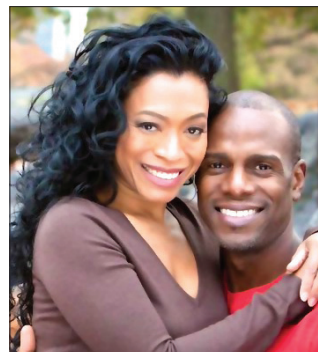
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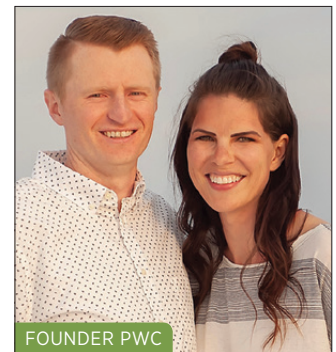
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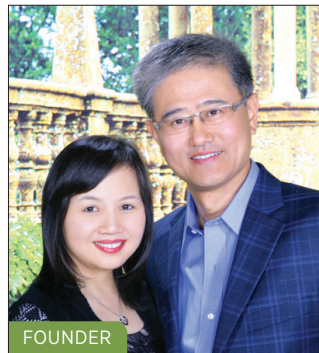
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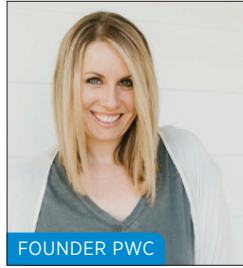


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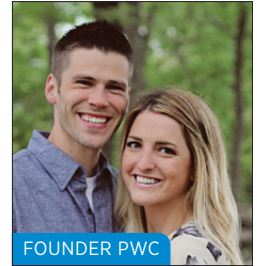


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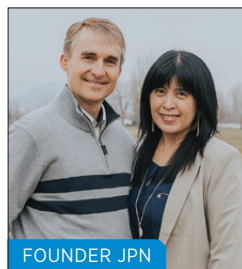
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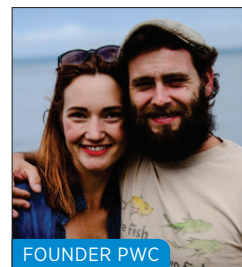
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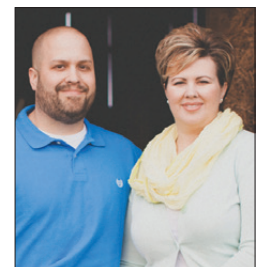


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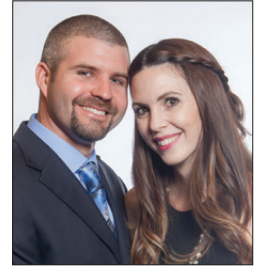
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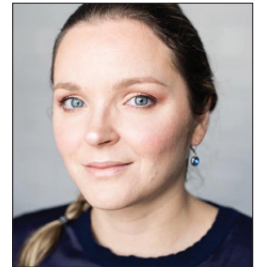
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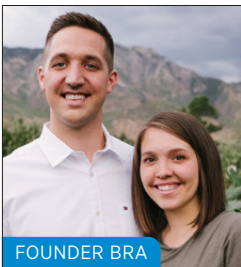
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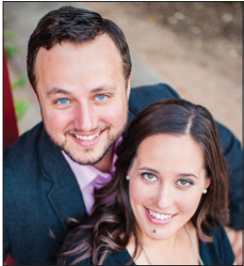
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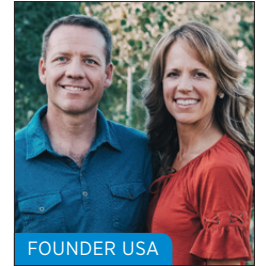
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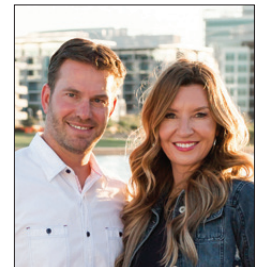
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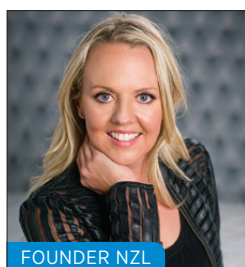
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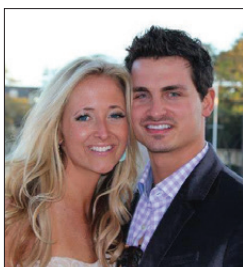
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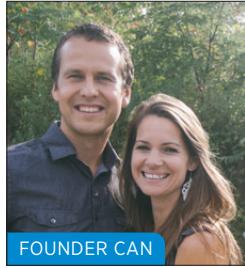


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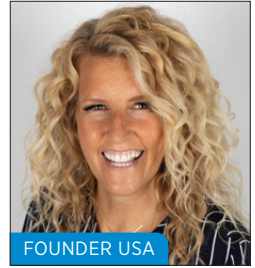
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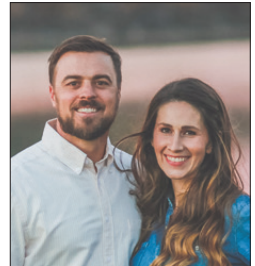
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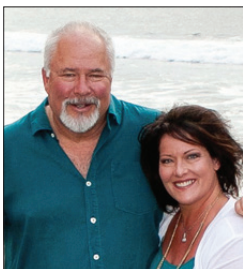
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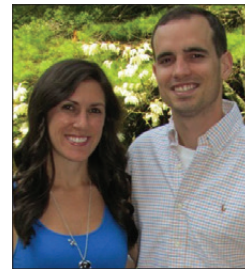
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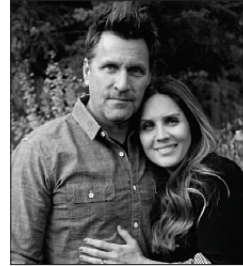
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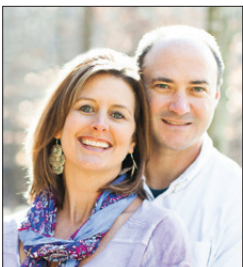
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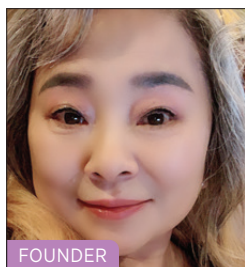
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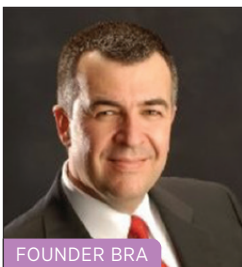
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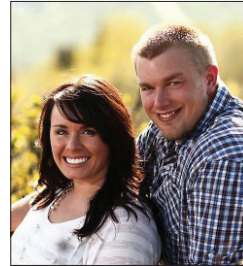
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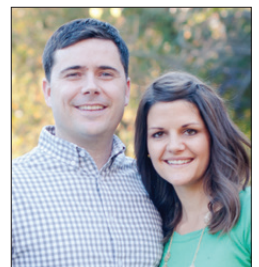
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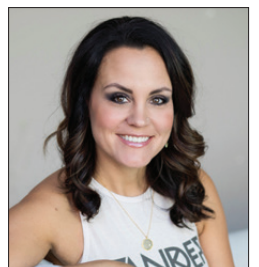
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KNORPP



JOE & AMBER KROPP

DIAMONDS



AUDREY LAFORGE



DR. KELLIE
LANCASTER



GARRISON & CINDY
LANDES



DAVID & LOIS LANE



JIM & CAROLYN LANGE



LAURIE LANGFITT



JAMES & MICHIE
LAYTON



NOLAN & PAT LEAVITT



JOHN & CAROLINE LEE



ZACH & KYLENE
LESSIG



DR. DANIEL & KATIE
LEVERENZ



CHAD & JODI LEWIS



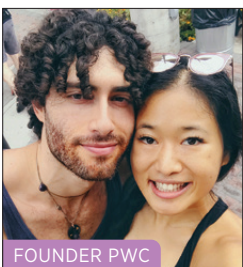
JOHNATHAN &
RACHEL LINCH



KATRINA LOTTS



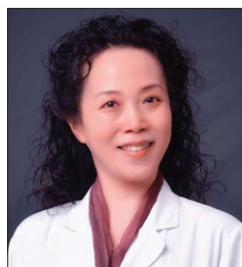
AVASA & MATTHEW
LOVE



MAX & LIZ LOWENSTEIN



JING MA & JINHUI
WANG



JASMINE MA



BETTY MAGILL



BROOKE MAGLEBY



RAINBEAU MARS



SUZY MARTYN



OKSANA MASTER



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VICTORIA MCADAMS

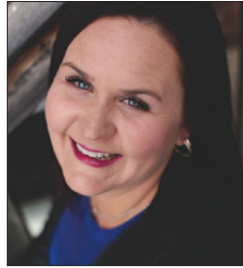
DIAMONDS



TONY & AIMEE
MCCLELLAN



KEITH & KERI MCCOY



BRITTANY MCDONALD



SHARON & JASON
MCDONALD



JEANNE MCMURRY



ROGER & CAROL-ANN
MENDOZA



PRISCILLA & JERRY
MESSMER



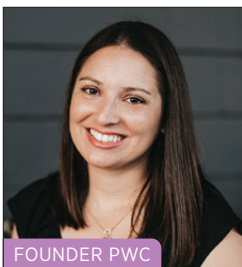
BECKY METHENY



JUSTIN & ASHLEE
MILLER



FOUNDER
LIU MIN



FOUNDER PWC
KAYLA MONSON



GREG & DR. JULIE
MONTGOMERY



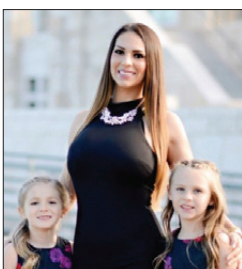
ANDY & TIFFANY
MOOSMAN



MICHAEL & MELISSA
MORGNER



MARIE-CHRISTINE
MORIN



SOPHIA MORRISON



JANELLE & JUSTIN
MUELLER



HOWARD NAKATA



KATELYN NEIL



TED & ALISIA NELSON



MEGAN NEWMANS



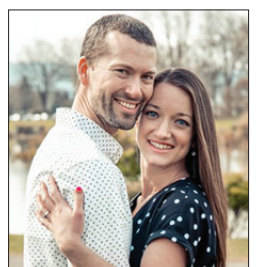
CORY & STEPHANIE
NEWTON



JULIA NICHOLSON



ERIC & KRISSY
NORDHOFF



AUSTIN & AMBER
NORDSTROM

DIAMONDS



KERRY & DENISE
NORRIS



ADAM & TAMI NUHFER



NATHAN & JENNI
OATES



BERNADETTE
O'DONNELL



STEPHEN & DAWN
OLSEN



JOHN & AMANDA
OLSEN



CHRISTOPHER & AMY
OUELLETTE



JOHN & KIM
OVERPECK



KATHY PACE



MELODY PAINTER



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MARANATHA PARKE



ROBERT & JANELLE
PARRINGTON



RODNEY & ELAINE
PARSLEY



SANDRA PASCAL



JOHN & LAURA
PASTERNAK



CYNTHIA PATIENCE



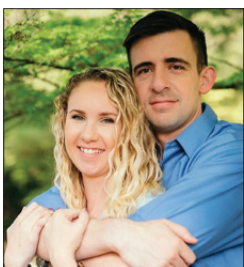
LUCIANA PAZ



DR. CHARLES & ANNA
PENICK



SARAH-JANE PEPPER &
TYLER HERR



SARAH PERKINS



SPENCER & LAURA
PETTIT



EMMY PICKERING



BRIAN & JEN PINTER



FRANI PISANO & HERB
HOELLE

DIAMONDS



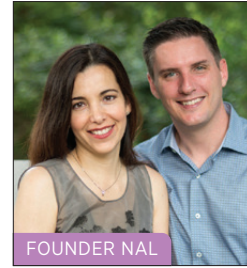
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TOM & CARRIE
POLIFKA



KATRINA & MATTHEW
POTTER



MAYRA & STEPHEN
POWERS



JULIE PREAS



JESSICA PRESS



JESSICA PRESTON



MATTHEW & RACHEL
PRIMEAU



JACOB & ABI RAINES



KRISTA RANDALL



DICK RAY & STACY
PAULSEN



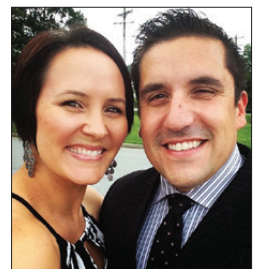
ANGELA REED



JIM & CHRISTY
RICHMAN



ADAM & NISHA RIGGS



FRANK & JACQUELINE
RITZ



CRAIG & MARY
ROBBINS



JAMES & KELLY
ROBISON



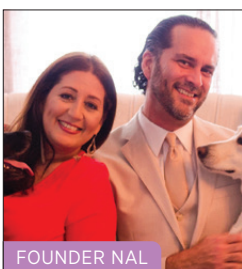
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ROESBERY



BRITTANY ROSCHECK



CORT & KARLI
ROSZELL



TERESITA RUIZ & RAUL
ORTIZ



CHRISTINE RUSSELL



DR. ANDREA RYAN



JESSICA RYAN



KARI RYAN

DIAMONDS



RUI & JEANA SANTOS



CLAUDIA SAPUTO



ADRIAN & ROXY
SARAN



STACEY SARROS



DENA SCHULTZ



JANE SCHWEITZER



JARED & BROOKE
SCOTT



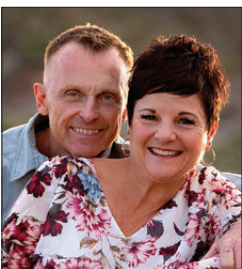
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WENDY SHATTUCK



KEVIN & KESHIA
SHEETS



LARRY & NIKKI SHORTS



BERNADETH SILVA



RACHEL & SCOTT
SIROTA



MARY SISTI



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DRS. JORDAN &
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STEUER



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DIAMONDS



VICTORIA
STRELNIKOVA



FOUNDER MEX

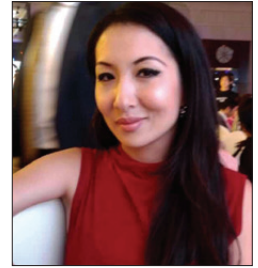
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DR. MARA SUSSMAN



SAMUEL & MELISSA
TAEU



CAROL TAN



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PAMELLA TANIMURA



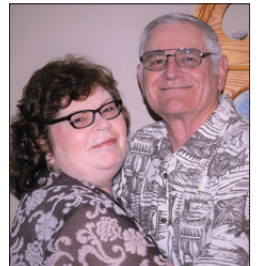
JOY TARPLEY



JOE & ANNE TETZLAFF



PRAMELA THIAGESAN



DR. LYNN THOMPSON



TYLER & KRISTIN
TIGGES



LINDA TILLEY



BILL & ERLEEN TILTON



MICHAEL & JEN
TOMAZINCIC



FOUNDER COL

CAROLINA URIBE



RYAN & MELISSA
VALLELUNGA



CHAD & ESTHER
VERMILLION



SONDRA VERVA



CARRIE VITT



HEATHER & AARON
WADE



REAGAN & HEATHER
WAGONER



KENNY & STEPHANIE
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LORINDA WALKER

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AMANDA
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WALSH



LI LI WANG



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BEN & MEGAN
WARDEN



LANE & ANGELA
WATKINS



ZACH & KELSEY
WATSON



ROGER WEBB



JULIE WEINBERG &
MEREDITH KELLY



KAREN WELCH



SHAUNA WETENKAMP



AARON & DR. RACHEL
WHALEY



MICHELLE WHITE



AMY & CHARLIE
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SUZANNE & DEREK
WILLIAMS



ROB & MELISSA
WILSON



MAKO WILTON



JULIE WINDER



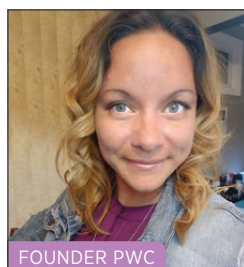
MEGAN WINFREY



JOHN & JESSICA
WRIGHT



JOEY & CACHAY
WYSON



JENNIFER YATES



ELENA YORDAN



ELIZA YOSHIDA

DIAMONDS



JOHN & DEBBIE
YOUNGGREN



KRISTI ZASTROW



GARY ZHOU & LAURA
WANG



SCOTT & LISA ZIMMER



CHRYSTELLE
ZIMMERMAN

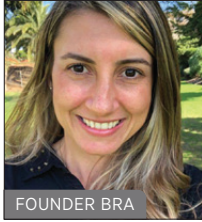
DIAMONDS NOT PICTURED:

GEORGE JR. KLEINSASSER

PLATINUMS



KEVIN & KIM AB AIR



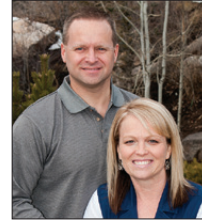
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MICHELLE ALAVASKI
BRUNS



KELLY ALVIS



KATCHIE ANANDA



JANEL ANDERSEN



CAROLYN
ANDERSON



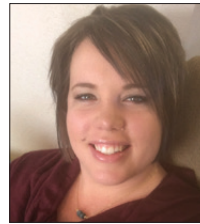
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ANTONIA AVERY



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SARAH & CRIS BLAIR



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TIFFANY BROSSOIT



PATRICK & KATHRYN
BROWN



STEFANIE CLARK



TONI BUNTING



JARED & REBECCA
BURT



JOHN & LAUREN
BUSCH



DAWN & MARCELLO
CALVINISTI



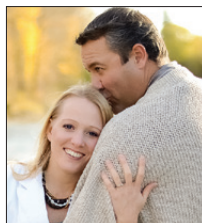
MARIE-HELENE CARRIER
& YANN GAUTHIER



BRIAN & NATALIE
CARSON



WEI-CHEN CHEN &
HSIU-MIN HUANG



DAVID & JACLYN
CHILD



ANGELA CHILDS



JESSICA & NIC CLARK



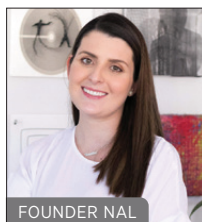
MIKE & RACHELLE
CLEARY



RICK & ALISSE COIL



KARISSA COSENTINO



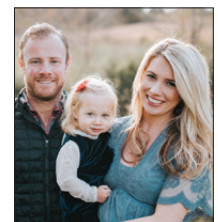
FOUNDER NAL
VANESA COTO



LUISA CRANE



DR. JAMES & KIM
DAHLIN



BRITTANY & ANDY
DAVIDSON

PLATINUMS



PAULETTE DAVIS



AIMEE DECAIGNY



SUSAN DYESS



GINNY EDMUNDS



JESSICA EDSTROM



DAWN FARRIS



RINDY FENLON



MARCIA FRIACA



PAUL & STEPHANIE
FRITZ



HONG GAO



DAREN & CRYSTELLE
GATES



LEON GREEN



GRIFFIN GUNDERSON



MELISSA GUTHRIE



TASHA HAKEEM



ANASTASIA & AARON
HALCOMB



GRACIE HAMMER



GIADA HANSEN



CURTIS HARDING



NATALIE HARRIS



LAUREN HAYDEN



GUYLAINE HÉLIE



TERRY & MARIA
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STEPHNE
HILGENDORF



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CHUN HSIANG



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ALLISON HUISH



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DR. KEVIN HUTTER



CHARLOTTE IRAGABA

PLATINUMS



CAROLINE JACKSON



LINDSEY JAFFERALI



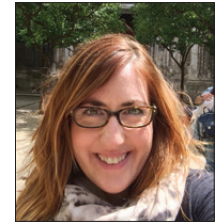
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LINDSAY KNAPP



SPENCER & RETA
KUHN



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KVAMME



AMBER LANDRY



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REBECCA
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ERIN LEVEAUX



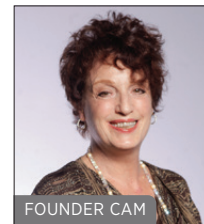
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TITAN LIU



SHELLY LOYD



HEIDI LUEKENG



FOUNDER CAM
ADELE LURIE



SHANNON MACY



ANDREA MANUS



BERNY & JANET
MARQUEZ



CRIS & PATTY
MARTINEZ



KEIKO MARUTANI



ELIZABETH & MANNY
MATSAKIS



COLLEEN
MCCARTNEY

PLATINUMS



CHRISTINE MCCUE



SUZANNE & ROBERT
MCGEE



AMY MCKINLEY



JOHN & EILEEN
MCLEAN



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MELTON



DR. ALLIE & DAVE
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WENDY MENDOZA



JIMMY & DEIDRA
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TIFFANY MOMBERGER



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JILL NGUYEN



RENEE & CHRIS
NOVELLO



ROBERT & HOLLY
OLMSTEAD



TERRI PACE



PAM PARKINSON



JAMES & CHRISTINE
PAYNE



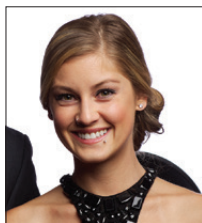
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GARETT & MARIAH
PESKIN



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CHAVES PIAZZI



BRITT PIRTLE



TRACY PRINCE



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ROWLAND



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ROWSER



BECKI RUH



RITA RUNNELS



JOANNA SACCO



LESLIE SCHMIDT

PLATINUMS



KATIE & CARLYLE
SCHOMBERG



DENISE
SCHWENDEMAN



JULIE ANN SCOTT



JENNIFER SHAW



COURTNEY &
NICHOLAS SHEPARD



AMANDA SILICH



ELENA SIMMONS



DIANNA SMITH



JOHN & JENNIFER
SORENSEN



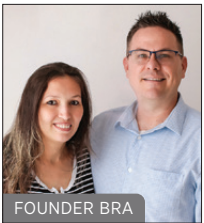
THERESA SOUCY



SHEENA &
TASSAJARA SOUZA



ASHLEY SROKOSZ



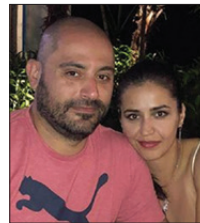
BRAD & FERNANDA
STEWART



WADE & CHRISTINE
STOLWORTHY



PHIL & LEEANN
STORK



ELENA STOYANOVA



BROOKE & THOMAS
TAZBAZ



QUN TENG



KEITH & KELLY TERRY



EVAN & ADRIENNE
THOMAS



ALICIA THOMAS



ELIZABETH
THOMPSON



PATTI TINHOLT



ANI TOROSYAN



ALICIA TORRES
GEARY



GLENN & JESSICA
TRAVIS



DUANE & CRYSTAL
TUCKER



CAITLIN TYNER



ALISON VAN
ZANDBERGEN



JENNIFER VASICH



PATRICIA VEGA
ROSALES



CASEY VON
IDERSTEIN



AUSTIN & JOCELYN
WARY



LILLIAN WENGER



EMILI & DALLON
WHITNEY



LORI WILLIAMS

PLATINUMS



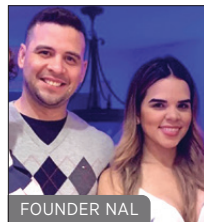
FRED & MARTI
WINKLER



NEAL WONG & LISA
NAKAMURA



DANIELA YORDANOVA &
SAVA SAVOV



JEXIKA ZAMBRANO

PLATINUMS NOT PICTURED:

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KLEINSASSER
CHRISTINA GARDNER

KEISHER GLYMPH
DAVID GOLDBERG
HUGH HALLER

SAM OLDHAM
ZHANG PING
FRANCISCO RODRIGUEZ

PETERSON BAOSHENG
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RECOGNITION IS BASED ON THE HIGHEST RANK REACHED TWO TIMES IN THE PREVIOUS SIX MONTHS. RECOGNITION IS CURRENT AS OF JUNE 2020.

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