## dōTERRA<sup>®</sup> ESSENTIAL

**RECOGNITION MAGAZINE I 46** 

## New Presidential Diamond-6

JauChing Lai

## cover stories

NEW PRESIDENTIAL DIAMONDS Sherri and Joel Vreeman













#### ARTICLES

- SILVER CLUB SUCCESS 16
- ONE STEP CLOSER TO BECOMING 24 A US FOUNDER
- GOODBYE CUSTOMER 36 **RETENTION WORRIES**

#### DIAMOND FEATURES

- AMY BREEDEN 8 Taking Your Shot
- NICOLE CHASE 10 Nicole's Paradigm Shift
- 12 KARISSA COSENTINO Gratitude through Grief
- EMILIE DE DECKER 14 La persévérance rapporte
- ANDREA FERNANDEZ AND 18 JUAN BRENES An Endurance Race
- JENNIFER GILMAN 20 Becoming Better through Building a Business
- 22 **TERESE HAMILTON** A Personal Journey to Success
- 26 ERIKA HELBING Slow and Steady Wins the Race

#### dōTERRA<sup>®</sup> ESSENTIAL LEADERSHIP ISSUE 46

#### RECOGNITION

- 48 TRIPLE DIAMONDS
- 48 DOUBLE PRESIDENTIAL DIAMONDS
- 49 DOUBLE BLUE DIAMONDS
- 49 DOUBLE DIAMONDS
- 50 PRESIDENTIAL DIAMONDS
- 53 BLUE DIAMONDS
- 59 DIAMONDS
- 76 PLATINUMS













- 28 MARCO AND ELISA JAEGER Hard Work Pays Off
- 30 LEAH KARRATTI The Gift of Giving
- 32 JENA AND GREGG MCNABB Education as the Foundation
- 34 LUCIANA PAZ Dominando la Mentalidad
- 38 MEREDITH REILLY Trusting in the Journey
- 40 IVETTE RODRIGUEZ Building a True Team
- 42 CORT AND KARLI ROSZELL The Power of Belief
- 44 BERNADETH SILVA Learning to Lead
- 46 SHEENA SOUZA The Big Picture



# Congratulations on Reaching Presidential Diamond Sherri and Joel Vreeman

WILLMAR, MINNESOTA, USA



#### Tell us about your journey to Presidential Diamond.

I was 50 years old when I was first introduced to dōTERRA® products. I wanted to be naturally healthier and stronger. I knew this could be accomplished through good food, exercise, and essential oils—and I wanted that for the people I love as well. My first experiences with dōTERRA products were so positive, I knew there was no way I was ever going to just use these essential oils and not share them with others. My enroller asked me if I had a plan for my financial future. At the time, I cleaned houses, and he asked me, "How long are you going to be on all fours, cleaning people's floors?" I didn't have a strong financial plan for retirement, and we were floundering a little bit. My husband, Joel, and I looked at what the business offered: partnerships with people around the world, financial control, and working from wherever you and your family are. It felt like a great fit, and we said yes to the business right away.\*

Once we committed, we put the pedal to the metal. Joel and I tried all the products and learned about them together. In the beginning, Joel was still working 12-hour days, making his own supper, and doing his own laundry while I taught classes. It was a partnership from the beginning. We knew we'd have to make sacrifices, but this was an opportunity like no other. And God connected us to incredible people along the way. Nobody builds a strong business with dōTERRA alone. For as much as you gain independence—not being tied down to a traditional job—it's not independence from people; in fact, it's the exact opposite. By connecting and locking arms with others to help them reach their various financial and health goals, you become closely knit together and more capable than ever before.

"This isn't a sprint—this is a marathon. Every step of the way, you're going to get healthier, both physically and emotionally, which will spread to every other area of your life. Be willing to put in the time!" —*Sherri Vreeman* 

## What do you look for in leaders? What advice would you give someone looking for people to partner with?

I never went looking for builders—I went looking for people I could share the power of essential oils with. Eventually, the opportunity to introduce someone to the business side of things came along. When I focused on getting to know people and listened to their goals and desires, that's when I met my amazing builders. Sometimes we're in a rush and immediately wonder if they're a builder or not. It's so important to engage with people in sincere conversations about what's missing in their lives, what they love doing, and what they dream about the future. My advice is to listen and not rush the process. Be true to who you are and focus on listening and serving.

#### Any advice for couples working together in the business?

Joel and I started our business late in life, but long before then we'd worked hard to find the best ways to handle life together. God and faith are anchors in life, both individually and as a couple. We've always been open about that. We have people from different faiths and walks of life on our team, but they know where Joel and I anchor ourselves and how we make decisions.

For those looking to do this business as a couple, I encourage you to be on the same page and be as clear as you can with one other. Recognize that sometimes people define words differently. "I'm going to teach a lot of classes" can mean something to you and something totally different to your partner. You may think that means six classes a week, while your partner thinks it means three. Be specific. Sit down together and make a vision board so there's something tangible in front of you when those frustrating times come. Learn to forgive and communicate better as you go.

## What advice do you have for someone who has hit a roadblock in their business?

My enroller gave me this great advice: keep it simple and don't let your brain wallow too much on what-ifs or comparisons. Duplicate and keep your nose to the grindstone. The beautiful thing about dōTERRA is the income-producing activities don't change. You make money the same way today as you did five years ago. New programs and approaches to things are developed, but those income-producing activities won't change.

Still, allow yourself to grow and adjust so you're more effective in how you do things. Those who grow the fastest are the ones willing to make adjustments, humble themselves, and get back up and move forward. You know the truth of essential oils. When you believe that having essential oils is not an extra, optional part of life—rather, they're a necessity that can fuel you during the hard times.

## What advice would you have for someone trying to balance their family and their business?

Take the time to understand what sacrifices you're going to have to make and bring your kids in on that. There needs to be an inclusiveness so the kids understand and can experience what it means to sacrifice and work toward something. It's not just mom doing it—it's the whole family. Communication is so important.

I needed my son Noah, at 15 years old, to understand that I was there for him, but that we also had to make sacrifices. He'd let me know he was fine, and when he wasn't, that he wanted me to make more time for him. That doesn't happen unless you communicate. Teaching your kids to communicate is immensely important for creating a successful work-life balance.

## At this stage in your business, you've come so far. What motivates you to continue building your business?

My motivation is the health of the people I love and the health of all the people around me who just don't know what they're missing. I strive to carry a message of truth. Another driving motivation is the goals and needs of the people who have come with me to build. I don't care what rank they are. Joel and I feel responsible when it comes to serving every person on our team, giving them our time, energy, and additional financial support. We want to help anyone who has the same kinds of goals and dreams as we do—to be your own boss, work from home, share these amazing essential oils, and make a good living on your own terms. •

## Congratulations on Reaching Presidential Diamond JauChing Lai

#### What has your journey to Presidential Diamond been like?

My journey to Presidential Diamond took longer than I expected. Initially, I built the majority of my dōTERRA® business in China, and I was so lucky my first five legs came quite easy. After that, I met many people who loved the products but who either didn't have the time to build a business or didn't want to be pushed. So it took a lot more time to build a solid team for my sixth leg.

I had to push myself the six months before I reached Presidential Diamond. Part of my approach was to start a new Names List and reconnect with people. I've found a lot of new members that way, and it helped me feel rejuvenated and excited about the business again. I finally felt like I could reach Presidential Diamond. Every week, I held team meetings and discovered that sharing my excitement for recruiting new members inspired my team to reach out to new people and not get stuck on those who weren't progressing or interested in the business.

One of the biggest lessons I've learned in building my business is that essential oils are the key. Focus on applying essential oils to the head, shoulders, neck, spine, palms, and soles. Show enthusiasm for the oils, as that will grow enthusiasm for the entire team. I strongly believe that essential oils can change people's lives in many different ways—all for the better.

### How do you encourage leaders to become more independent?

I focus on helping them change their mindsets. First, leaders need to understand that this job is about relationships and wellness education. When they understand that they're helping and encouraging people, mindsets shift. I also encourage them to treat customers like friends and family. Kindness brings light and brightens your team, and then more people are willing to follow you. In my experience, leadership grows by hosting essential oil parties. Once you've established trusting, caring relationships and have shown a passion for the oils, people will be excited to participate. The more parties you hold, the better, as these experiences will create stronger confidence in you as a great, invested leader.

### What advice do you have for someone trying to reach Presidential Diamond?

For me, leading my team is like leading my family. I raise leaders like I raise kids. Each leader is on a different level and needs help in unique ways. Some leaders do it all by themselves, while others lack confidence and need support.

A good leader is a role model. Show your builders how hard you work. The more effort you give, the more often you'll succeed. A good leader also needs to discover the talents of every builder. I believe everyone is uniquely talented. Amplify your builders' strengths in front of everyone. Then set the example of successful building so your leaders can follow you. I'm fortunate so many outstanding leaders are my coaches. David Hsiung, Charles Wang, and Julene Martindale are incredible role models who always help me when I need them. They also encourage me to continue to grow. I try to do the same for my team.

#### How do you balance your business and your family?

With teams in different cities, I was traveling a lot. I had to ensure the kids knew I cared about them dearly, even though I was away so often. After my two older children left for college, my youngest son was always home and felt lonely. I've focused on helping him feel important. One of the things he especially likes is getting a massage whenever I'm home—back, head, or spinal treatment. It's our routine. I try to maximize the time with him.

My son is wonderful. He understands that he's making sacrifices to help other people. It's because of his support that I'm able to help so many others.

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

For me, sharing essential oils is my mission. I'm so blessed by the oils. Spreading them to the world has given me a mission. I'm grateful to doTERRA for changing my life and giving me the opportunity to help many people change their own lives.

"There's no shortcut to reach Presidential Diamond. Be a role model and work harder than others. Success in this business has nothing to do with background, education, wealth, or public speaking ability. The more we apply essential oils, the easier it is to succeed."—JauChing Lai

## 恭喜JauChing Lai 達標總裁鑽石

YARROW POINT, WASHINGTON, USA

#### 可否分享您考核總裁鑽石的旅程?

我考核總裁鑽石的旅程比預期的還久,我大部分的dōTERRA<sup>®</sup> 業務在中國,我很幸運能輕易達到前面的五條線。之後我 遇到許多人喜愛產品,但沒有時間來經營事業、或不想有壓 力。所以第六條線花了較多時間來建立。

在達到總裁鑽石前的第六個月,我不斷地推進。其中一個部分 是列出新名單來重新與人聯繫。藉此找到許多新會員,讓我感 到煥然一新,且再次為這個事業感到興奮不已。我終於對達到 總裁鑽石感到無比信心。每一週,我舉辦團隊會議,並發現藉 由分享我對於招募新會員的喜悅,能激勵團隊與新人聯繫,而 非卡在對沒有進步或對事業沒有興趣的會員之挫折中。

其中一個在經營這個事業裡最大的學習是一精油是關鍵,專注 於在頭上、肩膀、頸部、脊椎、手心、腳底等部位使用精油。 為精油展現熱情,就能將熱情散播至整個團隊。我強烈相信精 油可以在許多不同方面改變人的生活,使之越來越好。

#### 您如何激勵領導變得更加獨立?

我專注於協助他們改變思想。首先,領導們需要理解這個工 作不是銷售,而是建立關係及健康教育。幫助領導理解這個 事業是在幫助並鼓勵人們,思想轉向。我也鼓勵他們把顧客 當作朋友及家人。友善會讓你的團隊明光鋥亮,那麼更多的 人就會願意與你攜手共進。

我的自身經驗是,領導藉由舉辦精油派對而成長。一旦建立 了互信互重的關係,並為精油展現熱情,人們會期待參加。 舉辦越多派對越好,因為這些經驗會為卓越的領導建立強健 的信心。

#### 對於在努力達成總裁鑽石的夥伴們,您會提供什麼建議?

對我來說,帶領團隊就像帶領家人。我培養領導像養育孩子 們一樣,每位領導都在不同的學習階段,需要獨特的協助。 有些領導可以自動自發;有些領導較無自信,需要協助。

一位好的領導必須以身作則,讓經營者們知道你有多努力。 付出越多,成功的可能性也越大。一位好的領導,也需要挖 掘每位經營者的才能。我相信每個人都擁有獨特的才能。在 大家面前放大經營者的長處,建立成功經營的榜樣,以讓領 導們相仿相效。我很幸運能有這麼多傑出的領導做為我的老 師,David Hsiung、Charles Wang、及Julene Martindale都是



"達成總裁鑽石沒有捷徑。以身作則,付 出比他人更多的努力。這個事業的成就和 我們的背景、教育、財富、或大眾演講能 力毫無關係。使用越多精油,成功就越加 容易。"—JauChing Lai

美好模範,總是在我需要時伸出援手。他們也鼓勵我不斷成 長。我將他們奉為楷模,我也在團隊中同樣地用心付出。

#### 您如何在經營事業以及照顧家庭中獲得平衡?

我的團隊分布於不同的城市,所以過去常常出差。即使時常 不在,我還是確保孩子們知道我關切在乎他們。兩個較大的 孩子們離家上大學後,最小的兒子常常孤單獨自在家,我就 專注於幫助他理解自己的重要性。其中一項他喜歡的是當我 在家時,我會給他按摩一後背、頭、或脊椎療程。這成為了 我們的慣例。我試著讓相處的時光是高質量的陪伴。

我的兒子非常棒。他理解這樣的犧牲是為了幫助他人,他的 支持讓我可以幫助更多的人。

#### 在現階段,有什麼事情激勵你持續建立事業呢?

對我來說,分享精油是我的使命。精油使我備受祝福,賦予 我將它散播到全世界的使命。我很感激dōTERRA改變我的生 命,讓我有機會提昇他人的生活。▲



## Amy Breeden

ROSENBERG, TEXAS, USA

# TAKING YOUR SHOT

One reason Amy is a successful leader is her ability to relate to those she leads. Rather than pretending to have it all figured out, Amy embraces her faults and insecurities, showing her team members she's just like them. Amy says, "Feeling like an adequate leader is something I struggle with consistently. But deep down, I know I really care about every member of my team. And more importantly, they all know how much I care about each of them individually."

In fact, Amy has a personal goal to make everyone on her team feel heard, seen,

valued, and important. She believes this goal has helped to keep the team close, even when challenges arise. "I try to remind them that one of the beauties of building a business with dōTERRA® is the opportunity for repeat income from loyal customers," she says. "When we build our businesses right, we're building something that will be there through thick and thin."

A guiding philosophy of Amy's team is that members should nurture their businesses every day. "Right out of the gate, I was lucky to have been coached well when it comes to making my business a habit, and I teach my builders to do the same." Amy has found that, by nurturing her business every day, she sees greater rewards. And, as she tells her team, this level of consistency allows her to take a break when she truly needs it.

Amy has been building her business for long enough that she's been able to dampen some of those insecurities she once had as a leader. Though she's faced a few setbacks over the years, Amy says she's grateful for the mistakes



"Like everybody, I've felt the stress of juggling it all and had moments where I seriously weighed whether the benefits of my business were worth the price that both my family and I paid. But what kept bringing me back over and over is my love for what I do, a financial need that's being met through my additional income with dōTERRA, and an example of tenacity that I'm setting for my children—modeling how to go after your dreams."—Amy Breeden

of the past because they've made her a better leader. She encourages her team to not worry about making mistakes or let the fear of making mistakes hold them back from trying. She says, "I don't regret anything I've done in my business. I only regret the things I didn't do! As they say, you miss 100 percent of the shots you don't take, and that has been the biggest misstep in my business."

It's taken time, but Amy can now make moves—big and small—in her business without the fear of one mistake derailing everything she's worked for, and she's teaching her team to do the same. Amy says, "As I've stuck with this business, my courage has grown, and I've become more willing to try and learn. I get so much more from taking my shot than I ever did sitting on the sidelines, doubting myself."

#### HALF THE BATTLE IS SHOWING UP

Amy's biggest tip for success is simple: show up! In her mind, it's not as hard to find systems, scripts, or support. Rather, the hard part is showing up and putting in the effort. "I've been building this business long enough to know we all face roadblocks, large and small, in our lives. For me, the trick has been to steer clear of making excuses and continue treating my business like a business. That means I show up and do what I know I need to do to keep my business alive and growing, whether I feel like it or not. Consistency has paid me back in spades."

Sometimes, Amy says, business builders need to stop looking for a magic bullet solution. "The biggest hurdle is actually doing what we know we need to do. Do something every single day to build your business. Treat it like a garden. If you abandon your garden, you know the results won't be good. But what if you nurture that garden every day and care for it consistently? The rewards will be incredible.

## Nicole Chase

BURLINGTON, KENTUCKY, USA

## NICOLE'S Paradigm Shift

A fter building an effective domestic team, Nicole felt inspired to drastically change the purpose and structure of her business and team. She says, "I had to help others, to give back after my own personal health struggle and journey. I began a mission to focus on the core needs of my team, as well as the big picture of dōTERRA<sup>®</sup>." Nicole shifted her focus to work with the healthcare system. "My entire vision had to change from enrolling and supporting individuals to meeting the integrative needs of a hospital system."

Making such a major paradigm shift presented challenges for Nicole and her team in the beginning, but many members embraced the change and believed in her mission. This gave them the desire to serve their communities, as well as actively support more clinical research on essential oils. Nicole says, "I'm so proud of my team, because making this shift meant focusing more on raising dollars for fundraisers than on filling our own bank accounts." Her team has linked arms with their communities to find better ways of supporting the healthcare system and its caregivers with holistic tools for patients.

From this change, Nicole helped open the door for an amazing partnership



"Be willing to be uncomfortable. No matter how much a person learns, if that person doesn't reach out, try to meet, share, and grow from mistakes, then nothing will happen." —Nicole Chase

between St. Elizabeth's Healthcare Cancer Center and the doTERRA Center for Integrative Oncology. On forming the partnership, Nicole says, "With everyone you meet as you build a business with doTERRA, I've connected with medical professionals on a person-to-person level." Rather than just seeing white coats, she tried to see people with families, wants, and needs. She also recognized she needed to be FDA compliant with everything she said. Because medical professionals are trained to look at data, Nicole has focused a lot on providing studies and research from third parties to help build trust and respect for the products.

"The inspiration I want everyone to take from my journey is your life can guide you into areas where you're uniquely qualified," says Nicole. "My experience transformed me. It was a gift to reset my life, step out of the corporate cubicle I was stuck in, and become the person I was meant to be. Without all the misery and fighting for tomorrow, I wouldn't have dug deep inside my soul to discover my truth. Without this, I wouldn't have been able to help over 100,000 patients and caretakers annually walk into the doTERRA Center for Integrative Oncology to receive free services that support the entire person. I'm honored and humbled to be supporting St. Elizabeth's Healthcare and redefining what being a Wellness Advocate can mean."



## **IF YOU WERE A REFRIGERATOR SALESMAN**

If you were hired to sell refrigerators, would you sit in the backroom reading the user manual for every refrigerator? Or would you stand out on the sales floor, opening refrigerators and talking to people?

"You're going to oversell, undersell, and say the wrong things," says Nicole. "Big deal. I call that 'failing forward.' Each mistake will help you become a better salesperson and build a stronger foundation for your business. This business requires large amounts of failing to earn large successes. It's by trying, failing, and retrying that doors are opened."



## Karissa Cosentino

ROCKLIN, CALIFORNIA, USA

## **GRATITUDE THROUGH GRIEF**

Arissa learned the value of teamwork in more ways than one in 2020. On top of being a support to her leaders through the ups and downs of a unique year, she's also had to rely on them through personal challenges of her own. Through it all, she's learned that confidence and trust in one another is fundamental to comradery during tough times.

Personal sorrow struck Karissa's family this year, and she was filled with gratitude to see how her team stepped up to support them while she grappled

"Hard times inevitably come, which is when it's important to remember why you're doing this in the first place. When things feel unmanageable and you're stressed beyond measure, go back to that place of purpose. It'll reignite the fire inside that started you on this journey in the first place."

–Karissa Cosentino

#### THREE INSIGHTS FOR LEADING A TEAM

Your energy and belief are infectious! When you're excited, your team will be excited. Take responsibility for the way you shape morale.

2 Always be transparent in all that you do. Remember, these are your partners. They don't work for you; rather, they work with you. Make sure they feel it. **3 Don't try to do everything yourself.** Engage the incredible thinkers around you. Ask your team members for ideas and feedback. Two minds are better than one! with grief. "Tragedy hit home as I lost my stepfather and biological father within a few months of each other," Karissa recalls sadly. "My world stopped."

One of Karissa's team leaders, Stefanie, went above and beyond to lift Karissa up and sustain their team's growth during this hard time. "On top of holding down the team and managing her own two children, Stefanie organized a meal and prayer train for my family. When I look back, I don't think about how painful that time was. Instead, I think about how

God, through Stefanie, brought so much love and support to our family and kept the momentum on our team going."

Karissa has had to be patient and compassionate with herself while she's eased back into her work routine. "It hasn't been easy to snap back into my routine workflow," she says. "What a year of major ups and downs. My pace is a little slower at the moment as I process and grieve, but I find so much joy and comfort in planning the increased work we'll be able to do now that we have become US Founders."

In busy seasons, Karissa is thoughtful about communicating her goals to her family so she can rely on them for support. "I try to make sure they know what we're pushing for and what to expect. They're always there for me when I feel depleted. One time specifically, my eight-year-old son came up to me with a *Build* guide. He circled 'Presidential Diamond' in a blue highlighter and reminded me why it was important to get there. That was a powerful moment! We do this together as a family." Karissa believes that involving family in your business helps them develop a sense of ownership and pride.

At the end of a challenging year, Karissa is filled with appreciation for the people in her life who have supported her. "We have so much to learn from our teams and families. They lift and support us as much as we do them, if not more. We have so much to be grateful for."



### Emilie De Decker

SAINT-LAMBERT, QUEBEC, CAN

## La persévérance rapporte

« Il faut travailler fort tous les jours, mais j'adore l'idée qu'il est toujours possible de faire mieux. Nul besoin de se réinventer. Il suffit de miser sur ses forces et de voir chaque jour comme une occasion de devenir une meilleure version de soi. » —Emilie De Decker

orsqu'Emilie a lancé son entreprise dōTERRA<sup>®</sup>, elle s'est investie à fond. Bien qu'elle n'avait « absolument aucun plan B », elle a fait le pari audacieux de développer deux marchés simultanément. Originaire de Belgique, mais vivant au Canada, Emilie s'est rendue en Europe tous les deux mois pendant deux ans. « Ces voyages m'ont coûté beaucoup d'argent. J'avais aussi deux jeunes enfants. Heureusement, mon mari croyait en moi, mais ce ne fut pas de tout repos. Je trouvais que ça n'allait pas assez vite, j'étais impatiente. J'ai voulu tout abandonner plusieurs fois lorsque j'étais aux rangs Premier, Silver et même Gold. Mais chaque fois que j'étais en proie au découragement, je pensais à ma motivation profonde. Je prenais du temps pour moi-même, je rétablissais mes priorités et j'apportais des changements avant de me remettre à la tâche. »

Le parcours dōTERRA est jalonné d'obstacles et d'erreurs qui peuvent tous être de précieuses occasions d'apprentissage. Et celui d'Emilie ne fait pas exception. « L'organisation était le nerf de la guerre. J'aime créer et je suis productive, mais sans organisation, je suis complètement dépassée. J'ai dû apprendre à mieux cibler mes efforts, parce que la planification stratégique n'est pas innée chez moi. J'ai fait appel à mes forces. Je suis une personne positive qui sait motiver ses troupes. Au bout du compte, pour avoir du succès, il faut que ton entreprise t'apporte du bonheur.»

Elle se souvient de l'une de ses premières erreurs comme leader. « Je croyais que tout le monde était comme moi, c'est-à-dire prête à tout donner. » Cette erreur n'a engendré que des frustrations de part et d'autre. Emilie a compris qu'il faut faire le choix de bâtir son entreprise dōTERRA. « Je ne peux pas imposer ma vision aux autres. Je peux simplement inspirer ceux qui le veulent bien et les aider dans le moment présent. »

Si Emilie pouvait remonter le temps et se dire une chose, ce serait que les produits dōTERRA sont une bénédiction. « Pour aider les autres, je dois leur enseigner à transformer leur mode de vie. Au début, je ne savais pas comment faire un suivi adéquat auprès de mes clients, et j'ai raté de nombreuses occasions. Maintenant, je me fais un point d'honneur de faire ce suivi. Quand ma batterie est à plat, je reviens toujours aux huiles essentielles. Il faut continuellement apprendre à les utiliser et à découvrir de nouvelles façons de les intégrer à son quotidien. »



<<Libérez-vous de la vision traditionnelle de l'argent et du temps pour éviter bien des frustrations entrepreneuriales. Au début, vous aurez probablement l'impression que vos investissements dépassent largement vos gains. Mais à un certain moment, la situation changera, et les efforts consentis rapporteront plus. D'ici là, rappelez-vous que la réussite est possible, que vous êtes maître de votre destinée et qu'il s'agit d'un investissement dans votre avenir.>> — Emilie De Decker

> Scan here to read in English





## Silver Club Success

Silver Club is an exciting program designed to help you achieve momentum within your dōTERRA® business. It offers the same business-building power as Diamond Club, but it's tailored specifically to those ranked Consultant to Silver. In Silver Club, you'll build toward new ranks, receive free products for each of your new members, and earn product points and prizes!

This unique program stretches you outside of your comfort zone and pushes you into your growth zone. You'll be pushed to greater heights as you find new customers and builders, coach your new builders to achieve success, and develop more confidence in yourself and your leadership skills. Using the free product incentives, you can motivate your team growth in an extraordinary way and succeed together.

The 2021 Silver Club season is right around the corner, so get ready to take advantage of this game-changing opportunity. To learn more about the qualifications, visit **doterra.com/silver-club**.



#### **Benefits for Silver Club participants:**

- Earn product points and prizes.
- Build your business faster than ever before.
- Strategize with your mentor.
- Advance your rank.

#### **Benefits for new enrollees:**

• Receive a free dōTERRA Breathe® Touch with a 100 PV enrollment.

We recently completed the first season of Silver Club and want to extend our congratulations to the top Silver Club winners!



**First Place:** Sophie Lemay Blaineville, Québec

"What I love most about Silver Club is you climb as a team. I might be the captain, but every member has contributed to this success." —Sofie Lemay



Second Place: Hélène Beaulieu & Frédéric Plourde Québec, Québec



**Third Place:** Mélanie Alarie St-Bruno-de-Montarville, Québec



**Fourth Place:** Claudia Bolanos St-Laurent, Québec



**Fifth Place:** Christian Turner Frederick, Maryland



**Sixth Place:** Guy-Anne Roy Québec, Québec



**Seventh Place:** Diana Marcocia Doral, Florida

## Andrea Fernandez and Juan Brenes

PEMBROKE PINES, FLORIDA, USA

# AN ENDURANCE RACE

When Andrea reached Gold, she felt stuck. Though she was working more than ever, she was having trouble surpassing Gold, even going back to Silver at one point. She remembers, "I was giving 100 percent, but I felt like there was nothing else I could do. At that point, I felt like quitting was the easiest way out."

Andrea turned to her upline, who gave her support and motivated her not to give up on all the hard work she'd already put into building her business. But it was the words of Andrea's husband, Juan, that she still remembers to this day. "My husband has always been my rock, my support, my coach, my motivator and backstage partner in my dōTERRA® business" she says. "He reminded me that my mission with dōTERRA is written on my heart." Juan told Andrea, "We don't quit when things get tough, we pray, rise up, and pull through. Don't quit on your downline, who believe in you and trust you. Don't quit on your upline, who invests so much time and energy in you." Andrea recalls, "Listening to my husband reminded me of why I started this

journey and made me realize I couldn't give up."

Though it would've been easier to quit, Andrea is grateful for her husband's words of wisdom. She kept going, with her mission still strong in her heart. "I decided not to quit. I figured, if dōTERRA was my purpose in life, I'd better do it right. I'd better make it work."

But deciding not to quit was only the first hurdle. Andrea found that she had to make several adjustments in her business and have a lot of patience and



DiamondClub

persistence, because her challenges didn't go away overnight. She shares, "I learned that patience truly is a virtue. We aren't in a speed race, but rather an endurance race. The ones who break through limiting beliefs are the ones who win. And the ones who quit when things get tough are the ones who lose."

Because Andrea patiently persisted in her business and pushed past her doubts, she's now on the side of success, helping her leaders keep going when they want to quit. Having been someone who felt stuck in her business, Andrea is uniquely gualified to assist those who feel just like she did—those who feel like quitting would be easier. When thinking about how her experiences have equipped her to help her team, Andrea says, "I believe that life belongs to those who persist, who don't give up and are willing to take risks. If things don't work out the way they should, you can change your focus until something finally works for you. But you should never give up on your goals and dreams."

"Become a talent hunter. Help your leaders find their talents. Many leaders won't realize they even have certain talents-encourage them to expand their skills and discover more. For some, it'll be closing sales while for others it'll be teaching classes, public speaking, or social media. Direct them to resources, and then help them practice until they master their abilities. When you focus on serving your leaders and making sure they're happy and focused, their confidence will grow. This is a lifetime journey, and you want your leaders to know they can always count on you." —Andrea Fernandez

## **BUILD YOUR SKILL SET**

Leaders must overcome personal challenges and build skills if they're to be successful. "In the beginning," Andrea recalls, "I had a really hard time developing my organizational skills. I was never a person who had routines. I realized early on I'd need to get better at this—organizing myself, my time, and my home and family life." So Andrea decided to learn how to be an effective organizer, listening to videos, reading articles, printing out a calendar, and planning her entire week.

At first, she had a hard time sticking to the schedule and would frequently get distracted. "But I knew if I wanted my business to succeed, this was a skill I needed to master. Over time and with practice, my organization skills have prepared me for success. Learning about organization has shown me that if there's something you struggle with, it's up to you to figure out how to change it. As a leader, you are constantly learning and making mistakes, but know that this is all a part of the journey."





### Jennifer Gilman

SAINT PETERSBURG, FLORIDA, USA

## Becoming Better Through Building a Business

"Learning more about coaching versus mentoring has helped me better support my team. The key is to ask good questions and truly listen. I've learned to customize my approach to each person."—Jennifer Gilman

For Jennifer, building a dōTERRA® business has allowed her to grow as a person, share her passion for natural solutions, and connect with others. As a result, she's created a thriving community. Her team members matter dearly to her, and she strives to help them feel inspired and motivated by truly listening to them.

But her journey hasn't been without challenges. Creating a community and becoming an effective leader has taken time, effort, and determination. When asked about how she began building her business, Jennifer says, "I considered quitting every other month during my first two years with dōTERRA. But something kept me going." She found success as she trusted herself, discovered her purpose, and leaned on the support of her husband and daughter. Now, Jennifer's key to continued success is to "grow out of my comfort zone." Across the years spent building her business, Jennifer has discovered the importance of working together with her team and relying on others. "My entire life, it's been hard for me to rely on others." But now, she realizes that working together and depending on others is what building a business is all about. "Though asking for help is still hard for me, I feel so elated when I do. My team is truly remarkable, and when I ask for their help, they teach me so



### JENNIFER'S TIPS FOR BECOMING AN EFFECTIVE LEADER

## Make time for personal development—"As an

entrepreneur, if you aren't growing yourself, your business isn't growing." Jennifer recommends picking an expert you'd like to learn more from or a subject you'd like to know more about. You can then read books, attend events, and watch videos to continue growing.

#### Develop a business mindset-

"Do you want to treat this as a business or as a hobby?" Jennifer feels it's crucial to answer this question. When you commit to building a business, you make it a priority by focusing on income-producing activities and scheduling the work into your week.

#### Continue to be coachable-

"Are you coachable? Are you willing to learn how to do this business from others? Will you take action on what you learn?" Jennifer believes that to be successful, you need to recognize what you can learn from others. Then take what you learn and put it into practice.

much." With support from her team, Jennifer has achieved true success.

While it's important to work together, Jennifer also stresses that you shouldn't base your worth on the successes and failures of others. This way of thinking is something Jennifer struggled with for years. Over time, she found herself becoming increasingly self-critical. Today, she believes the cure to this negative mindset comes through helping others: "I continue growing as a leader and know I'm on the right path by focusing on inspiring those I work with."

In a time when members haven't been able to meet as much in person, Jennifer has found it difficult to connect with her team on the same level, but it's a challenge she's taken head-on. She's worked hard to use online tools to offer support. "While the shift to working primarily online hasn't been easy," Jennifer says, "I feel I'm getting better at it by learning, then doing." Through all the challenges she's faced, Jennifer has remained resilient, and she believes others can do the same. The rewards she's reaped from building her business go beyond leadership recognition or monetary value. "This business has made me a better person," Jennifer says. She encourages Wellness Advocates to move forward in their businesses with a passion for natural solutions, a willingness to rely on others, and a desire to help people.





### **Terese Hamilton**

MESA, ARIZONA, USA

## A Personal Journey to Success

Terese has been building her dōTERRA® business for years, finding success as she's worked with her incredible team. Each Wellness Advocate has his or her own personal journey to success, and Terese's own has insightful lessons that can help any leader, novice or experienced.

When you're building a business, you're bound to make mistakes—likely a lot of them. But Terese tries to look at such shortcomings positively. Instead of becoming discouraged by her mistakes, she has learned to view them as opportunities to better herself. "I truly believe each mistake was a lesson for me to learn. Sometimes I learned quickly, and other times it took a while. But I constantly want to improve and grow." This mindset has helped Terese become a better leader. When she first started, Terese felt the best thing she could do was have her team members build their businesses the same way she had, which included regularly teaching classes. As a professional teacher, Terese enjoys leading in a class-like setting and feels comfortable in front of a crowd, but she soon discovered not everyone felt the same way. Terese decided she had to take the time to really get to know her team members. "By understanding each of my leaders' strengths, I've helped them discover ways of building their businesses that feel good to them." Terese is still amazed by the results of this decision. "I've seen leaders who felt stuck finally take ownership and have fun again, which has made their businesses grow."

As her business has grown, Terese has discovered the importance of balance.



### TERESE'S THREE MOTIVATIONAL TIPS

When she participated in Diamond Club for the first time, she felt stretched thin. "I was saying yes to every event and traveling across the country." While she grew from this experience, Terese felt that the amount of work she took on overwhelmed her and her family. She knew she had to do things differently from then on. The next time she participated in Diamond Club, Terese set achievable expectations and was more strategic about how she spent her time, which allowed her to balance her business and home life. "This helped me create boundaries with my business where I didn't get burned out, and I was excited to keep moving forward."

Along with balance, Terese has learned the necessity of staying determined. She's spent almost eight years building the thriving business she has today. As she built it piece by piece, it would've been easy to compare herself and become disheartened as other Wellness Advocates progressed in rank more guickly than she did. Instead, she focused on her own journey, met wonderful people, and learned lifechanging lessons. Terese knows this kind of success is possible for anyone: "There's no perfect timeline for when you hit Diamond. Everyone's journey looks different, and it's never too late to try."

By learning from her mistakes, recognizing others' strengths, creating balance in her life, and staying determined, Terese has found success in her business and role as a leader. "It hasn't been an easy journey, and it's taken me longer than many others, but it's all been worth it. I love the person I have become." Terese believes success is possible for everyone when they use their special talents and stay determined. So much goes into building a business, and sometimes it's difficult to stay motivated. Terese has three tips that can help you maintain your progress and keep things fresh.

**Match your actions to your commitment**—Have you ever set a goal you didn't actually believe you could achieve? We've all been there, and it can be discouraging when you don't see the progress you'd like. For Terese, true growth happened when she matched her actions to her commitment. "I had set the goal of Diamond many times before I actually hit it. Each time, there was a little bit of doubt in my mind, saying it wouldn't happen. This would affect my actions. The month I finally hit Diamond, I knew without a shadow of a doubt I was going to do it." Terese's unshakable belief in herself allowed her to fully commit to her goals and find the success she'd been working for.

2 Treat every month like it's a BOGO month—Terese knows BOGO month is always busy, but she also recognizes there's incredible motivation and excitement during that time as well. She believes it's the drive and excitement that create success, and she encourages other Wellness Advocates to "continue that energy and fun through the other months of the year."

**3** Get creative—Sometimes you feel like you've hit a wall when building your business, and it's during those times that Terese recommends getting creative. "The great thing is we're all business owners. We get to decide what our business looks like." You determine the path you take, so don't be afraid to try something new!



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



# One Step Closer to Becoming a US Founder

US Founders Club 2.0 is a once-in-a-lifetime opportunity, and now is the perfect time to make your dream of being a Founder come true! Here are five tips to help you on your journey.

Find your Why. To achieve your goals and dreams, it's important to know what you want and whyyou want it. Take the time to focus on the reasons you want to be a US Founder.

- 2 Enhance your vision. Goals become a reality as you visualize them. Add this graphic cutout, along with your photo, to your vision board for a daily reminder of your goal to become the next US Founder.
- Define your strategy. Visit the dōTERRA® Founders Club website to better understand how you can earn points and strategize with your Account Manager or a Business Advancement team member to create a personalized plan for becoming part of US Founders Club 2.0.
- Fill out the Goal Planner. Download the Goal Planner from the Founders Club website to set short- and long-term goals. Share your goals with your team and check in often with an accountability partner to stay on track.
- Include your team. Who on your team could benefit from becoming a US Founder? The best aspect of this program is everyone can succeed together—it's a team effort. Share your excitement, invite your team members to participate, and then help them define their personal strategies and goals to achieve a US Founders Club 2.0 position.



#### Cristina Badell—first US Founder 2.0

"This isn't a business you can do on your own. It's about teamwork. It's about being strategic, making a plan, talking to the people who are going to work with you, and letting them know it's possible to achieve this."



## I will be a US Founder 2.0 by:

### Erika Helbing

WESTON, FLORIDA, USA

## slow and steady Wins the Race

Erika wears many hats: yoga instructor, cook, and mother, among others. When she was first introduced to dōTERRA® essential oils, she was fascinated. "It was a eureka moment," Erika remembers. "Finally, everything I'd been preparing for started to make sense in a holistic, interconnected way."

When she witnessed the dramatic changes essential oils made in her family, Erika knew she wanted to share them with others. But she had no idea that this desire would lead her to start a thriving business. "I built my organization from a genuine use of the oils. I never thought about building a network. I just had an honest interest in sharing them with the people I know and telling everyone how much good essential oils were doing in my life."

After establishing her business with dōTERRA, Erika was amazed by how quickly her network expanded. She worked diligently for over a year and reached Diamond. This achievement was thrilling, but she soon realized she'd grown too quickly. Without enough support underneath her, Erika lost her Diamond rank. "At first, I felt I'd failed. I had to admit my mistakes and start making changes. Understanding that each person is different and that not everyone would be able to make the journey alone like I did was a big step. I realized this had to be a team effort, but I needed to learn how to do it!"

From then on, Erika was dedicated to strengthening the foundation of her business and began truly getting to know her leaders personally. She came to understand that everyone has unique methods and ways of working, so she learned to advise others in ways that were appropriate for their individual needs. This effort slowly but steadily brought about more sustainable growth. "I've been able to rebalance the way I work, and my builders have grown stronger along the way," she says. It took Erika several months to reach Diamond again, but she's achieved it every month since. "Now I have totally committed and self-sufficient leaders. They're

wonderful women who inspire me every day. I have learned to enjoy the ride. What matters is the journey, not the destination!" Erika cautions against the temptation to pull friends and family into your structure when you're starting out. For her, it's better to wait and see who has genuine interest in the business before complicating your relationships. "Be extremely careful with what you expect from your friends and family and be thoughtful about where you place them in your structure."

Erika believes strongly that a love for essential oils is contagious, and the best thing you can do to inspire your team is continue using and learning about them yourself. "The oils have drastically enhanced so many parts of my life. I share tips with my organization daily so they can learn how to use them in an even more holistic way. While doing so, they're improving their well-being from the inside out. But the key is belief. If you really believe, your energy will help other people believe too!"

#### DOS AND DON'TS FOR GROWING YOUR TEAM

**Do** learn how to use all aspects of what dōTERRA offers to create additional income. **Don't** give away new customers to your builders to help them get to a new level sooner. **Do** build a solid base of six to nine builders right below you. **Don't** put friends and family below your direct line of growth, unless they're committed. **Do** remember that doTERRA isn't a job, but rather a way of life.

"Make sure to always plan long-term with the big picture in mind. Trying to accelerate growth in a nonorganic way or looking for shortcuts to grow volume faster will only lead to problematic situations down the road. There's no magic formula. The best thing you can do is get to know your team members as individuals and support them in their specific needs. Being a great leader isn't about giving greatness, but rather inspiring those you lead to find the greatness they already have inside."—Erika Helbing



## Marco and Elisa Jaeger

FARMINGTON, UTAH, USA

## **Hard Work Pays Off**

"Remember, comparison is a dream killer! Don't worry about what other leaders are doing. Don't feel bad if your business isn't growing as quickly as others. Enjoy your connections with people and sharing essential oils. Set your ego aside and open your mind to constant improvement."-Elisa Jaeger

hen Elisa and Marco reached Elite in their doTERRA® business, they made an important decision that changed the course of their journey by opening a new market in Elisa's home country of Ecuador. This set them on a path they never imagined—one with many challenges and benefits.

The journey began when the Jaegers traveled to Ecuador to introduce doTERRA products, find leaders, and

establish logistic routes. Because they were breaking into a newer market, the couple encountered unique challenges that stretched them above and beyond anything they could've imagined as business builders. Elisa says, "The time and energy required from us was much more than we expected. It was a challenging time, to say the least." However, as the Jaegers think back on the work they did to

get their business off the ground in Ecuador, they're grateful they stayed the course. "We had our Why. We had a vision for doTERRA in Ecuador, and we knew that the oils would be an amazing blessing to everyone."

The Jaegers attribute much of their success to the sacrifices they made, as well as those of their team. They remember, "During our time in these early stages of opening Ecuador, leaders





were often faced with huge setbacks and trials that, for many, would've been reason to walk away. But they stayed the course, and—with patience, faith, and vision—we all had a part in growing dōTERRA in Ecuador." When reflecting on everything t has taken to reach Diamond, the Jaegers share, "Our journey wouldn't have been as meaningful and special if it weren't for our amazing team, both in Ecuador and the US."

Elisa and Marco are grateful for every moment of their doTERRA journey, even the hard ones. They say, "Building this business truly is an incubator for personal development, learning, and growing. You'll feel some growing pains; however, these painful moments are great experience builders that ultimately make you a more understanding and compassionate person."

#### A THREE-STEP APPROACH TO HELP STRUGGLING BUILDERS

**HELP THEM REMEMBER THEIR WHY.** Remind your builders of their reasons for embarking on this journey of changing lives one drop, one person at a time. Doing so helps rekindle the fire and energy they felt that helped them make the decision to build with doTERRA in the first place.

**HELP THEM FOCUS ON THE POSITIVE.** Rays of light always exist, even in the darkest of times. We try to help builders see the growth they've experienced from when they started to the present. What have they achieved? Whose lives have they changed? What has their team achieved this month? Helping them answer questions like these will remind them of their value—not just as a leader, but also as a friend and a partner in this journey.

**HELP THEM SEE HOW THEY CAN IMPROVE.** Review the methods and processes they're using and collaborate on how they can improve. Make sure the leaders are ultimately the ones making decisions about how things change. It's your job to stand by them as they build their business.

#### LEAH'S KEYWORDS FOR EMPATHETIC LEADERSHIP

**COMMUNICATE.** Learn how to truly listen before responding. With prospects, customers, and builders, be careful not to overload them with information, especially at the start. Find out about their needs and work with them one step at a time. Help them get what they want when and how they want it. **BELIEVE.** Believe in the importance of being a light in this world. You're the key ingredient when it comes to serving people. It's not just the oils—it's you! Every day, remember who you are and work to help others do the same. **FORGIVE.** Be forgiving. Forgive yourself for your failures—actually, expect them! It's part of the learning process. So take chances and give ideas a try. Do the work it takes to let go of your fears and hang on to your dreams.







DiamondClub

Leah Karratti KANEOHE, HAWAII, USA

## **#Gift** bGiving

"Remember who you are. Your unique strengths and gifts make magic happen. We're all fire starters of dreams, but if we aren't feeding the flames to achieve our goals, then those flames can dwindle and die. Recognize the light within yourself and help strike the fire within others. Help your leaders reignite the flames in their hearts by reminding them of who they are and how they already influence the world around them."—Leah Karratti

Leah likes to say she's a friend first and a Wellness Advocate second. "I have a curious drive to get to know people, understand what their lives are like, and see their hopes and dreams fulfilled," she says. "It's why I care and show up as a friend first." For Leah, her dōTERRA® business has been a chance to connect with others and help them reach their full potential.

Leah uses her natural empathy to guide her team during tough times and inspire her leaders to do the same. "Sometimes, people just need to be reminded of who they are and what gifts they bring into the lives of others," she says. "When they see their own brilliance, they start to realize their dreams can become a reality." Leah uses her talents as a mentor to do just that.

In one memorable instance, a leader reached out to her after a particularly discouraging call with a team that was struggling to set goals. "She said her team was falling into old patterns of fear and asked what ideas I had to get them out of their funk," Leah says. "I told her to reflect on a difficult time during her own dōTERRA journey to help her better understand what her team was going through. Then I reminded her that her gifts as a leader could inspire others to believe in themselves and the business again."

Leah has had plenty of difficult times of her own on her journey. When she first started out, Leah was a teacher. Taking a few months off to head out on the road with Diamond Club was a risk, but one she's so glad she took. "It was in Diamond Club that I honed my prospecting, teaching, enrolling, and recruiting skills," she reflects. "I learned the most powerful and persuasive tool I have is my story. My life changed. From then on, I wanted to help others experience their own life-changing moment. I wanted to give them hope and a better solution."

Leah believes strongly that staying dedicated to self-improvement is imperative to building a successful business. "I continue developing myself as a person—not just to become a better leader, but also to become a better me. I noticed quickly that when I stopped focusing on daily success habits like journaling, I slipped back into fear and complacency. The truth is when I feel this way, I've simply forgotten who I am and how I can make a difference." So Leah makes sure to journal every day and uses the time to reflect and gain wisdom from past experiences. "My journal entries have helped me to better mentor and strategize with my team leaders and grow my business more effectively."

Building a business has enriched Leah's life in ways she didn't expect going in. "It started with prayer and a burning desire to do more in this world. What I received was more than an answer to prayer. So many wishes were fulfilled: improved health, strengthened connections with friends—old and new—the tools to help those close to me in need of additional financial support, and even an opportunity to build a school with the dōTERRA Healing Hands Foundation<sup>®</sup>. I want to keep sharing dōTERRA so others can receive those blessings as well."

## Jena and Gregg McNabb

RAPID CITY, SOUTH DAKOTA, USA

## EDUCATION AS FOUNDATION

ena and Gregg have built their dōTERRA® business around the truth that education is key. They believe firmly in providing consistent learning opportunities to their team members and customers, which has led to an invested client base. "Supporting our educators is central to our business," says Jena.

As a former elementary school principal, Gregg knows the importance of properly training educators. "His role is to personally work with our leaders to help them achieve their goals," says Jena. Together, Jena and Gregg offer weekly education sessions to all their team members and customers, which they're passionate and diligent about. "He and I love watching our team members reach the ranks and goals they set for themselves, and we try to offer feedback and encouragement when they're struggling." These education sessions empower leaders to confidently share their knowledge about the products and help customers understand all the ways in which dōTERRA products can enrich their lives.

Jena and Gregg both have fulltime jobs on top of their dōTERRA business, and they're parents to four children. Though they sometimes find themselves stretched thin between all their commitments, dedication to their team keeps them going. "We have people who depend on our leadership," says Jena. "Some days are hard, but we remind ourselves why we do what we do and how it benefits others." They also set aside one day a week to rest and reconnect with each other by hiking together in the nearby hills.

At first, the unique challenges of 2020 disrupted the ways Jena traditionally enjoys connecting. "Face-to-face personal educational classes with customers is my favorite way to teach. I love letting them smell the essential oils and watching their reactions. This year, that all came to a drastic halt!" Instead of being discouraged by the situation, Jena used it as an opportunity to pivot and try something new. "Video calls and mailing out samples became a new way to connect with potential customers. I watched upline classes, took notes, and started practicing my own. I can truthfully say I'm grateful for the way this year has changed our



business. It's opened doors for us that we would never have opened on our own. We now have strong educators and customers all over the US!"

Jena strives to keep this kind of positive mindset and approach, no matter what unexpected struggles come her way. She takes what comes in stride because of her belief in the business and in her faith. "Mishaps aren't really mishaps. Things happen for a reason. God is good, and He has a plan for our business."

Jena and Gregg are driven by love for the work they do and actively encourage others to dig deep to find their own passions. "So many people in the world are hungry for solutions to problems in their lives. If you have a drive to help others, then you'll soar with doTERRA!"



#### When things are tough, remember you're not alone. You can always turn to:

- Family
- A supportive
- Faith
- spouse or friend Your personal

Team leaders

- Upline mentors
- Why



"When your heart tugs at you to step outside your comfort zone and reach out to someone, listen to it. It might seem difficult in the moment, but you might just change a life! We've all been gifted with the ability to help others, so make sure you don't miss the opportunities before you."-Jena McNabb

### Luciana Paz

WESTON, FLORIDA, ESTADOS UNIDOS

# Dominando Nentalidad

Para Luciana, construir un negocio dōTERRA® ha servido como un vehículo para el crecimiento personal como ningún otro. Mirando hacia atrás, atribuye ese desarrollo personal a la mentalidad positiva que se esfuerza por mantener cada día. "La mayoría de las luchas surgen de la forma en que nos vemos a nosotros mismos y la creencia de que nos merecemos los objetivos que nos propusimos lograr", dice. "Yo misma he vivido esto. Cuando me quedé atascada como Platino durante más de un año, supe en el fondo que tenía que romper mis propias creencias limitantes

de lo que era posible y lo que me merecía. Las habilidades estaban ahí. El bloqueo fue completamente mental. No fue fácil, pero eliminar ese bloqueo mental ha valido la pena".

Luciana sabe que ese desarrollo al final vale la pena, aunque se necesita humildad y trabajo duro para llegar allí. "Es difícil imaginar el trabajo que tomará crecer como líder en este negocio hasta que realmente se enfrente a esos desafíos", dice Luciana. "Ningún camino hacia el crecimiento real es fácil. Es útil comenzar el viaje sabiendo que tendrá que enfrentar sus miedos profundos y creencias limitantes". Cuando llegan esos momentos, "tienes que estar dispuesto a reinventarte por completo. Saber esto desde el principio le ahorrará tiempo y dolor. A medida que creces, la persona que emerge del otro lado será completamente diferente de la que tomó la decisión de comenzar. Comprenda esto desde el principio y esté dispuesto a continuar de todos modos ".

Luciana usa una rutina diaria de atención plena para mantenerse enfocada en lo que más importa. Medita durante 30 minutos todas las mañanas y trabaja para desarrollar la compasión, la gratitud



Scan here to read in English

y el perdón. "Dedico este momento de tranquilidad a evaluar mis sentimientos, diseñar mi futuro y recibir orientación de lo alto que me asegure que todo es posible. Esta es la mejor rutina que he implementado en mi vida ". Aunque Luciana reconoce que la meditación no es para todos. "Tal vez para ti sea un paseo por el parque o un poco de sol en el patio trasero. Sea lo que sea, trabaje diligentemente todos los días para acceder a esa voz interior inspiradora ".

Después de haber cosechado tantos beneficios de su autodesarrollo, Luciana ha hecho que guiar a su equipo para encontrar ideas similares sea una gran parte de su estrategia de liderazgo. "Con el tiempo, he aprendido a encontrarme con cada líder exactamente dónde está", reflexiona. Si bien algunos son más autosuficientes, otros necesitan mayor orientación y apoyo.

Independientemente, el factor más importante para Luciana es que cada líder tiene una visión de éxito. "Es difícil cuando veo personas que están llenas de potencial a punto de darse por vencidas porque no confían en sí mismas. Externamente, ofrecen excusas, pero como he estado allí, sé la verdadera razón: la duda. Al final, hay mucho que puedes hacer. No puedes obligar a nadie a hacer el trabajo interno necesario para que suceda la magia". Por otro lado, ver a sus líderes encontrar fuerza interior y propósito ha sido uno de los aspectos más gratificantes del negocio. "Ver florecer a mis líderes, ser parte de este viaje con ellos, es absolutamente increíble".

Luciana cree firmemente que aprender a acceder a su intuición es un requisito previo para un liderazgo inspirado. "Haz este negocio desde tu corazón y con tu yo auténtico. Conócete a ti mismo y un camino, tu camino, se te aclarará ".



### EXPANDE TU PROPÓSITO

Toda búsqueda apasionada comienza con una razón, un propósito. Es el propósito lo que mantiene los pies en el suelo y la cabeza en alto en momentos de giros inesperados cuando se construye un negocio. Es lo que te da fuerza y "te apoya, recordándote hacia dónde te diriges y por qué es tan crucial", dice Luciana.

Pero su propósito solo lo llevará hasta cierto punto, a menos que recuerde volver a visitarlo cuando los tiempos sean difíciles. "No puedo decirte cuántas veces sentí que mi propósito no era lo suficientemente fuerte como para mantenerme encaminada cuando estaba luchando. Y, sin embargo, cuando volví a él, cada vez se expandió de una manera increíble. Recuerde seguir ampliando su Propósito para que se adapte a la nueva versión de en quién se está convirtiendo. Es natural que, a medida que evolucionas, también lo haga tu propósito".

#### FEATURE **ARTICLE**

Goodbye Customer Retention Worries...

dōTERRA® Wellness Programs,

an automatic and effortless way to help your customers stay engaged with the exact products they need to achieve their health goals. It's easy to help them receive wellness delivered straight to their door every month at the best price by educating them on the benefits of adding a Wellness Program to their loyalty order.

How do Wellness Programs boost customer retention? Each program is made up of three kits that rotate each month. With carefully selected products that provide your customers with results-producing routines, they can set it and forget it, knowing their health is in good hands.

#### **Three LRP Benefits Your Customers Will Love**

Be prepared for anything. Never be without the crucial natural solutions you need as your first line of defense, so you can be more prepared for what life throws your way.

Live life to the fullest. Tackle your most pressing health challenges and find natural solutions that help you get your life back on track. Relief is automatically delivered to your door. Promote peace of mind. Eliminate chemical-based cleaning and self-care products in baby steps. Every month, replace a few more harsh products with dōTERRA natural solutions.
**Mind & Mood:** Daily ups and downs are to be expected—don't let them take a toll. Let this Wellness Program help customers manage the demands of daily life naturally and effectively.

**Relief:** Do your customers deal with discomfort? Help them say hello to liberation and freedom with the safe and natural solutions in the Relief Wellness Program.

**Immunity:** Everyone could use extra immune support.\* These curated kits, all part of the Immunity Wellness Program, support the immune systems\* and help keep your customers' environment clean.

#### doterrat Immunity Kit | 1

Nan Yang wendi support, bahi mada weni na. Tisa gani at difen a cuarter di pandaci degawi ta suggini pau stemune spiteri, keng yaur anatomen peteri pau fame."

Partly Counties COL Bank (1.50), ex. Close, eff TEBA De Gaerd<sup>14</sup> Paraming Read Marb. (1.61, ex. PC) on, and Disper eff TEBA De Gaerd<sup>14</sup> Paraming Read (1.61, ex. 2014), Exclusion eff TEBA De Gaerd<sup>14</sup> Parthquette (1.61, ex. 2014), end Read (1.1.64), et physics. Wild Dange Counties COL Supplement (1.61, ex. Close,

# Mind & Mood Kit | 1

#### dōterra\* **Relief Kit** | 1

Sometimes your body needs greater comfort and relief. With this special kit, you have everything you need to give your muscles and joints support as you push yourself to grow stronger and healthier."

Deep Blue® Rub Samples | 10 Packets of 0.068 ft.oz/2 mL each Deep Blue Polyphenol Complex® | Dietary Supplement 60 Capsules Deep Blue® Soothing Blend | 0.16 ft.oz/5mL AromaTouch® Massage Blend | 0.5 ft.oz/15mL

Exclusive Gift: - Massage Ball | 6.3 cm diameter

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Meredith Reilly

NEWTON, NEW JERSEY, USA

"What matters most is how we react to negative situations and turn them into something positive. I love this saying: where there's a will, there's a way! There's always a way to find light in darkness."—Meredith Reilly

**TRUST IN THE** 

Reredith describes her experience building her doTERRA® business as a "soul journey." She has met many challenges along the way, but she has found that, through reflection, those struggles became catalysts for her personal growth. "Time and time again, I've had to dig deep and reevaluate my thinking," she says, "but I've learned so much about myself and what I'm capable of."

For Meredith, participating in Diamond Club was a chance to grow personally and professionally, but taking on such responsibility while serving as a mother of three boys required sacrifice. "I was a class mom. I'd always gone to all their games and volunteered for every school function. Performing well in Diamond Club meant weekly travel and missing my children's events. I kept reminding myself that this was a temporary season—a season of growth."

Along the way, Meredith communicated to her family why what she was doing

was important, and they responded with support and encouragement. "I made sure my kids knew I was missing their games for a reason. I was chasing my own dream while they were chasing theirs. My husband understood it was a small sacrifice for big results down the road."

And thanks to her hard work, Meredith finished fourth place in the US. "My Diamond Club experience has continued to pay off time and time again," she says. "I wouldn't change a thing."

Overcoming obstacles has changed the way Meredith leads others. "Early on in my business, I had the impression that if I didn't do something, it wouldn't get done the right way. I started becoming an enabler. I took over tasks that my leaders should've been learning to do on their own so they could become better leaders themselves," she reflects. "What I didn't realize was that by taking responsibility away from my leaders, I was keeping them from learning what they're truly capable of. Now, I allow my leaders the opportunity to grow, letting them get uncomfortable and make mistakes to learn from the process."

Meredith tries her best to keep this perspective when faced with the challenge of a team member who has decided to move on, especially when Meredith feels they are on the brink of a breakthrough. "It can be scary to watch a builder stop sharing when you know that a lot of hard work and time went into helping that team grow. Everyone is on his or her own journey, which includes timing—something that can be hard to accept. I've learned to remain positive and look at this particular situation as an opportunity for the right person to show up."

Meredith believes that trusting in life's timing is paramount to success, as is trust in yourself. "When you don't feel like you can keep going, you can. The choice is yours. Whatever you want to create, you've got the power to do so. Dig deep and go for it!"



#### THREE TIPS FOR FINDING JOY IN THE JOURNEY

**NATO:** Not Attached To Outcome. Know that you're sharing tools that have the potential to change someone's life. Whether they want to go on that journey is up to them. You have to do the best you can, and then remove yourself from the outcome. Doing so will help you stay motivated and not feel let down. And remember, no doesn't mean no forever-just not right now.

Trust in the process and enjoy the journey. Sometimes we forget to appreciate our smaller accomplishments when we have a larger goal in front of us, but the fun and growth happen along the way. Small wins will keep you motivated and moving toward your bigger goal.

This business should be joyful! It should be what lifts the weight off your shoulders. Have fun and make sure to celebrate accomplishments of your leaders too. A small win for you could be a big win for them. Positive reinforcement goes a long way!

2



## BUILDING A TRUE TEAM





### Ivette Rodriguez

KISSIMMEE, FLORIDA, USA

keep life running smoothly, lvette says, "My family always works together as a team." With this support, lvette has managed being a mother, wife, and business owner.

Ivette knows success is possible for everyone and, in the face of determination, nothing can stop you from reaching your goals. She says, "If something is really important to you, you can do it. Just work for it and surround yourself with good people—people who will only bring out the best in you." She also recognizes the importance of bringing your unique talents to the table: "Be you! Be original. Don't act how you're 'supposed' to act. Show your true self." When you're authentic to yourself and rely on your team, the sky is the limit.

More challenges await ahead, but lvette's team—her husband, children, and leaders—keeps her going. She's convinced that in this industry, you can have a business that helps others, which is what helps her move forward with positivity and purpose.

## QUESTIONS FOR A NEW BUILDER

Though she loves cheering on her

team, lvette has also come to realize

you can't force builders to reach their

potential. In the end, it's up to them.

what they're capable of and what they

can achieve, but if they don't make the

decision, nothing will happen." You can

still support everyone on your team,

but lvette recommends putting "most

of your energy into people who have

the same vision you do." When you do

that, you'll be able to progress together

On top of working with her team, lvette

has mastered essential skills that have

helped her progress. Incredibly, she

reached the rank of Diamond in four

says many have asked her, "Do you

ever sleep?" While there have been

times she's felt exhausted or even

considered quitting, lvette believes

skills in her business and home. To

discipline and organization have been

the key to her success. She uses these

months! With such rapid growth, lvette

farther and faster.

She says, "You can spend so much time and energy trying to show them

When Ivette starts working with a new Wellness Advocate, she asks him or her a series of questions to help her understand the person better.

• What do you expect from this opportunity?

"There are always two options: fight for your dream—for the reason

you started—or quit. It's a lot more

fun and satisfying to fight for your

hen lvette started her doTERRA®

business, she knew it would

be challenging. Before, she'd always

worked for herself, and she knew

new experience. There have been

ups and downs along the way, but

lvette has found working with her

team members to be an incredibly

One of her priorities is to "lift them,

started, and help them make a plan

cheer them up, remind them why they

to achieve their goals." Ivette learns so

much from her team members and is

together, they can reach new heights.

"Every time I cheer them up, I'm also

inspired by them every day. It's her

firm belief that when they work

cheering myself up."

building a team would be a

rewarding experience.

dreams."—Ivette Rodriguez

- Where do you want to be in a couple months? A year?
- What are your dreams for this business?

Ivette believes these questions are invaluable, because you'll know your builder's expectations, goals, and purpose. She says, "This is the key for whenever someone is struggling." When you know these things about your leaders, you're better prepared and informed on how to help them stay motivated when things get tough.



## Cort and Karli Roszell

RAYMOND, ALBERTA, CAN

# Power of Belief

Cort and Karli Roszell began building their dōTERRA® business at a unique time in life. Cort was going back to school for a career change at 35 years old, and he and Karli had just moved their family across the ocean to Laie, Hawaii. Karli says, "The business fell into our laps, and we've never really looked back." From the beginning, she recalls, "I felt a real need to share what I'd experienced and accomplished with essential oils. I found my purpose."

This sense of purpose is what carried them through difficult times. Some of the most challenging moments for Cort and Karli have been when teammates and friends decided they no longer wanted to keep building. Instead of letting this discourage them, the couple grew from the challenge and persevered with purpose in their hearts. Cort and Karli say, "A true leader can only ever lead by example." They, along with their team, continue moving forward and find success by believing in their mission.

Karli and Cort had to maintain that belief in their business when they moved back to Canada—an ocean away from their upline, while Cort was

"If you feel like you have a burning passion to share doTERRA products, I want you to know that the time to move forward is now. Don't wait for your babies to get bigger, because they'll get bigger no matter what you do! Don't wait until you know everything about the business, because the best teacher is experience. Don't wait until someone else has paved the path, because you were born to lead the charge, not follow."—Karli Roszell

## CAN YOU HAVE IT ALL?

completing his unpaid student teaching work. They felt "alone and small." It was also at this time that Karli signed up for her first round of Diamond Club, which required a lot of time teaching and traveling, but they believed firmly they could do it. With the whole family on board, they were able to grow. Looking back, Karli feels all the effort she put in at that time was worth it, because it helped her and Cort get to where they are today.

But Cort and Karli haven't just had to believe in themselves. They've also had to believe in their team members. It's through working with their leaders that they've truly progressed. While Karli and Cort were working toward becoming Canadian Founders, they focused on building up their team. Karli remembers, "I just kept scheduling classes with people in my downline whenever and wherever I could, helping them reach their goals." Karli and Cort have made a commitment to their builders to help them succeed. In time, they've found that by helping each other, everyone on their team benefits.

Believing in yourself is a crucial part of building a business—a necessary step that must be taken before you can truly believe in and support your team. Cort and Karli's message to their team is, "Sometimes it's difficult to push away doubts, but know that you have an entire community supporting you and cheering you on." Even though the journey hasn't been easy, Cort and Karli believing in themselves and their team—while committing to the work—has helped them achieve incredible success. They continue to push themselves forward by focusing on the next summit and making their way to the top, no matter how many attempts it takes.

Karli believes you can! Here's her practical advice for stay-at-home parents who want to build a business:

"To all the moms struggling to be the Wellness Advocate you know you're meant to be and the perfect wife, mom, chef, maid, laundress, professional organizer, and chauffeur, take off some of those hats! Balance comes in unexpected ways, but what I've noticed is if I let my kids wear the maid hat, my two oldest children who can drive put on the chauffeur hat, and my husband wears the chef hat at least twice a week, then I get to be a Wellness Advocate, a wife, and a mom."



### Bernadeth Silva

FORT MYERS, FLORIDA, USA

# LEARNING TO LEAD

Bernadeth feels fulfillment when she's leading a team and mentoring others, but she wasn't always a natural leader. It's taken selfreflection and work on her personal journey to help her find clarity and wisdom she can share with others.

At first, essential oils were just a hobby Bernadeth did on the side. Most of her time was occupied with running a swimming school. "My small business was my bread and butter, and essential oils were my part-time fun project." However, as Bernadeth's dōTERRA team grew, so did her responsibilities. Eventually, she felt like she couldn't keep up. "The days seemed shorter. There just weren't enough hours to finish my business tasks and call the names on my potential builders list."

Attending the dōTERRA One Convention helped Bernadeth find clarity on what was important to her. "A year after attending convention, I went on a mission of discovery. I asked myself, What am I most passionate about? How can I build the financial control I'm looking for?" After reflecting, she decided what her next steps would be. "Within a few weeks, I made the decision to close my business and devote 100 percent of my passion, time, and efforts to building my dream team with doTERRA."\*

Though Bernadeth knew she was making the right decision, challenges



"My philosophy is everyone has a place on my team. Finding your place is the key. Listen more and talk less. Listen to understand, not to respond. I want to hear people's goals, visions, and commitments."—Bernadeth Silva

came with the adjustments. "I was new to building a team and made a lot of mistakes," she reflects. "If I could go back, I'd dedicate a portion of each day to learning the strategic side of building a team, watching the trainings, and seeking out mentors to guide me." Bernadeth knows she made mistakes along the way, but she's turned those moments into learning opportunities. "All successes come with failures, so I use them to grow and teach others to avoid making the same mistakes. I see problems as opportunities for learning."

Now, Bernadeth draws on selfreflection habits to help her team members tap into their true potential. She has mentorship meetings with her potential clients to help them discover their own inspiration. "The discovery meeting is critical to all building success," she says.

For Bernadeth, the key is taking the first step. "We all need to start somewhere," she says. "It's okay to keep things simple. Focus on your strengths and help others see their own."

Bernadeth believes that taking responsibility for her actions inspires her builders to do the same and creates a culture of accountability. "My team trusts in me because of the personal brand I've built—they know they can count on me. I love this product and want everyone to succeed."



## **HOW TO INSPIRE LEADERS IN DIFFICULT TIMES**

## Help leaders reconnect with that initial spark and belief in themselves.

"One of the greatest threats to success I've seen in some of my leaders is a loss of focus. Initially, they believe in themselves and the possibility of success. A loss of focus comes when they begin to doubt themselves, their abilities, and their skills."

#### Try your best to meet in person or over videocall.

"I make it a point to videoconference, because you can't fake authenticity. I want leaders to see my eyes. I want them to know I genuinely believe in them, because I do. Being present for the initial spark is exciting, but witnessing the re-spark is incredibly moving!"

#### Let your leaders know you genuinely believe in them.

"I take any opportunity I can to look them eye to eye and simply say, 'You can do it! I believe in you. I support you. Let's do this.' These calls even inspire me and refuel my purpose as a leader."

## Sheena Souza

ROSEVILLE, CALIFORNIA, USA



## THE BIG **Picture**

When you run a business, you often find yourself drawing on life experience to help you become a better leader and manage things more effectively. Nothing gives you a new perspective on life quite like living in a remote village with no running water or electricity. After living in Haiti on and off for several years, Sheena has gained rich life experiences that she says have had a major impact on her business. She shares, "I've always said Haiti has beaten a lot of selfishness out of me-in the best possible way. I think that, like me, so many people out there want to live for something other than themselves. They're looking to create meaningful change in the world. Haiti has done that for me."

Sheena has lived in a remote village while also building her dōTERRA® business all the way to Diamond. Not only has this unique approach presented business problems that other leaders likely haven't experienced—such as limited access to the Internet and electricity—but it's also brought everyday challenges Sheena never thought she'd experience. She and her family have seen violence, rioting, sickness, malnourished children, hurricanes and other natural disasters, and even threats from nearby terrorists.

Despite all this, Sheena is grateful for the change in perspective her experiences have given her when it comes to her

#### THE AUTHENTIC DIAMOND

For those with the goal of reaching Diamond, Sheena suggests doing whatever has been working for you. But if something hasn't been working recently, don't be afraid to try another way. "I believe it takes the same skills you used to hit Silver to reach Diamond. One of the most important lessons I've learned so far in this business is you can be successful in a thousand different ways. You don't have to do things exactly how your upline has done them."

If you're stuck in the mindset that you have to achieve Diamond in a certain way, know there's no single

path to success. "Be you," says Sheena. "If teaching classes doesn't work as well for you but you love getting on your Instagram Stories and sharing essential oils, do it there! Build your business in a way that's authentic to you. If the advice you receive from leaders doesn't fit your personality or strengths, you don't have to change who you are fundamentally to be successful or rank advance."

Operate in your gifts and strengths. You'll go a lot farther and a lot faster that way.

business. "Living in Haiti has made me a lot more flexible, easygoing, and focused on the big picture," she says. For Sheena and her family, many of the first-world problems they used to think about pale in comparison to what they've seen in Haiti. Sheena says, "When a problem in my business arises, it's easy for me to step back and ask myself, What's the big picture here? How can I help my team love and serve the people and the world around them without getting caught up in things that might not matter when all is said and done?"

Along with her big picture mentality, Sheena's learned not to sweat the small stuff, which she's passed on to her team. "I love all the incredible business partners and leaders who have joined my team. We all know there's no time for drama or rudeness. Life is too short. None of us are interested in anything that divides us." Whether in Haiti or her home state of California, Sheena tries diligently to carry the big picture with her, always focusing on the needs of her team, customers, and the world around her. By not putting energy into insignificant issues, she has the strength and ability to focus on what really matters. She says, "dōTERRA has completely changed my worldview. It's a powerful way of living and being, and people want to be part of that. And I certainly don't blame them."

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47

"Something we need to remember is everyone has his or her own capacity. To help my leaders, I've found I first need to identify how they're feeling and understand that their capacities may be different from mine. They may have a different personality, skill set, or gifts. As a leader, my job is to help them determine what they can handle and remind them of their strengths. I don't need to turn each of my leaders into a miniature me. I want them to feel supported just as they are, no matter how they choose to build their businesses."—Sheena Souza





#### **TRIPLE DIAMONDS**



PATRICK & ALLYSE SEDIVY

#### DOUBLE PRESIDENTIAL DIAMONDS



WES & HAYLEY HOBSON



DAVID & TAWNYA HSIUNG



MARIE-KIM PROVENCHER



BOYD & SANDY TRUMAN

#### DOUBLE BLUE DIAMONDS





ELENA BROWER

ANDY & NATALIE GODDARD



JUSTIN & KERIANN HARRISON



JERRY & LAURA JACOBS



SUN ZHONG & XI FUCHUN

#### DOUBLE DIAMONDS



KENNY & REBECCA ANDERSON



PAUL & BETSY HOLMES



ERIC & ANDREA LARSEN



ANGE & CHRIS PETERS

#### DOUBLE DIAMONDS



KACIE VAUDREY & MIKE HITCHCOCK

#### PRESIDENTIAL DIAMONDS



PAUL & DELMAR AHLSTROM



MATT & KELLY ANDERSON



CRISTINA BADELL



CHRIS & KAREENA BRACKEN



JAMES & ROXANE BYBEE



STEVE & GINNA CROSS



MOLLY DAYTON



CHRISTIAN OVERTON & MARK EWEN

#### PRESIDENTIAL DIAMONDS



JEFF & JEN FREY



LI & LANCE FRYLING



MATTHEW & SEANTAY HALL



**ROGER & TERESA HARDING** 



JOHN & MELYNA HARRISON



LORI & JOE HAYES



JIM & LARA HICKS



SHANE & REBECCA HINTZE



NATE & BRIANNE HOVEY



CLAY & JESSICA IDDINGS



MATT & SARA JANSSEN



JOSH & SEASON JOHNSON



MATT & BAILEY KING



KYLE & KIERSTON KIRSCHBAUM



JC LAI



DWAYNE & TRACY LUCIA

#### PRESIDENTIAL DIAMONDS



ZACKERY & STEPHANIE MARTIN



JOSH & KEELI MARTINEZ



STEVE & KIMBERLEY MILOUSIS



NATE & DANA MOORE



KC & JESSICA MOULTRIE



RICHARD & JENNIFER OLDHAM



ERIC & KRISTEN PARDUE



JENNA & ANDREW RAMMELL



DANIELA & FERNANDO ROMAY



GARY & KARINA SAMMONS



RYAN & DANI SMITH



LAURA STOKER



**BETTY TORRES** 



CHARLES & HELEN WANG



MELODY & WALTER WATTS



DANIEL & AMY WONG

#### PRESIDENTIAL DIAMONDS



KELLY ZHAO

#### **BLUE DIAMONDS**



AMBER & JOHN ADAMS



**KEVIN & NICOLE** ALMEIDA



PETER & SUSIE BAGWELL



LIZETH BALDEMAR LIEVANO



PERLA BALDEMAR & JORGE TENORIO



DANIEL & CRISTINA BENITEZ



JANNA BERRY

ADAM & CAREY

BROWN



**JEREMY & MICKI** BOBERG

**BEN & CAMI BUCHTA** 



JENNIFER BRADY



SUSAN & DAN BURSIC



MELODY BRANDON



CHERIE BURTON







RACHELL BRINKERHOFF



GERARD JR. & CARMEN BUSCH



ANNE CALHOUN



**BRADY & MICHELLE** CANNON



**RACHEL & DARYL** CARTER



JESSICA CHAMPAGNE



CHIDESTER



CORINNA CHUSE BARRUS



**RICHARD & ELIZABETH** 



MAREE COTTAM & **DIRK VANDERZEE** 



SHAYE & STUART







SCOTT & RHONDA FORD



ANDY & MISSY GARCIA



**VERN & JENNY** CRAWFORD



STUART DIXON



KARLEL CROWLEY &



MIKE & LORI DAVIS



FRED & CARRIE DONEGAN



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**KEITH & SPRING** ESTEPPE



MYLÈNE GAGNON





AL & MAUREEN GARCIA

JEANETTE FRANSEN







MARC & JENN GARRETT



BRAD & TOBI GIROUX



JEFF & KATIE GLASGOW



ERICK GONZALEZ



DR. ANDREW & RUTH GOUGH



LISON GUÉRETTE-CAPONY



CURT & CAROL ANN GUEST



LINDSEY GUNSAULS



HANNAH HALLER



DR. SANDRA HANNA



AISHA HARLEY & LARRY SPILBERG



MARK & ALICIA HAUGSTAD



RYAN & MELISSA HERMAN



BRYANT & BRIANNA HESS



JESSE & BREANNE HOUSTON



ASHLEY KEMA



DANNY & NICOLE LARSON

doterra.com 55



BENJAMIN & STEPHANIE HOWELLS-SCOVILLE



DRU & GINA KIESEL



JOSH JELINEO & BEBE MCFALL-JELINEO



NICK & DYANNA KILLPACK



HAGAN & DENA JORDAN



LAURA & SHAWN KING



**JEREMEY & ANNETTE** 

JON & DUQUESA LAMERS



ALISHA & JONATHAN LATOUR



JUSTIN & TAHNA LEE



FUXIAN LI & LING LING ZHANG



LILLIAN LIU



GABRIEL & HOLLY LO



STEVE & RACHEL LOTH



STEVE & TRACY LYMAN



DAVID & HEATHER MADDER



KALIKO & MAILE MAII



KELLY MALLINSON



ALONTO & DESIREE MANGANDOG



JULENE MARTINDALE



AARON & TONYA MCBRIDE



ROGER & CAROL-ANN MENDOZA



BECKY METHENY



SOPHIA MORRISON



JARED & NICOLE MOULTRIE



CHRISTINA PETERS & MICHELLE MCVANEY



JONATHAN & DEANNA NICHOLS



BETH & RYAN PHILLIPS



DR. ZIA & KY NIX



LASSEN PHOENIX & BRYAN HUDDLESTON



JENNIFER PANSA



MAYRA & STEPHEN POWERS

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DAVID & ANDREA CAUFFMAN



DAVID & ANA CHAPMAN



NICOLE CHASE



NATHALIE CHAUSSEAU



GINA CHO



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MAPLE XIAOHANG FENG



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ADAM & LEAH GRAHAM



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SUEANN GRANN



**DARREN & ROSIE** GREMMERT





**GRIFFIN GUNDERSON** 



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LAURIE LANGFITT





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JASMINE LEMOYNE



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TITAN LIU



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AVASA & MATTHEW LOVE



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**BROOKE MAGLEBY** 



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JING MA & JINHUI WANG



JASMINE MA



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JESSICA PRESS



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DICK RAY & STACY PAULSEN



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JED & PAM WALDRON



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AMANDA WALLJASPER-TATE



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FREDRICK & ERIN GILES



HONG GAO



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KEISHER GLYMPH







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MELISSA GUTHRIE



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ANASTASIA & AARON HALCOMB





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NANCY JOHNSON

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**KRIQUETT HOWELLS** 



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ERIN LEVEAUX













ALISON LANGRIDGE











MARTINEZ

FENG YOU LI





























LUCINDA MARTIN

**RICK & EMILY MARTIN** 





















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ANNA OFFMAN

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SHELLY POMEROY



AMANDA MCHUGH



DAVE & DELYNN MILLER



JANELLE & JUSTIN MUELLER



TERRI PACE





SHERRI PRICE & MITZI BYBEE MACLEOD



AMY MCKINLEY



JENNIFER MIXDORF



HOLAN & CASSY NAKATA



SHANNON PALMER



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JOHN & EILEEN MCLEAN



BETTINA MOENCH







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ADIARI TINEO



ANI TOROSYAN



PATRICIA VEGA ROSALES





ALICIA TORRES GEARY



JOVANNA VELEZ-OTERO



LANE & ANGELA WATKINS





BRIAN & AMANDA TRENT



CHAD & SUSIE WALBY

DANA & DAVID WATTS



JENNIFER UPCHURCH

**BRENT & JENNY** WALSH



ALISON VAN

KIM WALTER

EMILI & DALLON

WHITNEY





AUSTIN & JOCELYN WARY







FANNY ZALDUMBIDE



WINKLER



SIGAL ZOLDAN

ZHOU



**KRISTIN WORLEY** 



DAVID & MICHELLE WEAVER



SARA WORTH

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ADRYAN DUPRE DAVID GOLDBERG HUGH HALLER



KATIE MILLER

TONY NAVARRO

KRISTEN YOUSEF

KATELYN NEIL SAM OLDHAM FRANCISCO RODRIGUEZ

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

STEVEN & CAROLANN STREAM KELLY TAYLOR

KAILI WARDWELL PETERSON BAOSHENG















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