## Essential DER



Congratulations on Reaching Presidential Diamond

Tracy & Dwayne Lucia

**doterra recognition** Magazine **48** 



The test of leadership is not to put greatness into humanity, but to elicit it, for the greatness is already there. **?** 

James Buchanan



## Featured Diamonds

Amanda Harris The Unicorn Recipe 1C

Steve & Chelsea Scott It Starts with Hope

David & Michelle Weaver Finding a Way Back to Basics

**Stephanie Kutterer** Mining for Gold

22

Natalia Angulo Walk Together

26 Karine Drouin Lead with Love Lead with Love

36

28 Lucinda Martin Think like a Diam Think like a Diamond

> Leonard & Danielle Hillman Finding Purpose in the Pain

**ESSENTIAL** LEADERSHIP

16



## Featured Diamonds (Continued)



Michelle Alavaski Bruns We Are a Movement



María Virginia Silva and Inger Devera The Mavinger Duo

Conrad & Lillian Wenger Grow, Flourish, and Shine

48 Liliya Zotta Switching Perspective



Dive in deeper to builder stories and business tips on the Building Your Business with doTERRA—Empowered Success Podcast.

## Recognition

- Triple Diamonds 51
- 51 Double Presidential Diamonds
- **52** Double Blue Diamonds
- 52 Double Diamonds
- 53 Presidential Diamonds
- 55 Blue Diamonds
- 60 Diamonds
- 72 Platinums



"As leaders, we all have unique gifts. We're all created differently, and that's why it's so special to do this business authentically. During my years as a leader, my favorite thing to do is help others see their gifts. When I have struggling builders in my downline, I love linking arms with them and helping them see their gifts. I love encouraging them to step out of their comfort zones and shine bright."—Amanda Harris

## Amanda Harris | Sacramento, California, USA

# THE Unicorn Recipe

When Amanda attended convention in 2016, she had no idea what awaited her there. At the time, Amanda was a store manager who didn't have much time for her dōTERRA® business. She'd held one class and wasn't sure how much time she could commit to building, but she decided to attend one day of convention. What happened next was unexpected.

Amanda remembers, "In the first hour of convention, I was sitting there thinking, How do I go all in?" She laughs about her reaction now, but continues, "I knew I needed to be all-in with dōTERRA. I knew this was the company for me."

Since her lifechanging experience at convention, Amanda has given herself to her business fully and embraced all the ups and downs that come with it. One of her greatest challenges came when she participated in Diamond Club during 2020. While Diamond Club presented plenty of its own challenges, Amanda was reaching for Diamond in a year of unprecedented changes during the pandemic. As she navigated the ins and outs of doing her business completely virtually, Amanda felt how important it was for her to keep going. She remembers, "Not only did I want to help my team win in their businesses so they could provide for their families, but we also needed to show up for our customers—new and old—more than ever." Though she says the Diamond Club season was one of the hardest things she's done in her dōTERRA journey so far, Amanda is grateful for how it helped her grow. "It helped shape me as a leader, helped my team step into leadership roles, and helped all our businesses explode," she says.

Achieving the rank of Diamond gave Amanda new insights about what it means to be a dōTERRA leader. She says, "I used to think some people were just lucky, so they made it to the top ranks of Diamond and above. They were like unicorns to me. But now that I've actually arrived here at Diamond, I've have learned that the 'unicorns' are just people like you and me." Amanda has realized the leaders she used to think were "lucky" are merely people who show up and do the work every day. "Showing up authentically, being anchored in why you're here, and going all in with your time and energy—that's the unicorn recipe."

## The Best Resources for Structuring Your Business

#### PIPES

"When I first started building, I thought I was doing everything right. Though my heart was in the right place and I was doing the work, I was working so much harder than I needed to be. Learning the PIPES steps and what they really meant changed my business. There is so much more in 'Prepare, Invite, Present, Enroll, and Support' than you think. Take a closer look at each of these steps and make sure you're really doing these activities."

#### dōTERRA Business Building Guide and Certification

"This is the yellow brick road to Emerald City for us all! It's the path that shows us how to build this business with structure, and it'll save you so much time and energy. It'll be such an enjoyable experience as you bring on new business partners and participate in a duplication system that works. I'm so thankful for this program."



#### **Add Your Magic**

"Once you use these resources to structure your business, the only thing missing is you and your magic. Be yourself, show up authentically, and serve in the way that helps you shine best."



Steve and Chelsea Scott | Mountain View, Alberta, CAN

# It Starts with Hope

"One of the greatest blessings through this amazing journey has been how much we have been able to stretch and grow".—Chelsea Scott

"I'll never forget the day I smelled doTERRA Hope® Touch for the first time. Tears streamed down my face for almost an hour," Chelsea remembers. "The experience brought back a connection and deeper wisdom that I had forgotten—an 'inner knowing' inside of me." Now, Chelsea carries doTERRA Hope Touch with her wherever she goes.

As Chelsea saw her well-being supported by using essential oils, she was astounded by their purity and power. She says, "I started waking up to who I really am, what my gifts are, and why I have them. My heart began to call me on a path from simply using essential oils to sharing, enrolling, and helping others find answers too."

Many people feel they don't have the time or resources to start a dōTERRA® business, but Chelsea and her husband, Steve, help their builders overcome those obstacles. They know it's possible because they've done it themselves! Steve and Chelsea are the parents of seven children. They live in a small farming community, where they own another business. On top of their busy schedules and many responsibilities, Chelsea says, "I was extremely shy and introverted. It wasn't an easy decision for me to start building."

But Chelsea's Why led her onward, and Steve joined her on the business journey. She says, "One of our greatest strengths has come as we have worked together as a couple from the beginning. Being united has been an anchor during challenges." Chelsea shares, teaches, and enrolls with her passion for essential oils, while Steve takes the lead on business strategies, team trainings, and back-office logistics.

Along with working together as a team and honoring each other's unique strengths, Steve and Chelsea have found another valuable principle to be true in their business-building experience: "People enroll with those they know, like, and trust. They also do business with people they feel understand what they're going through. As we have worked to personally overcome obstacles that come our way, individually and as a couple, we have been able to uniquely lift builders, having worked through each challenge ourselves."

## Working Together as a Couple

"I try to lean into my strengths and honor my husband's own. We have grown so much together as a couple by doing this business. It's really strengthened and unified us in more ways than we could have imagined. We have stepped into our own personal strengths, trusted each other, and moved forward with faith and hope. Together, we make a powerful team."





# FINDING a Way Back to Basics

## David and Michelle Weaver | Middleburg, Pennsylvania, USA

Michelle and David have come a long way from where they started. Michelle remembers feeling unsure about her knowledge of how to run her dōTERRA® business. "When I first started building with my sister-in-law, we had no clue what we were doing." Michelle looks back on these times with fondness. "We needed to find a way to do this business even when we did not know how. Instead of this hurting or slowing our business down, it only made me stronger for the future. I was determined to make it work."

As Michelle gained experience with essential oils and teaching, she found her footing. "In time, we grew to be strong builders who knew the class script front to back, understood back office, and knew how to effectively enroll customers and builders and consistently do membership overviews."

As she was working on her dōTERRA business, Michelle contemplated how she could help those who wanted to build their own businesses. "During this time, I was making a list of what support a builder would want and need. I was ready to pour all my energy into my next builder. I committed myself to always support, teach, and run with my team, no matter what."

When it comes to building a team, Michelle understands that if gems are to be found, you have to dig. "This energy isn't just for my frontline team members. I've learned that when you dig deep, you can discover a goldmine! I want to pour everything I can into my downline, no matter what level they're on. I love supporting, encouraging, and helping them grow their businesses."

Even when you work your hardest, challenges still come. "Continually pushing through the mind block of wanting to give up on a hard day has been key!" For Michelle, one of her biggest challenges taught her to get back to the business building basics. "A few years after I started, one of my frontline builders told me she was stepping down from the business. I knew this would take a toll on my team and it really affected my mindset for the next few months. It slowed down my enrollments, rank advancements, and my belief in myself and the business. Even though my team didn't know about these setbacks, I could see the ripple effect that was trickling down. I realized at this point that the change had to start with me! My mindset needed to change. I needed to be more consistent with PIPES. This is when the shift in my business occurred, and I saw my team growing and shining."

Michelle rediscovered her success by going back to the basics and learned a truth she's continued to apply every day: "Your business is only as good as your mindset."

Never ever let anyone else determine your story. You have a glorious destiny. Don't hide what's meant to be seen. Don't shrink back because you're unique. Let God's love shine through you so the world may know His beauty through your life!

### **Michelle Weaver**

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





## **Just Start!**

"The key to success may be to start before you're ready. Open the essential oils, open your mouth, and let the words pour out to those around you. You don't need to be perfect, but you do need to start!"

#### Remember these things:

- Willpower is like a muscle. The more you train it, the stronger it grows.
- Even when you feel alone in this business, know you're not.
- Will it be easy? Nope. Will it be worth it? Absolutely!

# Jump in: Building Online

Are you considering taking the leap to start sharing dōTERRA online? Whether you are on the fence, feeling nervous, or ready to tackle the challenge, take it from these seasoned online builders: it's worth it!







## Sarah Joy

@oil\_ohana

## Treat it like a job. You have to show up and stay consistent!

Relax, take a deep breath, forget what everyone else may or may not think or say, and have fun with it. Be confident in sharing what you know. Trust me, someone out there needs to hear what you have to share.

My number one tip for online building is to treat it like a job. You have to show up and stay consistent! In order to gain trust with your audience, people need to see you daily. They want to feel connected and get a glimpse into who you are. It's got to be something you can commit time to in order to grow relationships online.

I chose to build online because I had just moved and left the majority of my team in a different state. I knew I needed to find a way to not only keep in touch with my team and empower them daily, but also to find and help new people as well. I decided I would learn as much as I could to build an audience on Instagram and haven't looked back. It is a great way to educate, empower, and connect daily. Building online has allowed me to meet so many new people from all over the world, I would have never met otherwise. Kayla Monson @mywelloiledlife

You don't have to wait until it's perfect. Get that post up, load that story.

Showing up online can be intimidating and vulnerable but when you remember why you are sharing these oils and who you want to show up to help, it becomes easier to push yourself outside of your comfort zone. Remember how these oils have changed your life and what your reasons are for sharing them and always go back to this on the hard days.

You don't have to wait until it's perfect. Get that post up, load that story. Your social media will be a constant learning and refining process of developing your brand. My feed looks way different than it did six years ago when I first began. I have found my style overtime. Try not to overthink it. What is a product that got you through today? Share it! What is something you first wanted to know about dōTERRA? Tell your audience! What is a question you often get asked? Answer it!





## Amanda Beach

@naturally.healthy.living

# Share your life and your passions so your people can find you.

I have been able to connect with new customers and builders through the online space. It's such an amazing way to connect with people from all over the world. If you are feeling apprehensive to begin sharing online work to identify specific reasons for why you are feeling nervous or fearful, and then address those with truth. Are you worried what family and friends might think? Will they question your motives? Well, share about what your motives truly are! Do you want to help people? Are you looking for a way to serve others? Are you wanting to supplement your income? These are all valid reasons for doing this work and sharing education about these products and this business. Don't worry about what people will assume your motives are, just remember who you are and what God has called you to do and trust that He will bring the people into your life you are meant to serve.

Make your account photo a photo of yourself! People don't connect to oil bottles. They want to know who is posting the information. Try to share stories using video or photos that include your face and your journey. People want to know why you are different and unique and some of the people you connect with may become lifelong friends! Don't be "just another oils page" but share your life and your passions so your people can find you. Michelle Cannon alifesimplymichelle

# Attract your tribe and do it by being you!

Let go of the idea that you need to be something else to be successful online and start showing up as you! There is room for everyone. Share your content, education, and all your tips on how to use your dōTERRA products. Show your face, and let others get to know you.

When I first began online, I had little confidence. That hurt me in ways because I worried about what others thought. It's a real struggle! You aren't wrong for feeling this way. Try to focus on getting all of that out of your head. Why? I heard something early on in my dōTERRA journey as I began to grow online that changed my perspective: "Some will like you, some won't. The ones that don't aren't your people." It's so true. Attract your tribe and do it by being you!



## **Read the Directions**

"I didn't 'read the directions' before becoming a builder. I had no idea about the importance of structure, so my organization has been a work in progress. I didn't understand the importance of continuing education, so I lost a lot of customers in the beginning. If I could go back and tell myself anything, it would be to read the directions. Do the training. Take the time to really learn what a capable and committed leader looks like. Follow the example of established builders. Do it, and you'll achieve success!"

# **Mining for Gold**

A few years after starting her dōTERRA® business, Stephanie felt stuck. Despite giving her all to her business, she wasn't where she hoped to be. "Most of my builders had walked away. I felt alone, discouraged, inadequate, and confused over what I had done wrong. I felt like I had failed them."

However, she knew she couldn't quit. "I'd built enough belief at that point in my own capability that I knew if I only kept going, I would eventually get there. My husband talked about it being like mining for gold. I had to just keep going, doing the things I knew how to do, until those golden leaders joined me." And Stephanie's hard work and persistence paid off. "The next year, we had a bunch of fabulous builders join us and, in the middle of a pandemic, I achieved the rank of Diamond! It still feels surreal to me."

Stephanie knows a thing or two about juggling responsibilities. For the first three years building her business, she was homeschooling her kids and working as a paralegal while building her business. After three years, Stephanie decided to tackle her business fulltime. "I felt a little nervous, but very elated when I could release the stress of essentially doing three jobs to focus on my dōTERRA business."

Stephanie is confident anyone with a desire can find success in this business. "What's special about my leadership is that I'm not anything special. I didn't come into this business with leadership skills, sales experience, a huge network, or even a local upline. There were so many excuses that could have held me back, but I kept taking baby steps forward. God has helped me move past so much pain and fear on my journey."

Throughout the years, Stephanie has seen many people turn away from their dreams out of fear. Instead of taking it personally, she's learned a different approach. "I look at my business like a water wheel, where people will come and go. I strive to welcome and receive them with open arms, no matter where they are in their journey. For a long time, I struggled with discouragement and feelings of failure over builders walking away—I took it personally. It's important to evaluate how we can be better leaders and make amends when we've messed up, but it's also vital to let it go and let them go. And who knows, they may actually return one day."

For Stephanie, it's all about mindset. She knows whatever you believe, you'll create. She says, "The reality is that my true value and worth is grounded in who I am to Jesus Christ. Everything else can fall away, but that will never change. You'll attract or repel people based on your own attitude, and your attitude comes from your thoughts about yourself and your worth. If I'm seeking for others to make me feel validated, I'm an empty bucket seeking to be filled. If I face the world knowing my worth, I'm a full bucket looking for ways to pour out. Fill your bucket so you can help fill others."

When new leaders come to me, I completely understand their fears of rejection, of not knowing enough people, of not knowing enough, of not being enough! If they trust me and my story, I help them overcome their fears and discover their unique strengths and a level of confidence they've never known before.

### **Stephanie Kutterer**



# Congratulations on Reaching Presidential Diamond

Tracy & Dwayne Lucia | SeaTac, Washington, USA



Scan to hear more of the Lucia's story

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

I was introduced to dōTERRA by a friend. He gave me Lavender oil and I had an amazing experience with it. I had my own business at the time and didn't have a lot of time to devote to learning about essential oils, but I always used my lavender. It wasn't until they announced they were going to open the China market that I said I would give the business a try. I knew that was the market for me because of the language and culture. I went to China and saw that so many people there had never heard of dōTERRA or CPTG Certified Pure Tested Grade<sup>™</sup> essential oils. I went back for about three months and that is when I built the foundation for my organization.

At this point, I was at a crossroads with my two businesses—it was hard juggling both. I decided to go all in with my doTERRA business because I could see the potential in the business and a future for myself in doTERRA. Once I reached Diamond I thought, great that's it! I had flexible income and a comfortable life, but then I wanted to help others keep going. When I reached Blue Diamond, I thought that Presidential Diamond was too hard and too far away, but some of my team started to reach Presidential Diamond and I felt embarrassed that I hadn't reached it yet. Something in my blood wouldn't let them pass me.

#### What has been the biggest lesson you have learned?

This isn't always an easy business. There have been many times I have wanted to give up, but through those hard times I have grown so much. I have been able to overcome much of my own pride, self-centeredness and laziness. This business is all about teamwork. You have to learn to get along with people, which isn't my nature. I have a strong personality and I am comfortable telling people what to do. This journey has taught me to respect people. Step by step I have learned to focus on other people's needs and not so much on myself. I now have the ability to see things through other people's eyes—something I didn't do before.

It can be upsetting when someone doesn't want to build the business. Sometimes you just have to realize that maybe it isn't the best time for them. If you don't respect them, there probably won't be a future there, but if you respect them, their time, their situation and privacy, they might come back. If you really strive to care about each person, that care will come back to you. Maybe not through that person but through another.

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

It's just like climbing a mountain. Look up and continue on, step by step. It's all about progress. You move forward little by little every day, every week, every year.

In order to reach a high rank, it is inevitable that you will go through difficult times. My advice would be: don't stop. Rest a little if you need to, treat your wounds, walk slowly, but do not Don't stop. Rest a little if you need to, treat your wounds, walk slow, but do not stop. Slow and steady wins the race. You can move as slowly as you need to, but don't stop moving.

#### **Tracy Lucia**

stop. Slow and steady wins the race. You can move as slow as you need to, but don't stop moving.

Utilize the resources dōTERRA offers. They can make your life so much easier. The Chinese Management team does a fantastic job with all the teaching and training they offer.

#### Why should someone want to be a Presidential Diamond?

The beauty of this business is once you get to this point, if you want to sit back and enjoy your hard work, you can. After sacrificing to get to this point, you can take a break and enjoy the fruits of your labor.

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

For me, helping other people to reach their goal and meet their ideal rank is my motivation. I feel a responsibility to my team. When people have a need, I want to be there for them. If someone on my team decides they want to grow, I want to be there for them to support. I see my job now as getting people motivated and pointing them in the right direction so they can succeed.

## What advice do you have for people when looking for new builders?

Pay attention to what people say and do and how they treat others. Use your eyes. Good leaders don't speak too much. Good leaders listen and watch. My advice is to focus on those people who express sincere desire to be successful in this business. To reach any level above Diamond you really must learn how to manage your time. Don't waste your time on negative things and negative people. It's not about how smart someone is or how much experience they have, it's all about their attitude, their heart, and their vision.

#### In what ways has this business changed your life?

Mainly I feel I have improved my character so much. I have grown to be more appreciative to nature and God's creations. In this business you make a lot of friends that carry the same values as you. There are so many quality friends I have learned valuable lessons from. dōTERRA has helped me become a better person.

## 祝賀Tracy Lucia 達到了總裁鑽石級別

SEATAC, WASHINGTON, USA

### 請告訴我們您成為總裁鑽石級別的旅程。

一位朋友介紹了dōTERRA<sup>®</sup>給我。他送給了我一瓶薰衣草 精油,那瓶精油帶給了我驚人的體驗。當時我有自己的生 意,沒有太多的時間來學習精油,但我一直以來都在使用 薰衣草。

直到dōTERRA宣布開放中國市場,我才想說要試試這門 生意。由於對中國文化和語言的熟悉,我看到了發展這個 市場的商機與前景。2013年4月,我去了中國並發現很多 人都沒有聽說過dōTERRA或CPTG專業純正檢測認證。那 年夏天,我回去待了三個月並建立了我的精油團隊。

這時,我的兩項事業走到了一個十字路口。要同時兼顧這 兩項事業是很困難的。我決定全身心投入我的dōTERRA 業務,因為我看到了它的潛力。看到了自己在dōTERRA 的未來。

當我達到了鑽石級別時,我想著:太好了,就這樣吧!我 已經擁有了不錯的收入和舒適的生活,但我還是想幫助別 人繼續前進。之後當我達到藍鑽時,我覺得總裁鑽石級別 太艱難,太遙遠了,但我的下線成員都開始達到了鑽石總 裁以上的級別,我心裡感到有些壓力和不好意思,因為他 們已經超越我的發展了。與生俱來不服輸的性格,推動我 繼續向前努力。

#### 您學到的最重要的一課是什麼?

這不是一門容易的生意。我曾多次想放棄,一路上的重重 困難,使我不斷的學習與成長。我仍在努力克服驕傲、自我 中心,和懶惰等不良的習慣。這個行業最注重於團隊合作。 你必須學會與人相處,而這並不是我的天性。我的性格比 較強勢且有主見,因此常會指揮他人和替他人分配工作。

在doTERRA的這段旅程中我學會了尊重別人。我慢慢地 學會了關注別人的需求,而不是只在乎自己的需求。 我現在可以通過別人的視角來查看問題——這是我以前不 太常做的。

當團隊的一些夥伴遇到阻礙,不想繼續發展時,會讓我感 到力不從心。但這個時候你必須意識到這可能不是他們的 最佳時機。如果你不學會尊重他們,那麼這個團隊就不會 有未來。但如果你尊重他們,他們的時間,尊重他們的處 境,他們的隱私,他們在未來仍有機會回到團隊中,與你 繼續相處共事。

如果你真的努力去關心每個人,這種關懷將使你得到回 報。也許不是透過你曾經幫助過的人,而可能是透過不同 的人事物。

## 您對於那些試圖達到總統鑽石級別的人有什麼建 議嗎?

達成鑽石總裁好比攀登一座高山, 需要將目標放遠, 持續 往上看, 一步一步地向上爬。每一天的進步都是關鍵。你 每天、每周和每年都在一點一滴地向前邁進。

要想達到更高的級別,難免要經歷艱難的時期。我的建議 是永不休止。如果累了,就小憩一會兒,治癒傷口,慢慢走, 但不要停下來。緩慢而穩定地贏得比賽。你可以隨心所欲 地緩慢前進,但不要停止前進。

使用dōTERRA所提供的資源。它們可以使工作變得更加 輕鬆。根據我的經驗,中文管理團隊在提供教學和培訓方 面做得非常好。

#### 為什麼想要成為鑽石總裁?

這一個事業的好處是可以設定目標,並且逐一完成。完成 鑽石總裁如同達到了一個新的里程碑,你可以和團隊一起 慶祝辛勤工作的成果。

#### 在這個階段中是什麼促使您繼續發展此事業?

對我而言,幫助他人達成目標與實現夢想,是推動我前進 的動力。我需要對團隊夥伴負責,並且及我所能提供他們 需要得支持與服務。當團隊的夥伴決定要繼續提升,達成 下一個目標,我會全力以赴的陪伴與鼓勵他們。

我認為我現在的工作是幫助他人找到動力,為他們指出正 確的方向,引導他們成功。

## 您對於那些正在準備建立自己團隊的人有什麼建 議嗎?

用心觀察人們的言行舉止,以及他們對待他人的方式。好的 領導者不會說太多話。他們更會去傾聽和觀察。

我的建議是,專注那些真心渴望在此行業中取得成功的 人。要達成鑽石以上的級別,一定需要學會管理你的時 間。不要把時間浪費在消極的事情和沒有承諾的人身上。 這與人們有多聰明或有多少經驗無關;相反,要更多地關 注他們的態度、心胸和願景。

#### 您的事業是否改變了您的人生?

我覺得我的性格有了很大的改善。我更加欣賞大自然和上 帝的創造物。在這個事業中,你會交到很多有相似價值觀 的朋友。我從這些優秀的朋友身上學到了很多寶貴的經 驗。dōTERRA幫助我成為一個更好的人。



永不休止。如果累了,就小憩一會 兒,治癒傷口,慢慢走,但不要停下 來。緩慢而穩定地贏得比賽。你可 以隨心所欲地緩慢前進,但不要停 止前進。

Tracy Lucia



## Natalia Angulo | Miami, Florida, Estados Unido

## Caminar Juntos

Se ha dicho que los líderes no nacen, se hacen. Cuando Natalia Angulo comenzó a construir su negocio, no era consciente de que se estaba convirtiendo en líder. En ese momento, Natalia trabajaba en el mundo empresarial, un mundo en el que había estado durante casi 15 años, desde que vivía en Colombia, el país donde nació. Estaba acostumbrada a ser una empleada, no una líder. Natalia recuerda: "Estaba acostumbrada a solo lograr mis propias metas y sobresalir en lo que hacía sin liderar un gran equipo. Cuando decidí construir mi negocio dōTERRA®, me di cuenta de que, sin trabajo en equipo y liderazgo, no había forma de hacer crecer una comunidad o que este negocio funcionara como debería". Al principio, Natalia construyó su negocio dōTERRA de la única forma que conocía: estableciendo sus metas personales y logrando todo lo que se proponía. Así es como había estado operando en el mundo empresarial y también funcionó con su negocio dōTERRA durante un tiempo. Después de seis meses, Natalia alcanzó el rango de Plata y fue una de las Top enrollers de su equipo.

No fue hasta que quiso llegar a Oro que Natalia se dio cuenta de que, sin socios y un equipo comprometido, no podía seguir creciendo. Ella dice: "La conexión de un equipo es lo que nos permite lograr todos nuestros objetivos. Podemos llegar a muchas más familias y cambiar más vidas de esa manera. Una de mis citas



## Un tiempo de sacrificio

Natalia recuerda cuando comenzó a construir su negocio dōTERRA. Como tenía un trabajo corporativo de 9:00 am a 5:00 pm, tenía que trabajar en su negocio por las tardes cuando llegaba a casa del trabajo. Esto significaba sacrificar tiempo con su hija y acostarse tarde todas las noches.

Natalia dice: "Tenía claro lo que quería lograr con este negocio. Me concentré en las actividades diarias que me iban a ayudar a lograr lo que siempre había soñado: tener mi propio negocio. ser independiente, poder dedicar más tiempo a mi familia sin preocuparme por días limitados de vacaciones y poder tomar descansos cuando mi mente y mi cuerpo lo pidan. Esto es lo que me mantuvo enfocada y motivada durante este tiempo de sacrificio. Dediqué mi tiempo a cosas que realmente estuvieran ayudando a lograr mis objetivos. Tenía que estar igualmente comprometida con mi negocio, mi trabajo y mi familia, no puedo hacer nada a medias, doy lo mejor siempre en cada área de mi vida".

"Mi consejo para todos aquellos que están comenzando un negocio dōTERRA es que sean auténticos y pongan su corazón y pasión en todo lo que hacen. Esa energía que transmites es contagiosa y la gente querrá unirse a esta comunidad. ¿Qué nos ayuda a mantener esa pasión? Tener un propósito claro que nos haga permanecer firmes, incluso en los momentos más difíciles. Este propósito será la razón de tu éxito o fracaso, pues la falta de él es la razón por la que tantas personas quieren darse por vencidas cuando comienzan ".

-Natalia Angulo

favoritas es: "Si quieres ir rápido, camina solo. Si quieres llegar lejos, ve acompañado".

Mientras trabajaba en su camino de Oro a Diamante, Natalia tomó en serio su papel de líder. "Me encanta apoyar a las personas que han querido darse más oportunidades con dōTERRA", dice Natalia. "Quiero mostrarles que pueden crecer más de lo que creen y empoderarse para lograr lo inimaginable".

Para ayudar a su equipo a lograr lo inimaginable, Natalia se centró en sus propias acciones y en cómo podrían afectar a los demás. Sus principales prioridades como líder es dar un buen ejemplo, fomentar buenos hábitos, ser siempre positivo en cualquier situación, comunicarse bien con su equipo y ser constantemente una fuente de inspiración y motivación.

Cuando su equipo necesita motivación, Natalia todavía se aferra al principio por el que vivió incluso antes de comenzar dōTERRA: si te pones una meta, la logras. Ella dice: "Creo que dōTERRA es la mejor oportunidad para crecer personal y profesionalmente. Puede cambiar tu vida y puedes lograr todas tus metas si te lo propones. Es cuestión de pensar en grande, creer y crear; ahí es cuando te llegan grandes cosas".

# JOIN US IN MINICOV

Enjoy four nights in the luxury Hyatt Ziva Rose Hall on the sunny Caribbean Coast on Montego Bay. Qualify by simply sharing dōTERRA. Take this opportunity to experience the ultimate getaway filled with memories, networking, and new friendships that are sure to last a lifetime.



Scan here for detailed eligibility information.

FIP 1







## Les 5 astuces de Karine pour réussir

- Tout est possible lorsque l'on a une foi inébranlable. Faites confiance à votre équipe, à vous-même et à vos capacités.
- Inspirez suffisamment de confiance et d'amour au sein de votre équipe pour laisser vos leaders
  « suivre leur propre chemin ». Ne faites pas le travail à leur place; ils vous en remercieront plus tard.
- Le meilleur leadership vient du cœur. Montrez à vos leaders à quel point ils sont exceptionnels.
- La constance et les bonnes actions peuvent vous mener exactement où vous voulez aller.
- Travaillez avec l'énergie et le dévouement que vous voulez voir chez les membres de votre équipe.

Je crois que la constance et les bonnes actions au quotidien finissent par produire d'excellents résultats.

**Karine Drouin** 

## Karine Drouin | La Sarre, Québec, CAN

# **Diriger avec amour**



Scan here to read in English

Quiconque travaille avec Karine sait qu'elle s'investit corps et âme dans son entreprise dōTERRA et son équipe. « Mon équipe m'entend souvent répéter que "ce n'est pas fini tant que ce n'est pas fini" », dit-elle en riant. C'est grâce à cette mentalité que Karine a pu traverser les hauts et les bas de son entreprise. « Devant l'adversité, j'essaie de trouver rapidement des solutions. Et il est important de le faire avec un état d'esprit positif. Travailler dans la joie est incontournable pour moi. »

Karine a dû apprendre à croire en elle-même pour en arriver où elle est aujourd'hui. « Quand j'ai commencé, je me souviens d'avoir dit à ma lignée ascendante que je ne croyais pas pouvoir accomplir de grandes choses avec dōTERRA et qu'il ne fallait pas avoir d'attentes envers moi et mes résultats. La vie en a décidé autrement : mon travail est rapidement devenu une passion, et le reste appartient à l'histoire. Encore aujourd'hui ça me fait sourire quand j'y pense! »

L'expérience a appris à Karine à ne pas juger le potentiel des gens trop rapidement. « Ma stratégie est de les orienter comme s'ils allaient tous atteindre le rang Diamond. Derrière chaque leader se cache un diamant brut qui peut briller de mille feux, peu importe son bagage et ses craintes. »

La plus grande leçon que Karine a retenue jusqu'à maintenant est qu'elle ne peut pas forcer les gens à vouloir se lancer dans cette aventure. « Le désir et la motivation de transformer cette passion en entreprise doivent d'abord venir d'eux. »

Karine soutient ses bâtisseurs et veille à ce qu'ils comprennent leurs propres forces et leur potentiel. « Lorsqu'ils savent mieux comment arriver à leurs fins, ils ont davantage confiance en eux-mêmes et en leur mission. Les vrais leaders resteront et vous remercieront de leur avoir fait confiance et de les avoir laissés tracer leur propre voie. »

Karine tient à toujours diriger son équipe avec amour. Selon elle, pour être un bon leader et tisser des liens, il faut d'abord s'ouvrir aux autres. « C'est très important d'oublier les rangs et les chiffres, et de faire preuve de compassion et d'empathie, souligne-t-elle. La plupart du temps, ils n'ont pas besoin de stratégies, mais d'être écoutés et traités avec humanité, empathie et amour. Lorsqu'un leader de mon équipe éprouve des difficultés, c'est toujours avec amour que je le guide et le soutiens. »



Lucinda Martin | Denver, Pennsylvania, USA

# Think like a Diamond

From the first class Lucinda ever attended, she knew she wanted to build a dōTERRA® business. As she sat, listening and learning—before even purchasing a kit— Lucinda's chest tightened with excitement. In her heart, she felt and knew this was what she wanted to do.

Lucinda loved the idea of helping others with their health, and more recently her motto has become helping others rise above mediocre. She says, "It goes for so much more than health too! Yes, I can offer wellness solutions, but I can also provide education on how the body works, how to manage occasional stress, and how the science backs it all up. I can help my builders rise above mediocre time management, walk them through how to deal with negativity, and so much more. Building my business has polished me in so many ways, and I want to pass that on to others!" She also passionately values having the flexibility her family wants and needs, as well as being able to generously bless others in her community.

One of the special aspects of Lucinda's leadership is her creativity. Ideation is her primary strength. Lucinda's builders love her ability to come up with a unique idea to get around any roadblock. One roadblock Lucinda has experienced herself was a period when someone close to her was expressing a lot of negativities about essential oils and building a business. She said, "I made the mistake of letting it shut me down for about a month. I felt terrible, being frozen in the fear of what others think. If I could go back, I would tell myself that it's really between me and God, not between me and them. Sometimes the only taste of success others get is when they take a bite out of you, but don't let that bite get you down."

When Lucinda reached the rank of Platinum, she began feeling the weight of leadership on her shoulders. "I had budding builders calling on me, needing help and advice, and I honestly felt like I lacked the wisdom to know how to lead." However, Lucinda soon found, many times, the root issue had to do with self-confidence or belief struggles. "I learned quickly I could be the one to loan my belief to them, showing them how far they had already come as proof and encouragement that they could do the next thing in front of them."

One of Lucinda's favorite phrases is "think like a Diamond"—advice she was given early in her business-building journey. It boosted her self-confidence and has supported her through new or challenging situations. She also says, "Remember you're worthy. Don't for a minute think, I'm just an Elite or just a Premier or whatever. Don't use that as an excuse not to step up and serve others. You're a solutions provider, and there are people out there who desperately need you to open your mouth and share!"

## Lucinda's Tips

**Team-building:** "Write out a strengths statement for each of your team members. Writing out my builders' statements for them has been so empowering and helped us learn about each other."

**Time management as a mom:** "Wake up early so you have time to work on your business before the little ones get up. Also, try not to stress about the details. Who cares if the house isn't picture perfect or you eat simple food for meals. If your little ones are happy, that's what matters."

**Meeting builders where they are:** "It pays off to invest your time and energy into builders who are actually doing the work, whether you need the volume on their leg or not. For those ready to run, run with them."



# Find out who you are and do it on purpose.

**Dolly Parton** 

# Congratulations on Reaching Presidential Diamond

Peggy and Dave Smith | Parker, Colorado, USA



Scan to hear more of the Smith's story



## Tell us about your journey to Presidential Diamond and what has gotten you to this point.

My journey has always been to help the people I work with be successful. The priority has always been that my team was solid and making great money. We are a group of moms, schoolteachers, and more, just regular people, that have become successful in this business. The result of that for me has been becoming Presidential Diamond, but that wasn't always my main goal. Ranking isn't all that important to me.

My business is rooted in my faith. My whole team knows that is what drives me. Without God in my life, I wouldn't be where I am.

I strive to serve everyone I teach and to cast vision in them that they can do this—to make them believers in the product, the business, and themselves, because once you know the products work, why wouldn't you want to sell it?

## What is your best advice for someone struggling in their business or just getting started?

Never compare yourself to others. Don't try to be the boss of your team. People come into this opportunity to be independent. You can be a coach and their guide, but not their boss. Our job is to cast vision in the people to let them know that they are capable. Help them stick to the basics cycle. Stop chasing every new idea the tried-and-true methods of sample, follow up, and enroll work and are easy to duplicate.

Success doesn't happen overnight; you will want to be in the trenches helping and leading people for years.

Always do what you say. Don't promise something and never come through. People can see right through a person who is not sincere, and you only get one chance with most people.



I really believe that when you build people up, they will be successful in building the business.

### **Peggy Smith**

## What would you say to someone struggling to build a strong community?

When you're looking for builders, you must be honest with them. I always tell people I am looking for partners to build a community, and it does take time. Look for likeminded people, because you are going to be working with them for a long time, so make sure you want them on your team. I don't claim to be a great leader; I'm a person who wants to serve and make a difference. I surround myself with awesome people that support each other and work together to accomplish our goals.

When people run into problems I love to troubleshoot and get to the root of what's causing them. I want to be in the field and model behaviors and approaches. It is so important to know what is really happening out there. One thing that is so helpful is to encourage leaders to take a new person to help teach a class and introduce them as someone who's in training. This always impresses people and helps potential builders see that they don't have to tackle the business on their own because they are able to shadow someone with more experience. I also encourage them to look at the fabulous new *Business Building Guide* as a resource.

#### How have you been able to find a healthy work-life balance?

My time is so different now because I am an empty nester. It's critical to have set aside time for work, and you have to work intentionally so that you aren't thinking about it all the time. People think that they are working all the time but really what they are doing is thinking all the time. Use a list to track what you are doing. I stick to a flexible, basic schedule. I do a lot of mentoring calls and I help leaders that are struggling. My leaders know I can always make time if someone needs a quick call. It's important to teach your people that there is crossline and upline help available. I find that to be a tool many people don't



utilize. Your leaders are independent people; you don't own them. Encourage them to branch out.

I learned a valuable lesson in the first year of building my business. We were growing so fast, and I couldn't handle it. I received an answer to my problem so clearly: let the people go. You've taught them and they will come back if they need you. People grow at different paces, and you will know if someone is equipped to go out on their own. This has helped me so much throughout all the years. By letting people go, I have been able to achieve a healthier work-life balance and have been able to manage the stress of having such a large team.

Another element that is so important is accountability to your fellow leaders. My leaders support each other and that is so helpful. It takes the pressure off both me and them. I have two top performing Diamonds on my team who built their teams together for years by doing a team call every Monday. They aren't in competition. They are growing together. That comradery and support is so special.

#### At this stage what motivates you to continue building?

I want to continue helping people on my team by building them up and showing my love for them. I love working with weaker legs to help them find success. I continue to build for the team community and my family legacy.

#### In what ways has your business changed your life?

The financial control it has brought—for myself and for my team. It is so rewarding to hear the beautiful stories from my team of how they have grown personally and financially. I know that God has put me in this job, in this position to be able to influence people for good. I want to do the work God has set before me, because I do experience so much joy from giving back. It is the dream.



Win Way

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## Finding Purpose in the Pain

Danielle and Leonard have always approached their dōTERRA® business with determination and passion. Danielle says, "If there's anything my team knows about me, and would probably laugh about, is I don't like excuses!" The Hillmans have used this no-excuses attitude to empower their team members and reach their goals. These goals have changed over time, but Danielle and Leonard have found purpose in their journey.

When the Hillmans first began building their dōTERRA business, Danielle owned a daycare. She felt a sense of fulfillment in sharing her love of essential oils with other parents, and many ended up joining her team. Soon, Danielle's goal was to build a strong business so she could sell her daycare. It took four years, but her dedication and hard work allowed Danielle to step into sharing essential oils full-time.

Once they met this goal, the Hillmans shifted their focus to the dream of owning a cattle ranch. Danielle and Leonard found new purpose and have loved combining their interests by sharing how they use essential oils with the animals.

However, things took a tragic turn when the Hillmans lost their son in an accident last year. Danielle says, "The world as I knew it was shattered. As you can imagine, losing a child is the absolute worst thing any parent can ever go through." She feels immense gratitude for her team members, who supported her and helped keep things going as she took time to heal.

As part of her journey, Danielle turned to online groups to seek support from others who had lost children. While connecting with bereaved parents, Danielle was surprised to discover a new Why. Her son also loved essential oils, which they connected over.

Danielle's connection with her son helped her know how to reach out and help others online. "I'd been using my essential oils like crazy, and it just came naturally to me to talk about that with other moms. Before I knew it, I was presenting to these groups on Zoom, talking about essential oils and supplements I found helpful in my journey. I got emails from many of these moms. I would send them out gifts of special roller bottles I made specifically from my son's products."

Danielle still feels an incredible connection to her son. "I strongly feel my son is guiding these moms to me, and we're still 'doing dōTERRA' together—just in a different way now." She believes she and Leonard have been able to honor her son's inspiring legacy by using her passion for essential oils to help others. "My Why has changed, and my passion for these gifts of the Earth has gotten even deeper than it was, which I never really thought was possible. I have found purpose in my pain." Danielle encourages other Wellness Advocates to discover their Why so they can move forward, reach their goals, and make the world a better place.

I'm definitely not the same person I was eight years ago when I joined dōTERRA. I have evolved spiritually and grown intellectually, learning from everyone and everything I possibly could along the way. In-person events, books, webinars, mentors, my family, and real-life experiences have all paved the way for my journey to where I am.

#### Danielle Hillman



#### Michelle Alavaski Bruns | San Clemente, CA

## We Are a Movement

Every business owner knows there's no success without sacrifice. Michelle discovered sacrifice leads to success early on in building her business. When she first started building, her focus was to help develop the doTERRA® Brazilian market, which required her to travel back and forth from the United States to Brazil. Not only was this a huge time commitment, but Michelle was also leaving her new baby and husband at home every time she had to travel.

Despite what was required of her, Michelle's commitment never wavered. She says, "I never considered giving up. This time was stressful but rewarding, because I was building flexibility and financial stability for my family. The time and effort I invested was worthwhile." Michelle reaped the rewards of her efforts when she became a Founder of dōTERRA Brazil.

All her experiences on the road to Diamond have given Michelle the perspective she needed to build a strong team. Most importantly, Michelle chooses to put her energy into activities that help her business grow, and she encourages her team to do the same. "It's important to define what activities are bringing growth and success while eliminating those creating unnecessary pressure or inadequate results," she says. "I have learned to accept and appreciate both success and failure regarding the growth of my team. You can't dwell on the past, as it'll only impair your future success."

Along with her ability to accept both success and failure, Michelle believes she's grown her business by always keeping her focus on people. No matter what she's doing—teaching a class, sharing the essential oils, helping her team, or simply having a conversation with someone she puts people first.

While Michelle's goal has been to build a successful business, her prioritization of people and their needs has pushed her dōTERRA business further than she ever imagined. She says, "We're more than just an essential oil company. We are a movement that transforms people's lives using the gifts of nature."



#### Michelle's Advice for Success

- Keep it simple. Working with doTERRA is a simple process. Stay focused on the products, understand the business structure, and always work from the heart.
- Share stories. Share your experiences and provide a doTERRA experience whenever there's an opportunity. This is how you generate curiosity.
- Master your presentation. Present the products in a simple, honest, and straightforward way.
  Present the business opportunity by highlighting the doTERRA culture and vision for the future.
- Offer personalized advice. When you share doTERRA products, you should be offering solutions. This means you offer personalized advice. Get to know the person and find out what kind of solutions he or she really needs.

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

#### María Virginia Silva e Inger Devera | Doral, Florida, Estados Unidos

## EL dúo de Mavinger

Las mejores amigas María ("Mavi") e Inger, a las que su equipo llama cariñosamente "Mavinger", comenzaron un negocio dōTERRA® juntas durante un tiempo que fue increíblemente desafiante para ambas. Inger, que estaba en medio de un doloroso divorcio público, dice: "Estaba emocionalmentedevastada. No pude concentrarme correctamente, pero me arriesgué a pesar de las circunstancias gracias al apoyo de Mavi, y estoy muy agradecida de haberlo hecho ".

Para Mavi, el mayor obstáculo fue comenzar su negocio en torno al inicio de la pandemia mundial. Comenzar algo nuevo ya requiere planificación y sacrificio; agregar la educación en el hogar por primera vez y otras dificultades a la mezcla lo convirtió en un verdadero desafío. Ella dice: "A veces pensé que no iba a lograr el éxito, pero siempre tuve el apoyo de Inger. Juntas, encontramos el equilibrio que ambas necesitábamos ".

Iniciar un negocio como amigas puede presentar muchas oportunidades de crecimiento y aprendizaje. Inger y Mavi han tenido éxito apoyándose en sus intereses y fortalezas individuales, que se complementan entre sí. Mavi ha encontrado su pasión en la construcción del negocio, mientras que Inger ha encontrado la suya al compartir cómo los aceites esenciales pueden bendecir la vida de las personas.

Juntos, forman un equipo formidable. Inger dice: "Mavi está casada y tiene dos hijos, de nueve y seis años. Soy soltera y tengo tres hijos, de nueve, siete y cuatro años. Ha habido momentos en los que equilibrar la vida laboral y

#### Pon tu destino en el GPS

A Mavi e Inger les encanta compartir una metáfora del GPS con sus constructores: "Este negocio es como un GPS. Puede proporcionarte el camino perfecto para que alcances tus metas, pero debes tener claro cuál es tu destino. El mejor GPS del mundo no puede llevarte a donde quieres ir si no le proporcionas la dirección correcta. Tienes que saber a dónde quiere ir con dōTERRA ". familiar se ha sentido casi imposible, pero nos apoyamos mutuamente. Cada vez que uno de nosotros se siente agotado, el otro está animando y subiendo al plato ".

Debido a que su equipo es joven y ha crecido rápido, Mavi e Inger han tenido que aprender rápidamente. Sus luchas, miedos y errores se han convertido en maravillosos maestros. Como muchos líderes, se han enfrentado a frustraciones con los constructores y expectativas diferentes. "Pensamos que todos los constructores dedicarían exactamente el mismo esfuerzo en el que estábamos invirtiendo, pero hemos llegado a comprender que cada uno de nuestros constructores tiene una forma única de liderar y crecer. Hemos aprendido la importancia de hablar con todos ellos sobre sus objetivos para saber qué esperar, cuánta energía poner y cómo respetar el viaje individual ".

Quizás una de las lecciones más importantes que han aprendido Mavi e Inger es cómo predicar con el ejemplo. Inger dice: "Al comienzo de nuestro viaje, me aterrorizaba hablar en público. Las clases en línea fueron un gran no para mí. ¿Compartir en Instagram mostrando mi voz y mi rostro? Imposible. Y solo pensar en lanzarlo en vivo fue una historia de terror en mi mente ". Pero cuando comenzaron a hablar con sus constructores sobre cómo enfrentar sus miedos y no dejar que se interpusieran en el camino de las metas, Inger reconoció que también necesitaba abordar sus propios miedos. "Sabía que tenía que mostrarle a mi equipo cómo enfrentar sus miedos con mi propio ejemplo, y ellos me dieron la fuerza que necesitaba para romper mis propias creencias limitantes".





Scan here to read in English

Hacer lo que tienes que hacer, incluso cuando no tienes ganas de hacerlo, suele ser la clave del éxito.

Inger Deberá



# CONGRATULATIONS TO THE WINNERS OF THE 2021



#### Sophie Lemay | 1st Place

Participating in Diamond Club has been a unique opportunity for me to unify my team. The power of this amazing contest is to work together, create together, and find new tools together. Everyone on my team, no matter how, contributed to our success. Diamond Club is not about one person, it's about your entire team.

We were able to build our business together and exceed our own expectations. Diamond Club made Diamond rank possible for me and my team. It gave us direction and kept us moving forward. Diamond Club was a gift for me, and I am very grateful that I took the risk to do it. Trust the process!"



#### Claudia Bolanos 2nd Place

"Participating in Diamond Club is a life-changing experience to grow your business, your team, and yourself. I know it has helped many people with physical and financial wellness. The program helped me plant seeds that will grow with me as my business grows."



Isabelle Richard 3rd Place

« Passage obligé de tout leader qui veut faire grandir son équipe, le Diamond Club est une expérience enrichissante à tous les niveaux. Cela m'a permise de devenir une meilleure leader pour mon équipe, de vivre des moments magiques et de mieux comprendre la philosophie de dōTERRA de changer le monde une goutte à la fois. »



Bethany Reynolds 4th Place

"Participating in Diamond Club has allowed me to discover who wants to be on this journey with me, who wants to run with me, and who wants to share these gifts. Diamond Club is an opportunity to watch your true builders rise, to become a more confident leader, and uncover a sisterhood you never would have found otherwise."



Laurel Kimball



Geneviève Chartrand



Ashley Wood



Bellia Jackson



Xiaowen Feng



Hui Sun



Yun Wang



Ali Chen



Becky Ward



Sharyn Whaley



Carlos & Anne Aguilera



Ashley Anderson



Sara Worth



Candace & Laurence Puailihau



Jennifer Owens



Bertha Soto

#### 2021 Graduates

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Winners of this incentive secured an exclusive spot to visit our Hawaiian Sandalwood farm on Hawaii's Big Island in January 2022. Diamond Club provides unique opportunities like this to visit doTERRA farms and growers to see first-hand how our beautiful essential oils are grown, harvested, and distilled. This trip will truly be the opportunity of a lifetime.

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Conrad and Lillian Wenger | Richfield, Pennsylvania, USA

## Grow, Flourish, and Shine

Lillian's Keys for Productive Communication

Keep your lines of communication open and real. Remember when it comes to big challenges, it takes two to get the problem solved.

**Not guessing or supposing scenarios** will lead to much better relationships.

Always give the benefit of the doubt to your team. Commit to looking at hard situations through the other person's perspective.

For Conrad and Lilian, the journey to Diamond has been one of successes, setbacks, and learning experiences. "I like to think of growth as a road, and a leader's road is sure full of growth." Lillian laughs. "The faster you grow, the more bumps and potholes you will encounter closer together in a short amount of time." During those hard times, Lilian reaches for inspiration to help her see the bigger picture. "One of my personal favorites is found in Colossians 3:23 which states: 'Whatever you do, do your work heartily, as for the Lord."

Building a dōTERRA business has been a blessing for Lillian and her family, but it has also been a workout and a challenge. "With each period of new growth in life we are presented with new problems that need to be addressed and worked through." During these times Conrad and Lillian suggest sitting down and refocusing. "Look at what and where you are pouring your time and energies into, and then decide if that activity is building up your family and your team or if you need to drop it."

Another strategy that Lillian finds herself turning to often is to delegate parts of her load so she doesn't get too overwhelmed. "When I am overwhelmed, I just spin my wheels, and go nowhere! We need to delegate! When we partner with others, we can make a bigger impact. It can make a difference for others as we allow them to bring their talents to the table." Lillian reminds builders that you don't need to be the one to do it all. "Choose what you are really good at and begin to slowly delegate your other tasks. This will look absolutely different for everyone."

By focusing on her unique gifts and talents, Lillian has allowed herself to be stretched in ways she never would have imagined. "Allow yourself to be you but also be teachable and willing to take advice. Avoid comparison at all costs. Comparison immobilizes us and makes us useless at helping others." Lillian applies these same principles when working with her team. "Allow your team members to come, grow, and learn as they are. You will see them shine in the gifts God blessed them with. I love to see personalities come to life and people embrace and polish their talents and allow themselves to grow, flourish, and shine."

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(i))



Liliya Zotta | Frankfort, New York, USA

## **Switching Perspective**

When Lilya's dōTERRA® business was first taking off, she heard someone say, "If you don't want to quit this business at least once a day, you're doing it wrong." She recalls thinking, Oh gosh, that's not good! "That mindset didn't really jive with me," she says. She was determined to make her experience different. "At that point, I was an Elite and hadn't experienced that feeling, nor did I ever want to. The experience did make me question if I was doing enough, but I can truthfully say that I've still never had a day where I wanted to quit."

Of course, that doesn't mean her road has always been smooth—it's been an uphill climb. "There have been rough seasons such as pregnancy and babies, transitioning to homeschooling, and Diamond Club where I was otherwise consumed, but I always have to look at the big picture and see the incredible benefits and opportunities my business offers me and my family. Meeting new people, creating friendships, and traveling with my family while my children help is my absolute favorite part of building."

As Liliya's team continued to grow, she has always tried to lead with empathy. "I like to look at things from this perspective: What if I was expected to do such-and-such a thing when I was a younger rank, such as Executive? When we have already progressed through the ranks, it's easy to assume the younger ranks just get it, but if we were honest and remember how we were during that time, we might understand more of where we can help them mature and grow with doTERRA."

Another key detail Liliya strives to remember as she's building is every journey is different. "In the beginning, it's natural to assume your builders will follow in your footsteps, doing things in a similar fashion to what



"Leadership is tricky, especially when the results of business partners can greatly affect you. There's a fine line where we must give ownership to their actions and step back and support. Of course, that can get tricky with dōTERRA, because we're dependent on their actions, but I believe this is where we're most encouraged to use our relationship skills to tie it all together. Our job is to believe in them and support them where they are. When the leadership flows with a servant heart, beauty and suppore are sure to come " Liliva Zotta



you have, but that isn't so all the time." She believes in helping builders on their way, but not forcing them to do it her way. "Our expectations for them should still be clearly defined, but at the same time understand they'll need to go through the experiences, learn, and grow the same way we did."

One thing that Lilya knows for certain is the growing never stops. "Life throws you so many curveballs. Understand there are seasons where you're doing more and others where all you can do is assume the maintenance stage. I believe it's all in your mind, and realizing that everyone deals with this allows your brain to calm down and give yourself grace."

It's in these hard moments that you can learn the most. "I feel in my soul that these seasons allow us to lean into our essential oils more and learn to use them in ways we otherwise wouldn't have thought to. And this, in turn, results in us being able to speak from experience on how to use dōTERRA products for the difficult seasons of life. How awesome is that?"

At the end of the day, Lilya believes it's the people who make the whole experience worth it. "We can all agree that the dōTERRA business attracts the most incredible people—people who have the heart of service, are passionate about health and wellness, and care for others. Embrace the relationship aspect of this business. These are our people! They've now become our friends. Our spouses are friends and our kids hang out together. I have the most incredible upline, but never disregard the cross-team friendships I've made throughout the years. I hold these very dear to my heart. We pour into one another and enrich each other's lives. Friendship is always first."

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Joe & Anne Tetzlaff



Alicia Thomas



Evan & Adrienne Thomas



Alicia Torres Lisabeth





Alison van Zandbergen



Chad & Susie Walby





Jed & Pam Waldron



Rob & Melissa Wilson



Austin & Jocelyn Wary



Lane & Angela Watkins





Shauna Wetenkamp



Emili & Dallon Whitney



Lori Williams





John & Debbie Younggren

#### **Platinums Not Pictured:**

Adrian Ahlstrom Lawena Painter Guijun Liu Dezhu Wang Kaili Wardwell Kevin Warwood David Zheng Peterson Baosheng Zhou



Chrystelle Zimmerman



As you live to serve, exemplify charity, and liberate others, you will transform the world.







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