Essential LEADERSHIP

MAGAZINE



Congratulations on Reaching Presidential Diamond & US Founder 2.0

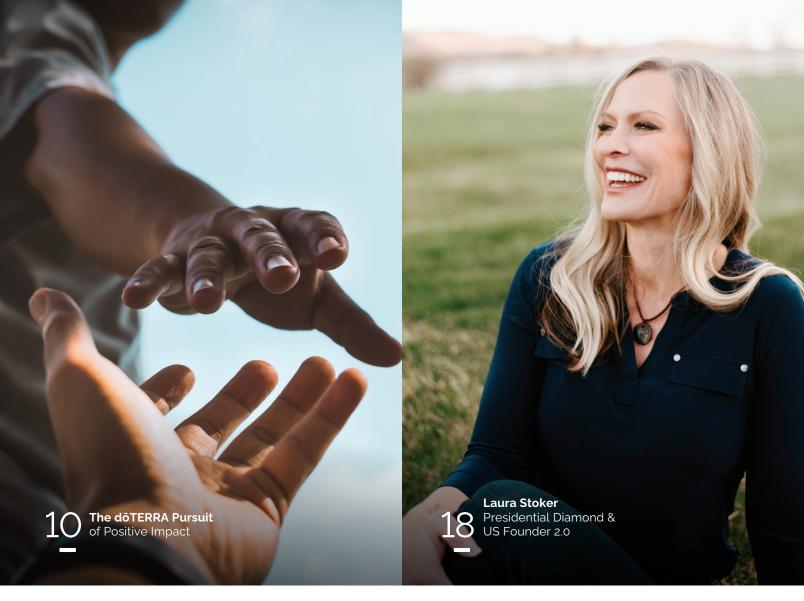
Laura Stoker

doterrarecognition magazine 53

The secret of your success is determined by your daily agenda.

John C. Maxwell





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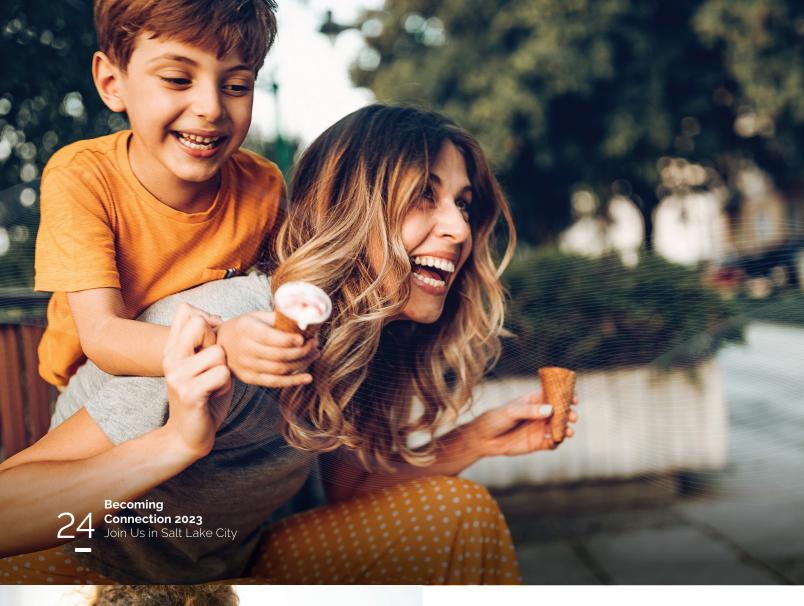
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Refer a Friend 2023 is the Year of the Sharer

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一起強大

22020年的時候,因為COVID的原因,Helen不得不暫 停自己的美髮店生意。也正是在那段時間,她遇到了多 特瑞。"作為一個美髮師,我已經從事這個職業超過了 30年,而且我一直認為我這輩子應該就只會做這一件事 了。"她笑著說,"然而,自從我結識了多特瑞之後, 它竟然成為了我的第二份工作!"

Helen明白她需要明確自己要在多特瑞這份事業中設立一 個自己的目標。最初的時候,她並沒有很明確自己要成 為一

名領袖,但是隨著她與她的導師更多的互動與學習, 開始建立了更多的自信。"我覺得她與我能產生很多共 鳴。我從她那裡學會了什麼是陪伴,和什麼是團隊的領 導力。也正是因為她對我的影響,我逐步學會了應該如 何更好地管理自己的團隊:傾聽、交流、分享、 並且支持。" Helen現在同時有兩份工作,三個孩子,但她自認為自己 是幸運的。"白天做好美髮師,晚上做好芳療師,同時盡 量抽出時間多陪伴孩子們。我知道我做的還不夠完美, 但我每一天都會盡自己最大的努力做到更好。"

除了在培養自己的人際關係以外,Helen也在她的事業 方面努力培養強大、積極的商務關係。"在從事多特瑞這 份事業當中,關係是至關重要的。"Helen說,"當我剛 剛起步的時候,我其實並沒有意識到團隊的協作有如此 重要。那個時候,我一直非常自己努力地學習,讓自己 掌握更多的產品知識,但是我發現似乎總有些東西我錯 過了。漸漸地,我開始意識到,原來我的弱項可能剛好 是我團隊裡某位夥伴的強項,而且其實他們很願意幫助 我。於是,我開始愛上了謙卑地去尋求幫助和支持這種 方式,現在我的團隊夥伴們現在也是這麼做的。 因此,我們團隊成長地非常迅速,並且比以往任何時期 都更強大。"

成功開發的小貼士

Helen最好的建議就是不要給自己設限!"分享事業可以是多方面的。給自己和團隊一定的空間,來解決遇到的問題。不要給自己設限,接受很重要,喜歡很重要,相信更重要!努力並持續地從每一位前輩身上學習自己所沒有的,相信這些來自大自然的神奇產品所帶給我們的力量。"







Tricia Doran | Westerville, Ohio, US/

A Mindset Fueled by Faith

"Are you open to learning more? That's an incredibly empowering and affirming way to engage someone. There's no sense explaining how amazing dōTERRA products are if people aren't open to hearing about them. Be okay with no. If you're okay with no, they'll feel more comfortable and perhaps more open to eventually saying yes." -Tricia Doran



The sea of opportunity doesn't always offer smooth sailing. That's why Tricia employs a mindset of faith and positivity as she navigates her dōTERRA business. Intrigued by the initial opportunity. Tricia has spent the last 10 years spreading her love of essential oils to everyone she can. Tricia believes in people, and those around her can see and feel her genuine, caring heart. Authentically sharing dōTERRA® products comes naturally and is incredibly fulfilling for her. That fulfillment, along with her faith, has carried her through the ups and downs of her journey.

As a CliftonStrengths® Activator, Tricia used to think mindset was irrelevant. When she joined the dōTERRA family in 2013, she couldn't help but want more of what the company had to offer. Everything felt fresh and new. After quickly advancing to Silver, she realized her business was struggling to grow because she felt comfortable doing the business for others—including enrolling, following up, and planning events—so she needed to adjust her approach.

Like so many dōTERRA leaders, Tricia has learned her dōTERRA business is nothing without the people on her team. Tricia says, "Seeing potential in others more than they see in themselves has been a curious and continuous roadblock for me that I'm still learning to overcome." It can be disappointing when others don't share the passion she has, but she has also seen people unexpectedly show up who are looking for what she provides. Psalms 127:1 and the famous movie line, "if you build it, [they] will come" inspire her business pursuits.

Roadblocks have taught Tricia to ask clarifying questions and develop discernment so she can set realistic expectations for her business. Viewing situations from others' perspectives is an important leadership skill, and Tricia knows from practice that honest, respectful communication helps the process feel more natural. When she started building her dōTERRA business, Tricia was homeschooling four young children, as well as teaching dance part-time. She recalls, "I didn't have time to do the dōTERRA business, but I also couldn't help but share and invite people to learn more."

Tricia's attitude is a wonderful example of what it takes to be a doTERRA leader. It's not just about organizing, planning, or knowing the materials. It's about having a warm, authentic relationship with those on your team and being determined to learn and improve. Simplify the process and share with listening ears. Be okay with no, but still take every opportunity to invite everyone to learn more.

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THE DOTERRA DUISUUS

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In a society where people care increasingly about corporate social responsibility, you should consider incorporating impact messaging into your business. Such messaging can attract new customers, inspire and re-energize team members, and engage communities in supporting companies like dōTERRA who are invested in positive social impact worldwide.

What exactly is the dōTERRA pursuit of positive impact? At dōTERRA, we believe in the power of people helping people. As we've grown these past 15 years, so has our potential to be an impactful force for good. We've always been committed to doing things differently in the pursuit of positive global impact, and along the way we've had to recalibrate and reform. The dōTERRA story is still being written as we seek greater insight into our effects on the people we work with, better understanding of what happens in our supply chains, and lasting hope for a more sustainable future.

In this pursuit, we embrace the power of each individual who joins us on the journey. As we come together—one drop, one person, one community at a time—we build connections, becoming stronger. The dōTERRA pursuit is just beginning, and we hope you'll join us by sharing stories of positive impact from the Pursuit (2022 Report) with your team. As we perform our individual parts in this pursuit of growth, improvement, and hope, we'll truly help the world heal.



Scan here to learn more.



Erika Garza | Hermosa Beach, California, USA

Building a Legacy

Those who work with Erika know she's a disciplined and motivated leader, but that wasn't always the case. "I almost quit early on as a Wellness Advocate twice," recalls Erika. "But hitting US Founders Club 2.0 has really inspired and pushed me. That's when my dōTERRA business really transformed from a hobby and side hustle into a legacy I can continue building."

"I've had to learn patience throughout this process," she says. Her advice to those who are struggling is to show up even when you don't feel like it. "Honor your schedule and your business."

Erika has also learned the importance of flexibility. She knows firsthand what it feels like to see people with incredible potential give up early and lose faith in themselves and the business. "It breaks my heart," she says. With time, she's learned you can't force someone without the drive to build. She advises, "Stop trying to control everything and everyone. If you show up when you commit yourself, opportunities will present themselves. Draw healthy boundaries. Have a plan but always be ready to pivot."

Erika attributes her success first to her faith in God, and to her wonderful leaders and family. "My husband, Eric, has been incredibly supportive. Without him, I wouldn't be able to do most of what I do." Erika believes having effective communication with a spouse is the foundation to success in a dōTERRA business.

Some non-negotiable things for Erika that keep her business going are working out five times a week, going to therapy, reading books, turning off the TV, and getting eight to nine hours of sleep a night. "Always honor the reason why you chose this business. Share your journey with love and humility."



Keep Your Word

For Erika, being a strong leader starts with keeping her word. And she knows hard work now will help her progress toward her financial and time goals in the future. "I consider myself a woman of my word. If I say I'm going to do something, I do it. Period."

The Beauty of a Second Chanc

April and Steve Ewaka : Hickory, North Carolina, USA

"My dōTERRA journey isn't typical," says April, "In fact, it's far from ordinary. My story is the beauty of a second chance."

April began building a business with dōTERRA in 2017. She says, "We grew to Gold rank when extreme and unusual circumstances led to me walking away from that organization." April had the guidance of dōTERRA® corporate and was willing to start over from scratch, so she did. While not easy, the process was made better by the support of her new upline, Rachel Carter, and the builders and sharers who joined her. Today, April is grateful for the team she's built, where everyone thrives together.

Over the years, April has learned how to lead powerfully yet sensitively. She says, "I played basketball in high school and college. I've also coached varsity girls for seven years at two different high schools. My athletic mindset is, 'Shake it off. You can do it. Let's go!'

"But I've realized leadership often isn't so much encouraging someone to push through the hard times as it is just holding their hand and 'sitting in the ashes'



together. Sometimes it's quietly listening to broken hearts. Leadership isn't always about rallying the troops. It can be about tenderly walking beside those who need you there or even walking behind, supporting them and keeping them from falling.

"When people on your team are experiencing extra doses of 'life,' ask yourself what they need, not what you need. It may be a meal. It may be teaching some classes for them, working with their downline, or supporting their customers for a while. One thing in life is certain: change. So learn to pivot. Be flexible and supportive. Leadership requires a healthy balance of empathy and grit." April continues, "People follow a leader either because they have to, they need to, or they want to. If it's the latter, it's truly special. John Maxwell was asked to define leadership in one word. He chose influence. Each day, we decide how we'll use our influence. It's your choice, so choose wisely! Choose to make a positive impact daily. 'Of some have compassion, making a difference,' Jude 22."

"Leadership is a gift and should be handled with care and gratitude."—*April Ewaka*



döterrå **Refer** a *Friend*

2023 is the year of the sharer. Inspire your Wholesale Customers to effortlessly share the products they are passionate about through the new Refer a Friend Program. Here's how it works:



Congratulations on Reaching Presidential Diamond & US Founder 2.0

Laura Stoker | Payson, Utah, USA

Tell us about your journey to Presidential Diamond. What are the biggest lessons you've learned and hurdles you've overcome?

In early 2010, I joined doTERRA with my first husband, Wade. It was a leap of faith. Things were tight as our business was declining because of economic hard times. Essential oils were new, but we were all in and trusted that God had a plan.

After five months, we hit Diamond. By the fourth year, we hit Blue Diamond and had a solid plan to reach Presidential Diamond by 2015.

However, life took a tragic turn. Wade was plagued with depression, which cycled severely. Our daughter married a young man who also suffered from depression. Just 10 months after they married, her husband took his life. His death sent my husband into a mental downward spiral. Eight months after our son-in-law died, my husband also passed away.

I entered a dark night of the soul, which I recognize years later became my spiritual rebirth. I didn't think I had the strength to endure the losses. You could say I was being carried by angels!



I found great comfort in the products, especially doTERRA Peace[®] and doTERRA Console[®].

Because we sacrificed for years and built a financial pipeline, I was able to provide for my six kids and pay for therapies to help them cope with loss. I'll be forever grateful I trusted in God's plan for us and the blessings provided by our dõTERRA business.

What's your advice for someone trying to reach Presidential Diamond?

It's said thoughts become things. Success in doTERRA stems from believing, from knowing it's possible. Success in doTERRA is a journey of inner work, a willingness to continually step out of your comfort zone.

Only after I truly believed in my capabilities and potential even after tremendous loss—did everything fall into place. We all have the necessary tools to build a solid, lasting business. That isn't the real challenge. The challenge is on the inside: your inner work and development.

Success in dōTERRA stems from knowing it's possible. Success in dōTERRA is a journey of inner work and a willingness to continually step out of your comfort zone.

Laura Stoker



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

It was difficult for me to attend events where couples were building together for a long time. I remember one event just months after Wade passed, listening to a Blue Diamond couple share tips on building together. I retreated to my hotel room and bawled my eyes out.

I welcomed the tears as they worked to cleanse my soul. My strength emerged as I embraced my vulnerability. It was a painful but necessary part of my journey. I learned I could do hard things and I wasn't alone. My dōTERRA family was my anchor. I'm now happily remarried to Matt.

When Emily announced US Founders Club 2.0, my heart leapt for joy! It was my call to fully rise from the ashes, get out of my comfort zone, and grow again. Matt has been so supportive as I've strived to reach Presidential Diamond and Founder 2.0! He's enthusiastically assisted me by sharing the dōTERRA® MetaPWR® system with everyone he knows.

How do you balance running your business and taking care of your family?

dōTERRA is the most family-friendly business around. I built while being a mother. I've presented in front of hundreds of people while bouncing my baby on my hip. I remember during a Zoom call my baby's chubby little hand came up and touched my face—I was breastfeeding while teaching an online class!

My vulnerability became my strength. I wanted to show other stay-at-home mothers all things are possible. For me, there's no such thing as balance, because there's no separation between family and my doTERRA business.

What motivates you to continue building your business?

My mission is to serve by sharing these gifts of the earth and empowering them with natural solutions. Recently, I enrolled a young single mom living in California. She shared her concerns for her kids and other elements of her life.

Connections like this are why I continue sharing. While achieving a rank is wonderful, the true richness is found in living with purpose and truly changing lives alongside doTERRA!

How has this business changed your life?

Saying yes to building a dōTERRA business 13 years ago was one of God's tender mercies in my life. It's been a tremendous opportunity for me to step into my purpose, be part of an important cause, and stand in my authentic light, showing those around me what's possible in this business.

Do you have anything else you believe readers would benefit from learning?

However you build your business, make sure it's simple and easy to follow. People will see how you build, and if it's complicated or confusing they'll say no. My advice is to keep everything you do at a fifth-grade level and point others to a tool like a video or brochure handout.

Also, become a product of the product. I'm experiencing amazing success enrolling new customers with the MetaPWR system because I use it daily. People can feel my energy and passion when I share what the system has done for me.

Share stories that are relevant to your audience—facts tell, but stories sell! People remember relevant experiences or stories about products, and they'll come to understand the doTERRA wellness lifestyle fits with theirs.





Joana Magnani | Miami, Florida, USA

Trust Your Team

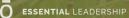
"If I could go back," reflects Joana, "I'd say to myself, 'Don't try going so fast. Instead, take solid, sustainable steps." She says, "There was a time when I was a workaholic, overwhelmed by my efforts to be productive." Fortunately, she knew the answer wasn't giving up on her business. "I decided I needed to reorganize my routine rather than quit." And that's what she did. "I realized what I needed was to be more efficient and organized. By creating a structured work routine and better prioritizing my time, everything fell into place."

Having found a maintainable methodology and pace, Joana feels delight in building her business. She says, "Selling doesn't feel like work, but rather like sharing something good." She also enjoys connecting with people during the process. And of course, she enjoys having the flexibility to be present and available for her family.

Joana's advice for growing leaders is to trust your team. She says, "Build a friendly relationship with your leaders, show empathy, and always be honest—whether it's because you need extra support or you aspire to reach a new level or goal."

Joana remembers clearly how she felt in the early days of growing her business. "I didn't see myself as a leader, let alone someone capable of guiding others." She knows so many others experience the same self-doubt. She states, "When we feel insecure, we often attempt to appear overly authoritative or professional. Doing so can hinder a team's connection with its leader."

With time and practice, Joana found what worked for her. She says, "I was trying to force my role, projecting an image of knowledge and expertise when all I needed was to be my authentic self and guide based on my experiences. That's what teamwork is really about. When you do that, your goals are more likely to be achieved and your team will be more satisfied."



More than an Upline

"One of the most important things a leader can do to support a struggling team member is to show empathy and understanding. Leaders must listen to team members' concerns and challenges and work with them to develop plans to overcome those challenges. It's important to create a safe, supportive environment where team members feel comfortable sharing their struggles and asking for help. More than an upline for my team, I'm a friend—a guide who can help them, through example or experience, overcome limiting beliefs and go for their goals."

"I try to see everything as a learning experience. We can always improve, and making mistakes is absolutely part of the journey." —Joana Magnani



Become and a second dependenceDependence<t

Join us in Salt Lake City





Dayana Alonso | Indian Land, South Carolina, USA

Work Hard, Work Smart

Everyone who reaches Diamond overcomes challenges along the way. For Dayana, those challenges came early. Like many Wellness Advocates, she began as a customer. She became a casual sharer and eventually decided to give the business a chance.

However, Dayana had little mentorship besides her upline to support and guide her. Her enroller was a casual sharer, and the nearest Diamond was 11 levels above her. Also, Dayana knew she wanted to focus on the Spanishspeaking community, which no one in her upline had any experience doing. To top it off, Dayana is an immigrant and mother of three, working in a high-level corporate job, and her support network wasn't robust.

Dayana says, "It was a challenging situation. I had to be diligent in finding answers and learning from my many, many mistakes. I invested in my training and education and poured my heart into developing a platform that'd give my customers and team members the resources they needed in our mother language. I did not do this alone: my amazing qualifying leaders helped me build this platform. I truly would not be where I am today if it weren't for their hard work and commitment."

Act Now!

"Stop waiting and act now! Nobody else can do it for you. If now's not a good time, when? You have everything you need to go as far as you can dream. Stop wasting time and start the journey to becoming the person you're meant to be. It'll take time and be painful at times, but you'll always be moving forward and getting closer to where you want to be, and that's worth it."

The load was often heavy, especially with all the extra work it required in the beginning stages. Dayana continues, "I've often felt stretched extremely thin; however, I try to be efficient with my time by focusing on business growth activities while my children are at school. I include my children in daily chores and tidying. It's about working harder and working smarter."

"As a Diamond leader," Dayana says, "I regularly hear excuses as to why people think they can't build successful businesses. 'I don't have time.' 'I don't have help with my house or kids.' 'I have a job and other responsibilities.' 'I have to cook and pick up the kids.' 'I don't know anyone else.' 'My upline doesn't support me.' "Excuses are endless, and I could use them all, but results are only achieved when you transform your excuses into your Why. The situations many people use as excuses are part of my Why. It's easy to see others' successes as luck, but it all comes down to attitude. Get up every day and do the work."

While the journey was difficult, Dayana has a deep understanding of how it's shaped who she is now. "The challenges didn't stop me. They helped me build a community that reflects the values I work to live by."



Kang Shanbo | Irvine, California, USA

不僅僅是生意

康康從2016年第一次認識多特瑞的時候,就很喜歡這家 公司,但當時是被公司的一些獎勵制度所吸引。因為這些 制度和她之前接觸到的都不太一樣。"當初吸引我的是公 司的獎金制度,而並不是產品。"她回憶到,"也正是因 為這個原因,我並沒有認真對產品進行研究,導致了我在 那個時候沒有堅持下去做這份事業。因為僅僅了解獎金制 度,其實並不足以支撐我可以一直堅持下去。"

2019年,康康來到美國,並再次與多特瑞相遇。"因為我 之前的經歷讓我深深地領悟到,必須對產品進行深度的學 習和了解,讓自己愛上產品,同時教授給團隊夥伴們如何 愛上精油如何使用精油,才是能夠成功經營這份事業的核 心所在,而不是簡單的了解其獎金制度。"

"我所面臨最大的挑戰就是要開始在一個全新的城市生活,認識的人非常有限。"康康說。對於她發展這份事業來說,與自己一起共事的夥伴們建立信任感至關重要。" 我需要讓夥伴們知道,我是一個專業的芳療師,對產品有 著豐富的知識和了解。"康康繼續道,"建立信任,真心付出,和分享我對產品的知識並提供優質的服務,才會讓我 可以逐步組建一個優秀的團隊。"

對於康康來說,她非常清楚自己首先需要樹立一個很好的 榜樣,這樣才能讓她的團隊足夠堅挺和逐步強大。她努力 積極地迎接挑戰,並允許團隊夥伴們提出問題,然後通過 集思廣益的方式來克服遇到的障礙。"溝通非常重要。我 總是會盡力去做一個很好的聽眾,無論大家遇到什麼樣的 困難,都會鼓勵他們積極面對,並提供相應的建議和相關 的資源。" 在康康開始她的這份事業之前,她是一個完全沒有在外工 作過的人。所以對於她的家庭來說,這也是一個轉變。" 我的壓力真的非常大。我感覺自己沒有辦法兼顧照顧好自 己的家庭,這可能會讓我的家人非常傷心甚至失望。"康 康非常感謝她的先生能在那個時候挺身而出,協助她開始 進入她全新的角色。為了支持康康發展她的事業,她的先 生主動承擔了很多家務,付出更多的時間陪伴他們的孩 子們,並且還會幫助康康做好時間管理。"他對我現在正 在從事的這份事業非常驕傲,也看到我如何努力地去組建 我的團隊。我真的非常感謝可以有他如此的支持我。"康 康說,每個人都可以找到如何平衡自己的事業和家庭的方 法,那就是"更加努力地工作,並且更加去愛你的家人!"

成功開發的小貼士

- 建立關係:重點放在與自己團隊成員以及客戶之間 建立牢固的聯繫。專注於建立真誠有意義的聯繫, 而不是僅僅完成銷售和招募新成員。
- 堅持不懈:堅信自己在做正確的事情。無論您是遭 到拒絕還是進展緩慢,都請不要放棄!
- 保持井井有條:對您的顧客做好持續性的跟進服務。隨時調整目標,以確保自己朝著正確的方向努力。
- 適應性強:喜歡接受挑戰,對於新的想法保持開放的態度,並願意根據需要調整策略。
- 有耐心:成功是需要付出時間和精力的。不要指望
 一夜成名,而是要做好長期投入的準備。
- 尋找導師:多和自己的導師以及其他優秀的老師們 學習,每個人身上都有不同的優點。



Scan here to

Tenten Your Jonet Coros

Etsuko Kobira Rutz and Roger M. Rutz | Elmwood Park, Illinois, USA

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

DiamondClub

While in an airport, Etsuko noticed a woman marching across the terminal toward her. She was surprised by this person who'd noticed her dōTERRA® backpack and followed her across the terminal just to tell Etsuko she'd never become Diamond.

Little did the woman know Etsuko and Roger had been thinking over what to do with their team structure around that time. Etsuko had built quite a large team relative to her Silver rank, but she and Roger had realized the structure of the team wasn't efficient. They could improve it over time, but the process would likely take years, which left them feeling discouraged and unsure what to do next.

But in that moment at the airport, Etsuko knew she was going to prove that woman wrong. It was a catalyst for Roger and Etsuko to commit to an extreme restructuring and rebuilding of their entire team.

Etsuko and Roger knew their first step had to be getting the support and commitment of their team. "All our downline members had to trust this change was going to benefit them, not just us. It was only through personal connections and good relationships with our downline members that we were able to make it work. It was extremely challenging, but we came back stronger and more efficient, with downline members making huge rank advances that weren't possible before. Because of those struggles, we now have an efficient, committed team. We trust each other and work extremely well together."

Etsuko and Roger learned more from this experience than they would've otherwise. "Never give up on a goal you really want to achieve. There's more than one way to get where you want to be. Don't be afraid to make a difficult business decision if it'll have a positive impact on your team—just ensure everyone involved is on board with the plan. If you choose an extreme path, like we did, you have to be comfortable with a great deal of uncertainty along the way. But it was worth it for us."

An old Japanese proverb says, "After victory, tighten your helmet cords." This proverb has been a guide for Etsuko and Roger in their business. "To us, it means you're never finished—you just keep going. Diamond isn't the end goal. It's just a stepping stone."

Become Your Best Self

"If your success leads to more time and financial stability, use that increase to improve yourself and become a better person. Learn everything you can about essential oils, the business, leadership, personal relationships, etiquette, manners, and so on. Become a better friend and spouse. Exercise and practice proper nutrition. Learn a new language that'll help your business grow. Really become the success story everyone will look up to and want to emulate."

Happiness lies in the joy of achievement and the thrill of creative effort.

Franklin D. Roosevelt



Team Butterfly

Dr. Mica Carew

Colorado Springs, Colorado, USA

Early in her journey as a leader, Mica was frustrated as she struggled to connect with other leaders on her team. She knew it was holding them all back. That year at Leadership Retreat—Mica was the only one from her team who attended—CliftonStrengths® were introduced.

Mica says, "This was a game changer for me. I understood what I was doing wrong as a leader. I was expecting all leaders to work and communicate like I do. Once I had all my leaders take the assessment, I quickly moved up in rank. But more importantly, we became a strong, cohesive, and supportive team, honoring each other's strengths, which we call superpowers." Mica and her leaders call themselves Team Butterfly as a reminder and inspiration to evolve and grow individually and as a team.

Another key to Mica's growth has been consistency, again individually and as a team. When she's feeling discouraged, disappointed, or worn out, she looks forward to the weekly

"I've found forcing people to work my way and at my pace isn't the answer. Instead, I allow leaders to enjoy their journeys. I know it's my business. I can work at the pace that suits me, and they should be able to do the same."—*Mica Carew*



team calls, knowing they'll buoy and lift her up. "We've created a rhythm of gathering that's so nourishing."

Just as weekly team calls ensure consistent and reliable support for builders, weekly classes provide consistent and reliable support for new or potential customers. Mica remembers, "Earlier on, I was about to teach a class on Zoom, and I was suddenly sick in the bathroom. My 10-year-old daughter knew it was time for the class. She yelled, 'Mommy, I can teach it for you! I know the script. I know the three ways to buy the oils and even the best way to buy. I can do it for you with Auntie'—Dr. Julie Kaneshiro, who's one of my team leaders. They taught the class together, and it was super successful!

"When team members witnessed my 10-year-old daughter teaching the class, they started pitching in and teaching as well. The lesson from the experience is to stick to the rhythm of the classes and be consistent. There are so many unexpected blessings that've come from teaching classes online. I tell my team whether people buy or not, let them know our classes are safe, soft places to land and learn every Wednesday. It doesn't matter what they're going through or whether they ultimately become a customer. We're here for them."

CliftonStrengths® is a registered trademark of Gallup, Inc.

Come Rain or Shine

Anyone who knows Charlotte knows she leads with a kind heart. She has an amazing ability to empathize and care for people, which has become the driving force behind her dōTERRA business. She knows if you want a strong business, you need strong builders—people who not only care about the products, but who also have your back.

Charlotte reaped the benefits of her builders' strengths when, two years into the business, her mother was diagnosed with cancer. "I had to pause and dedicate myself to my mom for seven months," she remembers. "Because we're a solid, united team, my business stayed afloat during that difficult time." "Giving up has never crossed my mind. It's never been an option," Charlotte says. She's continued to learn and grow with her team on her journey. "I've always felt this is the right business. I've had the belief since starting that if I want to grow my business, I must have an abundance of perseverance and vision. That abundance has allowed me to keep moving forward, come rain or shine."

Devoting so much time to her dōTERRA business has provided Charlotte with incredible opportunities for personal growth. Whenever she felt stuck, she realized she needed to break down limiting beliefs and work on her mentality. In her eyes, that's the beauty of dōTERRA. "You start with your own personal development and then turn around to help others. I help my team through my strengths. More than partners, they've become my family."



Choose Your Builders Wisely

In the beginning, Charlotte put a lot of faith in people who left the business. Entire structures fell because they weren't ready to take on that responsibility—they weren't builders. Here's her advice from experience:

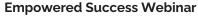
- Know that not everyone is ready to be a builder—not everyone understands the commitment involved.
- Evaluate in detail and take a breather to carefully choose people who are going to build with you. Remember, they don't all have to go on the frontline.
- Make terms and agreements before making moves at the structure level. Set up expectations to avoid any misunderstandings or assumptions.



döterra Business Tools and Resources

Business Training





Get relevant training for building your dōTERRA business. Learn from top leaders the first Monday of every month.



Register now



Business Building Certification Course

The dōTERRA Business Building Certification was created using established, duplicatable methods taught by top leaders. Filled to the brim with scripts, tips, and tools from some of the most effective leaders in the business, use this complementary course to onboard your new builders.



Take the course



Free to Wellness Advocates

Building Your Business with doTERRA Podcast

Subscribe for bite-sized business advice from top Wellness Advocates. You'll get concrete ideas on how to successfully enroll new customers, take advantage of one-on-ones, deal with no-show classes, and much more.



Listen now



Business Advancement Team

If you don't have an upline to guide you, we're here to provide answers to your questions. The Business Advancement team is committed to assisting Wellness Advocates ranked from Consultant to Premier who want to advance their businesses. They answer general questions and provide business education.

Contact Information Hours:

Monday–Friday, 8:00 a.m.–6:00 p.m. **Phone:** (801) 370-2140 **Email:** businessadvancement@doterra.com

Printed Business Tools



Business Building Guide

Whether you're making a career change or simply wanting to earn extra money, the *Business Building Guide* is a convenient, one-stop shop for you to build your thriving business.

60214699 | Wholesale: \$10.00

Live Guide

Assess personal wellness with the *Live* Guide and find the right doTERRA natural solutions. Use this guide to conduct Wellness Consults for new members to help them get on LRP.

60225081 | 10-Pack Wholesale: \$12.00





Natural Solutions Class Handout

This handout helps you effectively educate others about the natural, safe, and effective solutions dōTERRA offers.

60221533 | 10-Pack Wholesale: \$7.00

Healthy Can be Simple Brochure

Use this booklet alongside an oil sample to introduce future customers to essential oil solutions for some of their most common health challenges.

60223187 | 10-Pack Wholesale: \$8.00





Living Magazine

Living is a unique and compelling lifestyle magazine that helps the reader gain a richer understanding of dōTERRA products, people, and initiatives. Utilize this resource to reignite your customer base by teaching continuing education classes based on the relevant and powerful articles.

60224942 | Wholesale: \$3.00



Class in a Box

With more products than ever before, the new Class in a Box kit will help you hold effective classes and one-on-ones while giving potential customers impactful essential oil experiences. Save time and money and set yourself up for success with this simple kit. This kit includes:

- 10 Wild Orange 5 mL oils to use as enrolling and booking incentives
- 1 pack of Deep Blue[®] Rub Samples, 1 pack of dōTERRA On Guard[®] Protecting Throat Drops, 1 pack of dōTERRA On Guard[®] Natural Whitening Toothpaste Samples, and 24 1/4 sample drams to make sampling convenient
- 50 Essential Oils Are Simple class handouts
- 10 *Live* Guides to hold simple Wellness Consults and boost LRP

60224536 | Wholesale: \$45.00

Essential Oils Are Simple Tear Pad

No matter your rank, this class is easy to teach and gives your customers the information they need to get started with essential oils right away. This convenient tear pad has 50 class handouts.

60221114 | Wholesale: \$5.00





Essential Leadership Magazine

Essential Leadership is a unique tool geared toward Wellness Advocates seeking information on how to build a dōTERRA business. Read about dōTERRA leaders and their journey to success and receive expert tips on leadership and business building.

60224946 | Wholesale: \$3.00

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Social media doesn't have to be complicated. Stay on top of yours with dōTERRA Social. Create, schedule, share, publish, and approve suggested onbrand content from anywhere, anytime.



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Simplify the enrollment process for customers by sending them a link that is automatically assigned to your referral ID.



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Eric & Andrea Larsen



Fuxian Li & Lingling Zhang FOUNDER



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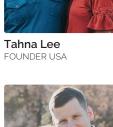
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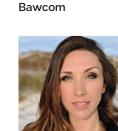
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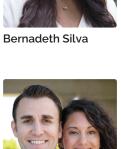
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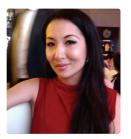
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Elena Yordan



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Dayana Alonso



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Nathalie Chausseau





Rachel Crimmins





Karine Dostie



Carolyn Erickson

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Zhang Ping



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Dale & Sandy Pocernich



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Francilene Quan

Giulia & Daniel Rogers

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Shepard



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John & Heather Sorensen



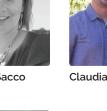












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Lynn Wang FOUNDER NACL



Yun Wang



Ben & Megan Warden



Lane & Angela Watkins



Lara Wynn



Julie Weinberg & Meredith Kelly



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Fred & Marti Winkler





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John & Debbie

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Jennifer Martin Christopher Milousis

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Julie Barron



Ashley & Joe Bell

Christine Bell



Lievano













Jennifer Bejcek







Golds



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Bolduc





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Birrer

Alicia Bond



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Don & Cindy

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Mathieu Briand &







Kelly Carpenter



Brian & Chrissy Carr

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Kenneth & Hope

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Englert









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Rindy Fenlon



Jessica Edstrom











Sharon Fila





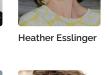


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Golds



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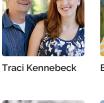


Janelle

Kincaid



Ramona Laird























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Allen & Heidi Lafferty





Hillary LaMay



Keleen Lambert



Anne Marie & **Michael Lamers**





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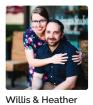






Korina

Makaokalani



Martin



Mindy Martindale

Mélanie Martineau



David & Suzy Martyn



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Mays





Jenalyn Matila





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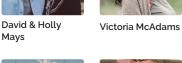
Zamoura Mayo



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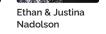




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Holan & Cassy Nakata









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Jennifer Shaw

Tatiana Seara

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Heidi & Jared Smith



Kali Smith

Tiffany Sosa

Priscilla Stewart

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Heidi Taylor



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Michelle Colson Annemarie Dalton Lucas de Oliveira Chasity & James Dedman Alison Deutsch Adryan Dupre Kimberly Erickson-Nichols Michelle Flach Danielle Fleurant Man Yee Fong Maria Foster Whitley Foster Amanda Gilreath Renee Guizzetti Nathan Hakeem

Elvira Hanna



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Bozhan Shi

Cathi Russell

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Recognition is based on the highest rank reached two times in the previous year. Recognition is current as of April 2023.



You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win.

Zig Zi<mark>gl</mark>ar

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







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